

Riviera Village Association Regular Meeting
McGaughley and Spirito
116 Ave I
Redondo Beach, CA 90277
Tuesday September 20, 2016
8:30 am

Meeting Agenda

- I. Call to Order – 8:35am
- II. Roll Call and Introductions – Lauren Ray, Terry, Mike Ward, Chris, Kristen, Shannon, Christina, Mike Klein, Bobby, Brian, Graham
- III. Non-Board Member Reporting
 1. Mike Klein
 - A. Sidewalk Cleaning - Out to bid. Areas to be cleaned include Avenue I to Elena on Catalina only as of now. Mike will work on getting bids to include other streets.
 - B. Bench - Located on Ave I. Falling apart and attractive to homeless population as a rest spot. Working on getting a replacement that has a center section preventing people from sleeping on the bench.
 - C. Trees -Tree trimming took place in July. Currently in the process of replacing trees that were removed. Looking into rubberized material to place around the base of the trees.
 - D. Trash Cans – Plan to add trash cans around triangle parking lot. To do a walk through and determine exact locations.
 - E. Bike Corrals - Mike discovered some at the city yard. Looking/asking businesses for possible locations for placement. Most likely red zones and other areas that won't block the sidewalk or effect parking. Mike also working on creating a bicycle "fix-it" station.
 - F. Way Finding Signs – Hanging signs today on Esplanade. Installation at other locations to soon follow. These locations include PV Blvd and Catalina, Catalina closer to the pier; PCH near Buca Di Beppo and PCH near Smart and Final.
 - G. Keep Esplanade Beautiful – Continuing with 2nd Sunday Clean-Up. Meet at Sak's.
 - H. Wells Fargo Corner – Discussed homeless issue as well as how the corner is unsightly and uninviting for people entering the Riviera Village. This will be more thoroughly evaluated during walk through.
 - I. Lights – Removed broken light strands. Sagging caused wires to pull apart and break. City bought 1000 ft of lights and going to replace. Will replace



Riviera Village Retail District Digital Directory Sign

Two sided, outdoor kiosk includes:

- Side A: 1 (One) 55" Programmable LCD Monitor for Directory Map and Advertising
- Side B: 1 (One) 55" Static LCD Poster for Directory Map

RIVIERA VILLAGE ASSOCIATION

RV-BID DIRECTORY & SHUTTLE SIGN MEETING MINUTES

SACKS CAFÉ
SEPTEMBER 13, 2016
2:30 p.m.

ATTENDEES:

Lauren “Lorry” Ray, Chris Hatanelas, Graham Sanders, Mike Ward & Jeff Ginsburg
(Lisa Rodriguez: Ambassador/ scribe)

DOWNTOWNER GOLF COMPANY <http://www.ridedowntowner.com>

- a. Shannon discovered this suitable option which offers free on-demand rides around town, 100% electric carts– company finds exemptions to operate, they are funded through advertising by sponsors – vehicle wraps, which Downtowner company to secure the funding.
- b. Steps: Approve Shuttle Locations and charging stations, Establish Radiuses, Routes and Pick- ups from designated local Hotels , Estimate timeline in getting it program put together
- c. Challenge: vehicles are limited to 35mph, therefore limited/restricted on certain streets, cannot navigate inclines/hills...better for shorter distances
- d. Benefits: provides necessary connections between Riviera Village and Redondo Hotels (Possible Torrance inclusion: Doubletree, Marriott) mitigates parking issues, green option, fresh air open carts, encourages responsibility when visiting establishments, great option for bringing folks to area, and for special events & festivals.
- e. Crowne Plaza Hotel was very interested and participated in the shuttle program back in 2013 when Terranea offered the free shuttle service until Terranea pulled out according to Jeff Ginsburg.
- f. Action: Shannon to schedule / coordinate a meeting with Downtowners.

TERRANEA SHUTTLE

- a. The key issue with moving this item forward and re-establishing the shuttle service is a Directory Sign. He was 90% confident the program can re-launch, but only once the sign is put into place or at least motion. Further meetings about the exchange based up acquisition of the sign.

