

Riviera Village Association
Regular Meeting Minutes
Tuesday, November 20, 2018
8:30 AM
Rockefeller
1707 S. Catalina Avenue

- I. Call to order – 8:38am
- II. Roll Call and Introductions – Jeff Ginsburg, Brian Diederich, Mike Ward, Kristina Kelley, Paul Hennessey, Steve Aspel, Chris Hatanelas; Non-Board Member: Mike Klein, Laurie Koike, Dinah Leary
- III. Administrative Reports
 1. Minutes from October 16, 2018; **Motion to approve by Steve Aspel, 2nd by Paul Hennessey**
 2. Treasurers Report from Mike Ward (see filed); **Motion to approve by Kristina Kelly, 2nd by Steve Aspel**
- IV. Board Member Reporting
 1. Jeff G. had Kathleen Fisher (Marketing Director) walk the village and talk to businesses and cross reference business license list. Findings: 25% of the businesses in the Village do NOT have business licenses. The city has been notified and will send out notices to the businesses.
 2. Spectrum Internet in Village—Jeff G. has been in contact with Monty with Spectrum about being able to change the SSID to ‘Riviera Village’ so we can offer Free Wifi; we are making headway.
 3. Website: received a proposal to revamp our website for \$5,000; new site will be smart phone friendly; Jeff to obtain another quote for website design; **Motion by Mike Ward to spend no more than \$5,500 on a new website; Paul Hennessey 2nd.**
 4. Farmer’s Market (Mike W) is doing well; we have a different seafood person and still looking for new vendors; current price is \$20 plus 10% gross which might be increased; wants to have a breakfast person in the mix; Mike will be asking for receipts from the vendors randomly to confirm proper accounting.
 5. Holiday Stroll – Brian spoke with Ellen regarding the event and she has it under control; trash covered, permits covered, audio person covered; no “prison lights” this year since the new string lights are way better than the previous years and the parade will be like Disneyland’s Electric Light parade.
 6. Digital Directory— (additional one); Jeff brought in paperwork for possible new placement of another directory on top of Avenue I on city property. Not much support as no one thought it would be approved and not cost effective. Discussion ensued regarding directory signs in same locations pointing up to the Village; per discussions years ago the County said we could put signs down near bike path if we would spend \$4,000 per month for advertising on trash cans. **Motion made by Jeff Ginsburg to install a sign at top of Avenue I ramp (on City Property) to direct people to The Village; Steve Aspel 2nd; Paul H abstained.**
 7. Landscaping (Kristina Kelly)—the 8 “R’s” have been polished and installed at the entry points to the Village. To have more made it will cost about \$400-\$500 per so not cost effective. Kristina would like to replace some of the urns with Roses, etc. **Motion made by Mike Ward to allocate \$4,000 for landscaping between now and June 2019; Chris Hatanelas 2nd. **this does not include the monthly maintenance.**
 8. **Motion made by Jeff Ginsburg to nominate Steve Aspel for Vice President; Mike Ward 2nd.**
 9. Marketing—Mike Ward suggests we go back to using Print Ads. Wants to advertise every other week in Easy Reader for \$1,375/month for 6 months. Also, wants to advertise in VALPAK at \$450 per month; we will contact 3 businesses at \$75 per to combine with our ad which will reduce our costs. **Motion made by Mike Ward to allocate \$6,000 for 3 months for print advertising; Chris Hatanelas 2nd.**

10. *RBTD (Redondo Beach Tourism Marketing District; uses hotel taxes revenues to promote the city as a vacation destination) will be managed by RBTT (Redondo Beach Travel and Tourism).* Rebecca Elder is president of RBTT. Laurie Koike mentioned to us the hotels are more concerned with 'heads in beds' instead of driving people somewhere else so we can adjust our conversation as such;
11. Hotel Shuttle—Jeff G. says not to worry as it will be taken care of; **Motion by Jeff G. to invite all the hotel concierges/managers to a 'Village Walkabout' and lunch not to exceed \$1,000; Brian 2nd.**
12. Merchant Mixer will be in late January and tentatively set for January 30th, 2019 from 6-8pm. Jeff will talk to Gabi James about 1) using their upstairs 2) what specials will they have for merchants. **Motion by Jeff G. to spend \$1,000 for the Merchant Mixer; Chris H. 2nd.**
13. Steve Aspel discussed having another Blood Drive in the Village which will be sponsored by the RVA. He can contact Vera Jimenez with KTLA, etc. He will check into it further and report back by next meeting.
14. First Friday for December—Christmas theme; Santa hats, Carolers, etc. Kristina suggested having El Camino students perform on First Fridays and she reach out
15. Chris H and Mike W will attend the next City Council meeting on December 4th.

V. Non-Board Member Reporting

1. Mike Klein
 - A. Suggested we rally City Council to do the rest of the sidewalks in the Village and to install the new streetlights on Avenue I. As of now, there is nothing on the calendar for years for our area.
 - B. The streetlight at the corner by Sophie's has stalled due to Sophie's plans. Waiting on Sophie's due to personal issues.
 - C. The string lights will be installed on Avenue I between Catalina and the Esplanade after the holidays
 - D. Brad Lindahl handles the grants for the city; to discuss traffic circle on Avenue I/Catalina; suggested we contact Andy Winje for roundabout also.
2. Laurie Koike
 - A. The RVA BID signed contract is in and will be presented on December 4th at council meeting. The public hearing will be on December 4th.
 - B. Laurie suggest we turn in a small color brochure to be presented with 2019 proposal, but we talked her into just editing the old one. She would like us to add a picture of the new sidewalk pavers.
3. Dinah Leary
 - A. The RBPD offer services to the homeless EVERY night
 - B. The money raised this year on the Baker to Vegas run will help the family of the Fallen Gardena officer
 - C. Suggested possible selling T-shirts during our First Fridays to help support the Police Unity Tour. **Motion made by Mike Ward to allow the RBPD to sell T-shirts during our First Fridays; Kristina 2nd.**
 - D. February 8th is the Battle of the Bands
 - E. RBPD now has a new Crime Analyst (Ruby) so stats will be issued again
 - F. There will be an auction at KHYC (King Harbor Yacht Club) to raise money for the Policy Unity Tour
 - G. Holidays are here and warned of DUI, Click it or Ticket, etc.

Chris motion to adjourn at 10:15; Mike Ward 2nd.