

**Riviera Village Association**

**Regular Meeting**

McGaughey and Spirito

116 Ave I

Redondo Beach, CA 90277

Tuesday, June 21, 2016

8:30am

Meeting Agenda

- I. Call to order – 8:36am
- II. Roll Call and Introductions – Mike Ward, Mike Klein, Graham, Brian, Terry, Shannon, Lorry, Kristen, Ellen
- III. Non-Board Member Reporting
  1. Mike Klein
    - A. Decorative Lighting - \$8000 to maintain. Discussed possibility of RVA sharing cost. Agreement with city is unknown. To discuss further at a later date.
    - B. Way finding signs – Employee previously working on the signs has left. New project manager needs Pantone color for the green portions of the signs. Kristen is working on trying to find original Pantone color and/or asking graphic designer if they can assist in determining a Pantone color that is very close to the original color.
    - C. Dining Deck – Many businesses have expressed interest in obtaining street access / building a dining deck. It is still in the trial phase. Biggest issues are safety and parking. The areas need to be fenced in and in accordance with city code.
    - D. Widening sidewalks – Mike has a meeting set with Jeff Ginsburg to discuss possibility of widening the sidewalks.
    - E. Bike racks/corral – RVA informed Mike Klein that there is a desire for more bike racks in the Riviera Village to allow people to securely lock up their bikes.
    - F. Trash cans - With Farmer's Market moving to triangle parking lot there is a need for more trash cans in this area. An updated design that is consistent with the rest of the village was requested. For now may need to put in the same style, but next year the RVA will look at the general plan and choose updated trashcans/pots/benches/etc.
  2. Ellen
    - A. Halloween and Holiday Stroll – Budget presented for events in order to allocate funds. Valet parking is to be added into budget. Discussion regarding obtaining a sponsorship (i.e. car dealership, Helpful Honda people, etc) to off-set some of the costs of the events. Ellen and Graham to explore this option.
    - B. Chris made a motion to approve budget for Halloween and Holiday Stroll events to allocate funds. Mike Ward 2<sup>nd</sup>. Motion carried.
- IV. Administrative Reports
  1. President's Report – Chris H.
    - A. May minutes reviewed and approved – Mike motioned, Chris 2<sup>nd</sup>. Motion carried.

- B. Mixer – Attendance was okay. Hopefully 20 people that made it will show up next time. Discussed having mixers quarterly rather than monthly. Those who attended seemed to be enjoying themselves and receptive to information being presented.
  - C. Bike Rentals – Hermosa Cyclery is coming here as Riviera Village Cyclery. Sorting out insurance and location issues. Most likely the rentals will be available near Soil and the building where Saks is located.
2. Treasurer’s Report – Mike Ward
- A. RVA account: \$7,382.33 (liability Lee from Farmer’s Market & Lisa R.)  
 BID account: \$85,153.45  
 Marketing: \$20,425.22  
 Beautification: \$13,567.99
  - B. Motion made by Terry to receive and file Treasurer’s Report. Kristen 2<sup>nd</sup>. Motion carried.

V. Committee Reports

1. Marketing – Graham
- A. Bi-monthly ½ page ads placed in Easy Reader and Beach Reporter. \$1400 a month. Publications want a 12 month commitment, but plan is to keep a month to month agreement.
  - B. Chris made a motion to allow Graham to spend no more than \$16,000 for a year of advertising in local publications. Graham 2<sup>nd</sup> motion. Motion carried.
  - C. The text to win campaign “South Bay Give Away” was launched. Winner will be drawn at the end of July. Flyers will be passed out at the Summer Festival.
  - D. Website – Biggest issue is getting businesses to submit information (website addresses, face book, yelp, etc.) Lisa R. to assist in obtaining information.
  - E. Next Marketing meeting TBD
2. Beautification – Kristen
- A. Way finding signs – Working on getting Pantone colors for new project manager. Will contact Suma or ask graphic designer to assist.
  - B. Directory – Lisa R. working on an accurate map to display on directory. Need to make a decision re: color of directory. To meet with representative from the company building the directory to choose a color next week.
  - C. Banners – Received a quote of \$81 a banner from Vital Signs in El Segundo. Waiting for another bid from a company recommended by graphic designer. Also requested a banner to be made that includes all the words “Shop, Dine, Relax” to display on PVBlvd/ Catalina pole.

VI. Other Business

1. Farmer’s Market – Work in progress. City is charging small amount of money for loss of revenue. Soft opening July 10<sup>th</sup> 8am – 1pm in the triangle parking lot. Potentially 30 vendors for first time. Discussed having music/ musicians at farmer’s market. All agreed it would be a great idea as long as it wasn’t amplified music. Various board members looking into possible options.

2. Mission Statement – Most businesses in the Riviera Village do not know what the RVA is and what the board does. Lorry Ray and Lori Richard created a mission and vision statement to help clarify. Board agreed it is very well done and clearly describes the RVA's mission and vision.
3. Elections – Ballots will be counted Thursday, June 30<sup>th</sup> @ 7pm at Hennessey's.
4. Contract Dissolution – Still in progress. Need a letter from the IRS recognizing the BID as a non-profit. Terry continues to work on this issue.

VII. Next meeting Tuesday, July 19<sup>th</sup> 2016 at 8:30am

VIII. Meeting adjourned at 10:02