

Riviera Village Association  
Regular Meeting Minutes  
McGaughey & Spirito  
116 Ave I  
Redondo Beach, CA 90277  
Tuesday, April 18, 2017  
8:30a.m.

- I. Call to order - 8:37
- II. Roll Call and Introductions - Lorry, Brian, Chris, Graham, Christina, Terry, Mike W, Lori R, Bobby, Laurie Koike, Waterfront & Economic Development, and RBPD Mike Diehr
- III. Non-Board Member Reporting
  1. City Report - Mike Klein absent
  2. Police Update -Mike Diehr
    - a. The police and counselors are having another meeting with the churches to discuss the homeless situation in the area. Mike will mention bringing in members of the business community for their input.
    - b. Urges people in the community to not be afraid to call the non-emergency line if they see something not of an urgent matter. 310-379-5411. Of course, if urgent please call 911.
- IV. Administrative Reports
  1. President's Report
    - a. Minutes; Motion to approve by Chris, Bobby 2<sup>nd</sup>
    - b. Merchant Meeting; we continually have a sliding price scale at Knights of Columbus so we need to change the venue. Bobby will talk to Zazou by April 28<sup>th</sup>, if he doesn't then we can just do it at Hennessey's again. Merchant Meeting will be May 23<sup>rd</sup> or 24<sup>th</sup> and each lead will be preparing and presenting to the merchants what we have accomplished this year. Meeting will be at 6pm.
    - c. Board Elections- Mike will be coordinating and sending out this week. Voted against the idea of extending the term for next year; will add it in for discussion for the next Board.
    - d. Parking updates by Mike Ward; suggest having a 2 hour time limit for parking on Catalina Avenue with no Riviera Village Employee permits granted on Catalina. This is not a police enforcement issue but a Council issue. Martha or Nils need to be aware of the issues and make recommendations.
    - e. Directory sign—Jeff and Chris are working to define the infrastructure required to install the digital sign.
    - f. Terranea Shuttle—no shuttle stop until the directory sign is up; Chamber Shuttles are in question as the Tourism Department may be dissolved.

V. Council Meetings

1. Lorry will present to the City Council Strategic Planning Meeting regarding the three projects from the approved 2009 Plan that we would like to revive and have completed. The projects are 1) INSTALL APPROVED STREET LAMPS 2) COMPLETE THE PAVER SIDEWALKS and 3) Install new potted planters throughout the village
2. The City Council will always have a meeting the first and third Tuesday of the month at 6pm. Technically, they have a meeting every Tuesday but the ones falling on the other Tuesdays can be cancelled. May 2<sup>nd</sup> is the next meeting. We agreed to take turns appearing at these meetings to review our plan and request that funds be set aside to bring these plans to fruition.

VI. Treasurer's Report - none to present

VII. Marketing

1. Graham
  - a. We are getting rid of print advertising. Too expensive
  - b. Converting to a full Facebook Strategy for advertising. We will no longer allow individual business to post on our site; Allison will respond and interact with all FB posts and comments
  - c. Expand our newsletter to managers and employees instead of just business owners
  - d. Come up with categories for businesses for spotlight on future FB posts
  - e. Photography contest has been launched and still waiting on the approval of \$25,000 from the Norris Theatre.

Terry motion to adjourn; Mike 2<sup>nd</sup>; Motion carries  
10:08am