

Riviera Village Association
Regular Meeting Minutes
McGaughey & Spirito
116 Ave I
Redondo Beach, CA 90277
Tuesday, November 15th, 2016
8:30a.m.

- I. Call to order – 8:33
- II. Roll Call and Introductions – Lorry Ray, Brian, Graham, Mike Klein, Lori Koike, Mike Ward, Terry, Bobby, Kristen, Christina, Shannon
- III. Non Board Member Reporting
 1. City Report – Mike Klein
 - a. Sidewalk cleaning – Pressure washing begins this week.
 - b. Trash cans – Mike looking into putting in more trash cans at requested locations. Trash collectors instructed to empty new cans.
 - c. Benches – Cost per bench is roughly \$1,000. Replacing benches as they come in. Homeless continue to frequent benches outside of Wells Fargo. Discussion to remove benches. Unable to do so due to the bench being at a bus stop.
 - d. Bike corrals – Response has been very positive. Mike working on having a bike “fix-it” station installed.
 - e. Rubberized tree surrounds - Putting down rubberized material in front of Ribbons first. Will see how it works and look into cost to install in all of the planters.
 - f. Light strand replacement – All new lights ordered for Catalina and Ave I. City going to pay for the strands of lights☺ Once they are received Mike’s crew will install.
 - g. Parking meter rate – Being brought up at council meeting tonight. Lori Koike sent an email to RBPD requesting information regarding this issue. Discussed where the money goes that is collected from the meters. Board members are curious if a percentage of money collected can go back into the Riviera Village instead of all of it going into a general fund?
 - h. Trader Joe’s shopping cart issue – Mike received complaints regarding TJ’s storing shopping carts on sidewalks. TJ’s informed and issue should be resolved, but Mike would like to be notified if carts are seen blocking the sidewalk.
- IV. Administrative Reports
 1. President’s report – Lorry
 - a. Chris made a motion to approve October minutes. Bobby 2nd. Motion carried.

- b. October merchant meeting recap – Everyone felt merchant meeting went well. Discussion to have a more relaxed/mixer feel at the next meeting. Plan to have it at Hennessey’s and invite Mayor Aspel. Topics to be discussed include an overview of what the RVA does, projected ideas for 2017, and marketing/Instagram. To perhaps have a slide show including pictures of new banners, benches, trashcans, bike corrals, lights, etc.
 - c. Homeless – Shannon and Lori plan to discuss homeless issue and meet with Martha Barbee, PD, and City Council this month.
 - d. Annual assessment increase – Discussion to increase by \$25. Many board members felt it was a large increase and may not go over well with business owners. To revisit in the new year after merchant meeting.
 - e. Ambassador replacement – Graham met with Allison. She has experience in marketing/PR and is familiar with social media and computer programs used by Graham. Graham made a motion to allow \$1200 a month to create and maintain a marketing team that will work with Graham and Lori. Mike Ward 2nd Motion. Motion carried.
2. Treasurer’s report – Mike Ward
- a. RVA account - \$35,110.73
 - b. BID account – 94,152.25
 - c. RVA account money going to be used for the holiday stroll. Chris and Terry brought up that it would be helpful if we knew totals of money not allocated for in the accounts. Mike agreed to have those amounts at the next meeting.

V. Committee reports

1. Marketing Reports- Graham
- a. Website – Linking Easy Reader ads to blog and website. Need photos and videos for the website. Working with Bobby from the Chamber.
 - b. Marketing budget review – Decreasing Easy Reader to \$700 a month. Cancelled for December because it would cost the board.
 - c. Posters/Marketing materials – Graham requested that Ellen not be in charge of the posters for the events. Board agreed they need to be updated and consistent with other marketing materials (banners, farmer’s market signs, etc.)
2. Beautification Reports – Kristen, Lori, Chris
- a. Directory sign – Chris reported that he is waiting for an image from ADS.
 - b. Trash clean-up crew- Mike W. informed the board of a company he works with that will pick up trash for 3 hrs at a rate of approx. \$40 an hour for 3 people. Mike made a motion to allow for \$150/week to pay crew to pick up trash in the Riviera Village for 3 month starting December 1st 2016. Chris H. 2nd motion. Motion carried.
 - c. Kathy Goldberg – Still unclear on all of her duties. Discussion to email her and have her outline what it is she does and when.
 - d. Topics for 2017- Work with Mike Klein to get tree stumps removed, planters and pots along the sidewalk, monthly Landscaping Award to businesses, etc.

VI. Other business

1. Farmers market – Time changed officially to 9am – 2pm.
 2. Corporate Dissolution – Terry made a motion to spend no more than \$40 to complete dissolution. Chris 2nd motion. Motion carried.
- VII. Next meeting December 13, 2016 at 8:30am . Changed from December 20th due to holiday.
- VIII. Meeting adjourned 10:02am