

Riviera Village Association Regular Meeting
McGaughey & Spirito
116 Ave I
Redondo Beach, CA 90277
Tuesday, July 19, 2016
8:30am

- I. Call to order - 8:40am
- II. Roll Call and Introductions – Chris, Terry, Lorry, Bobby, Kristen, Shannon, Lori, Mike, Graham, Florence Chung (RBPD foundation), Gary Elminoufi (Beach City Brokers)
- III. Non-Board Member Reporting
 1. Mike Klein – (via email) Way finding signs in production and should be up within 2 weeks.
 2. Florence Chung – Representative from RBPD. Informed the board of a new foundation that will raise funds from the community to support police initiatives and fund projects that the city budget doesn't cover. Examples include trauma kits in classrooms, bomb detection dog, etc. Currently, the foundation is building a board, fundraising and asking for sponsors. Highly interested in having business leaders involved. Meeting August 3rd 10:45 @ Beach City Brokers office located at 200 South PCH.
- IV. Administrative Reports
 1. President's Report – Chris H
 - A. June minutes reviewed and approved. Mike motioned, Lorry 2nd. Motion carried.
 - B. RVA Ambassador update- Board agreed that Lisa is doing a great job. She has completed many projects and continues to personally visit businesses, update the association roster, create e-blasts and newsletters, and increase Facebook likes. Some board members requested better correspondence in terms of clearer and more frequent emails and newsletters. Chris to inform Lisa of these requests.
 - C. Mike made a motion to hire Lisa Rodriguez as our RVA Ambassador at \$25 an hour not to exceed \$1,000 a month through December 31st, 2016. Chris 2nd. Motion carried.
 - D. Bike Rentals – Council working on pricing and planning regarding ADA compliance. Jeff Ginsburg and Steve Aspel trying to help move things forward.
- V. Treasurer's Report – Mike W.
 1. RVA account: \$5,385.33
 2. BID account: \$71,504.45
 3. Graham made a motion to receive and file Treasurer's Report. Bobby 2nd. Motion carried.
 4. Discussion of fiscal budget including projected income, projected budget, agreements and contracts with companies that the RVA works with, and the need to

establish a budget and contract committee. It was agreed that we need to organize this information to pass along to the next group of board members.

5. Mike made a motion to set up a meeting to establish a budget and contract committee and have a proposed budget and annual contract by the next meeting. Kristen 2nd. Motion Carried.
6. Mike, Chris, Terry, and Lori volunteered to be on budget and contract committee. Date for meeting to be established within committee members.

VI. Marketing

1. Graham has been working with Amy the graphic designer to rebrand the website to look like the new banners. Website launch to occur in 2 weeks depending on Henry.
2. Facebook site going well. Number of likes going up every day. Goal is to get likes to 10,000. Plan on doing a FB boost for \$20 to increase visibility from 1500 to 6000 people. Graham to work on establishing a better way for business owners to provide Lisa with information to post on Facebook.
3. Need business support for Easy Reader/Beach Reporter ad. Discussed having the ad include coupons from various businesses in the village. Number of ad spots available and cost for ad space to be investigated by Graham.
4. Text to win campaign is launched and ongoing. Drawing pushed to the end of October. Trying to decrease cost by getting businesses to advertise.
5. Graham plans to reach out to Wells Fargo, Trader Joe's, Beach City Brokers and other local businesses for sponsorship. The goal is to cover the cost of holiday events and marketing expenses while providing the sponsors increased exposure for their businesses.

VII. Beautification-Kristen

1. Way Finding Signs – See Mike Klein's report.
2. Directory – Met with a representative and chose color for the sign. Construction of the directory continues. Lisa R. working on acquiring and accurate map to display on the directory.
3. Banners – Amy created another design incorporating all of the words "shop, dine, relax". Altering some of the artwork to allow for pole holes on the top and bottom of the banners. Request that the day and time of the Farmer's Market be added to the banner. Kristen to have graphic designer add Sunday 8-1. Goal is to get final bids and have banners ordered by the next meeting.

VIII. Other business

1. Farmer's Market – Going well. Plan to continue marketing efforts and hope to increase attendance even more.
2. Board Elections
 - A. Chris made a motion to nominate Lorry Ray as President, Bobby as VP, Mike W as treasurer, Kristen as Secretary, Graham as Marketing Chair and Kristen as Beautification Chair. Kristen 2nd motion. Motion carried.
 - B. Marketing committee – Lori
 - C. Beautification committee – Shannon and Bobby

- IX. Next meeting Tuesday August 16th 2016 @ 8:30
- X. Meeting adjourned 10:01