TERRANEA SHUTTLE (cont.)

- b. At one point Riviera was paying \$3000 per month for this service but yielding very little returns. Mike shared that he does not know at what point the services were charged, but that he started receiving invoices.
- c. All agreed this service should be Free. Pick up & drop off locations already established at SOIL.
- d. Also agreed that this service provides a very mutually beneficial exchange. South Bay residents a way to ride up to the Hotel, Guests a place to explore additional options & experiences.
- e. A shuttle service provides a solution where the golf carts are limited. Posted Schedule pick up/drop offs yet determined

DIRECTORY SIGN

- a. According to Chris, the City of Redondo Beach has already approved this item.
- b. Chris and Kristen had been collaborating about the design of sign, but the original selection thought to fit the style of the Riviera Village was not feasible or big enough in capacity.
- c. Estimated to cost additional \$5000 for a bigger/better option for total around \$35K (\$20K of which allocated from Beautification funds).
- d. Most digital designs simply don't match the aesthetic profile of the area. The goal is find a suitable higher tech sign possible set inside the framework of something that better matches.
- e. The screen is 58" – double sided lighted directory. It was determined that the digital option would be far superior over a static version.
- f. Touch screen was discouraged and ways to safeguard screens with protective glass and surveillance capability "smile your on camera" mechanisms discussed.
- g. Far more options available with digital, including the ease of updates. Designers to eventually hand off the updates portion. Thought that word press person can expand contract to provide this service as necessary.
- h. Other options: maps, events, advertising (will require criteria), ease of messaging/marketing.

DIRECTORY SIGN (cont.)

- i. It is realized the downside of any sign is that upon installation, that it already will have potential changes. Digital can be better maintained for the Association
- j. Action: Chris will be presenting a proposal for digital sign at Tuesday's Board Meeting to obtain board approval to increase funds for this sign.. Chris to send Jeff the programming details, so he can weigh in

BIKE CORRALS / BIKE RACKS:

- a. Jeff has identified placement areas in front of his building. Requires ADA compliancy due to the additional structure required A building is exempt from this regulation – except if new structures are being built, in which case permits are required and brought up to code.
- b. Jeff will be getting/inquiring some feedback from engineers in the feasible retrofitting of the planters. Structural integrity required when converting landscape to structure, part of logistics. He estimates having feedback in 2-3 weeks.
- c. Graham is to be lead on this effort. Mike (Kline?) walked the Village with Graham identifying possible / suitable bike rack areas. The current bike corrals are placed at Red Zone Areas.
- d. It was suggested to have Ambassador collect signatures from Business for support should there be any backlash.

PARKING

- a. Possible ways of mitigating this problem> Reduce number of drivers and increase parking spaces, by use of Uber, Lyft. Lisa tasked to research discount and promo code partnership. Thought to have something in place by the Holiday season that could be tested in a trial promo code.
- b. For Festivals, Jeff suggested that Catalina can be closed from Avenue I – extending a block North allowing valet to parallel park vehicles in tighter spaces to accommodate more visitors.
- c. The Valet Services are self- funding in that the fees charged help pay for the ability to offer this during special events, holidays.

PARKING (cont.)

- d. In addressing Graham question about promoting parking spaces, Jeff shared how he is not able to offer up advertisement of additional parking spaces in his building, as he has restrictions with tenant

Parking agreements...more flexibility after hours, but not something he want to publicly promote.

- e. Encourage merchants to have employees use dedicated spaces in Triangle lot.
- f. Enforcement of 4 hour parking for Merchant/Employees may also free up store front spaces. The idea to make it easier to entice shoppers when they can readily find spots.
- g. Question was posed about Holiday Parking option/plan.

