

**RIVIERA VILLAGE ASSOCIATION
REGULAR MEETING**

Hennessey's
1712 S. Catalina Ave
Redondo Beach, CA 90277

**Thursday, April 2, 2015
8:30 a.m.**

SPECIAL MEETING & MARKETING COMMITTEE MINUTES

- I. CALL TO ORDER-OVERVIEW-Traffic Rules**
- II. ROLE CALL & INTRODUCTIONS Present: Mike Ward, Karen Damskey, Terry McGauffy, Brian Diederich, Chris Hatanelas.**
- III. 2015 Set Events**
 - 1. Mixers-Designated Chris be the point person for these & pumping up the excitement by having a few of these events a year paid for by the bid, with the current monthly format continuing going forward.**
 - 2. Summer Festival-Mike designated the point person as his company puts on the event every year. Also discussed tightening up on the rules keeping local merchants off the street & getting payment from all existing merchants taking using street areas.**
 - 3. Sidewalk Sale-Designated Mike & Karen the point people for this event. Discussed putting more resources behind promoting the event, closing down Catalina & getting the merchants more involved.**
 - 4. Halloween-Ellen designated the point person for this event.**
 - 5. Holiday Stroll-Karen & Ellen designated point people for this event.**
- IV. Brainstorm-New ideas Only-Marketing Ideas Only Please-Mike suggested the possibility of having a poker tournament, weekly bingo(Rockabingo), & a golf tourney to raise money for the RVA. He was going to get more details & report back to the committee.**
- V. Subcommittees-Set a subcommittee meeting for April 15 at 830am at Hennessey's to hash out more details on sidewalk sale & prepare a proposal at the next full board meeting.**
- VI. Other Business-Special Meeting Agenda**
 - 1. Beach Sign-Mike motioned to get county approval to put 2-3 directional signs on the strand to get more traffic up to the Riviera Village. Terry seconded motion. Motion carries unanimously.**
 - 2. Weeding-Mike stated that we should begin to take advantage of City of Redondo Beach comcate system to get things around the Village cleaned up.**
 - 3. Sidewalk widening-Mike motioned that we meet with the city to expedite the sidewalk widening project. Chris seconded. Motion carries unanimously.**

4. **Shuttle sign-Terry motioned that the board get city approval for a shuttle sign to be placed at the kiosk with RVA funds not to exceed \$2000. Mike seconded. Motion carries unanimously.**
5. **Discussed the possibility of getting a project manager to assist in promoting current projects as well as helping the board pull together a cohesive marketing strategy. Mike to follow up with Jeff Melodia to see if he is interested & report back to the committee.**
6. **Meeting Adjourned-Chris motioned we adjourn the meeting. Mike seconded. Motion carries unanimously**

Please contact Chris Hatanelas hatanelas@gmail.com for questions & comments.