TOURISM / VISITOR BUREAU

- a. Chris serves on the Tourism Committee with Redondo Beach Chamber of Commerce, providing a great benefit to the Riviera. The Visitors Bureau does an annual presentation to the City every year. (*Didn't catch date?*)
- b. Redondo Beach Chamber of Commerce & Visitor Bureau (RBCCVB) are seeing increases in revenues (TOT – Transient Occupancy Tax) with the New Hotels coming online and possible rate increase. They need to justify where the monies are going.
- c. Riviera Village would like to find out how to access excess monies and how they may be allocated towards some of the connectivity opportunities between the different areas in Redondo Beach and to bring more tourists to the area. Challenge: it was stated that there are folks in the community that simply don't want that.
- d. Thought that RBCCVB would be more likely to support (be on board) with concepts that benefit Redondo Beach as a whole, not just serving South Redondo interests.
- e. Discussion over directional signs that from the Pier Association do not give any indication about Riviera Village – other than an arrow to “Shops”
- f. It is becoming increasingly more important to think expansively when looking at opportunities to cross promote Redondo Beach as a whole.

TOURISM / VISITOR BUREAU (cont)

- g. Find favorable ways to market audiences (tourists/visitors) that can be served in both or many locations within Redondo by working in collaboration.
- h. Action: Chris to work with the Tourism committee to create a plan and structure shared agreements.
- i. Question whether RBCCVB could help invest in different map directory featuring the many areas to visit within this city.

BANNERS:

- a. Suggested to have all Banners removed from all Structural Signs.
- b. Lorry to follow up with Kristen about Delivery and Installment of Street Banners
- c. Suggested for the Banners to also be displayed along the Esplanade Street Lights to create greater connectivity with the area and help increase sense of place and pride.

ADJOURN 4:15pm

strands that are broken with new ones as they become available. New strands are LED.

- J. Engineering Department- A lot of new hires that are getting things done and moving forward on projects. Invited Ted Sumon to the upcoming mixer.
- K. Walk through with Mike Klein, Lauren Ray, Kristen and Mike Ward scheduled for Thursday, September 22nd at 1:00.

IV. Administrative Reports

- 1. President's Report- Lorry
 - A. September Minutes Review and Approve – Mike made a motion to approve September minutes. Chris 2nd motion. Motion carried.
 - B. Mixer – Thursday September 28th @HT Grill. Event will include Speakers, Q&A session, and displays of the new banners and current marketing material.
 - C. Next Merchant Meeting to be held Monday, October 24th @ Knights of Columbus. They are charging \$200. Chief Keith Kauffman will be speaking about safety during the holidays. Other speakers to be announced.
 - D. Lorry made a motion to approve the October 24th Merchant Meeting. Bobby 2nd the motion. Motion carried.
 - E. Discussion about having merchant meetings quarterly next year. Plan to see how the next 2 meetings go before making a final decision.
- 2. Treasurer's Report – Mike Ward
 - A. RVA account = \$35,557.54
 BID account = \$89,654.25
 - B. Mike organized finances and has figured actual amount of money in the bank including allocated funds.
 - C. Mike made a motion to file and approve treasurer's report. Graham 2nd motion. Motion carried.
- 3. Board Term Extension and Update to by-laws – Mike made a motion to approve by-laws per Terry's recommendation. Bobby 2nd. Motion carried.

V. Committee Reports

- 1. Marketing Reports – Graham and Lori
 - A. Website close to completion.
 - B. Shop Local – Get pings for Riviera Village. Generates business and costs nothing. Consumer registers their card and a percentage goes to shop local from credit card companies.
- 2. Beautification Reports – Kristen
 - A. New Banners – Final renditions sent to printer. Board decided to wait on hanging the new banners due to the cost. The holiday banners will be going up early November. When it is time for the holiday banners to come down the new banners will be put up at that time by that company.
 - B. Directory sign – Chris working with the design company. Requesting a digital sign. Board concerns include durability, maintenance, cost and getting a digital sign approved by the city.

C. Chris made a motion to amend previous motion to allocate \$35,000 from marketing and/or beautification for directory sign upon contract approval. Terry 2nd motion. Motion carried.

D. Other projects to be discussed during walk through on Thursday.

VI. Other Business

1. Farmer's Market – Increased attendance. Getting better every week.

2. Corporate Dissolution – Terry paid fee needed to complete the dissolution. For now, just waiting but it is getting very close.

VII. Next Meeting Tuesday, October 18th at 8:30am

VIII. Meeting adjourned @ 10:10