

Riviera Village Association  
Regular Meeting Minutes  
**Tuesday, February 19, 2019**  
**8:38 AM**  
**Rockefeller**  
**1707 S. Catalina Avenue**

- I. Call to order – 8:37am
- II. Roll Call and Introductions – Jeff Ginsburg, Brian Diederich, Mike Ward, Chris Hatanelas, Kristina Kelley, Tom Dunbabin, Ralph Russomano; Non-Board Member: Mike Klein, Dinah Leary, Nils Nehenheim.
- III. Administrative Reports
  1. Minutes from February 19, 2018; **Motion to approve by Mike Ward, 2<sup>nd</sup> by Kristina Kelley**
  2. Treasurers Report from Mike Ward (see filed); **Motion to approve by Brian Diederich, 2<sup>nd</sup> by Kristina Kelley**
  3. **Motion to add \$5,000 to the Social Media Account by Mike Ward, 2<sup>nd</sup> by Brian Diederich**
  4. **Motion to add \$1,000 to the RVA account for storage costs by Mike Ward, 2<sup>nd</sup> by Kristina Kelley**
- IV. Board Member Reporting
  1. Farmer’s Market (Mike W)—Since Super Bowl business has been about 25% of normal; due to weather.
  2. First Fridays (Paul)—March will be a St. Patrick’s Day theme; Kat added a new slide to the directory
  3. Directory—South Side monitor was turned off with a notice regarding our awareness of the damage and a replacement is coming.
  4. Tote Bags—2,500 more were ordered along with the additional 250 which Brian D. has in office
  5. Social Media—See reports prepared by Kathleen Fisher;
    - a. 6,100 followers (600 more than last year); majority of followers are women ages 45-55 on FB and Instagram followers almost 2,000 and majority are women ages 25-34 .
    - b. Kat is posting 4,5,6 times per week with all original content; includes videos, photos, etc
    - c. ‘Instagram stories’ are the new social media rage, so Kat is experimenting with this
    - d. Continually, reaching out to businesses to work on promotion videos (which Kat records/edits)
    - e. There are currently 77 businesses who do not have licenses, and this was reported to the city the week prior to meeting
    - f. Blaine’s Nutrition will be March’s spotlight video and King Harbor Brewing will be April;
    - g. Possibility of paid FB and Instagram posts for larger reach?
    - h. **Motion to allow VR Slide banner across Catalina Kristina Motion and Chris 2nd**
    - i. Looking for the analytics for our website view; Graham has this through Bulldog Marketing
    - j. Brad (web designer) wants to change our current themes while Kat believes we need a complete website revamp; our current site can only handle one Spotlight. Also, the list of businesses is antiquated and will take a lot of time/money to fix. Jeff proposes an ‘opt in’ policy as opposed to listing all businesses on site.
  6. Hotel Concierge—Jeff will not have any more meetings until the directory is up and working
  7. Tatiana—Kristina will check and see if she is still working for us and if she can continue. She will be required to complete the Ginsburg Task list.
  8. Quarterly Mixer update—Next mixer will be April 17<sup>th</sup> at King Harbor Brewing Company from 6-8pm; First drink is on the RVA while appetizers will be provided by Sack’s on the Beach (RVA also paying for food services)
  9. WIFI in Village—This is a process! It is now in the hands of the city manager and city attorneys.

10. **Motion to merge our PR line item with Social Media line item into one for a total of \$10,000 to end in June by Mike Ward; 2<sup>nd</sup> by Brian Diederich**
11. Doorhangers—implementing this again. Ralph will take the lead. **Motion for monies not to exceed \$2,500 to be spend on doorhanger program by Ralph Russomano; Mike Ward 2<sup>nd</sup>.**
12. **Motion to approve the 2019 RVA Board Nominations/Election calendar as set forth in Agenda dated February 19 by Chris Hatanelas; Mike Ward 2<sup>nd</sup>.**
13. Board to look at spending more money on marketing and beautification;

V. Non-Board Member Reporting

1. Mike Klein
  - A. Will provide us with a cost for paver removal and install throughout the Village; If we did this the cost would be for a private contractor and not through Public Works;
  - B. The Pacific Management building will be removing trees, adding trees and installing pavers once through City Engineering
  - C. Once done with Artesia the lights on Avenue I will be installed
  - D. Sophies is delayed due to the rain and the contractor is working on fixing some items
  - E. Will obtain a price for the cost to string lights and for maintenance over the triangle parking lot;
  - F. He has extra pots if we want them; palm frond pickup is costing the city a ton of money
2. Nils Nehrenheim
  - A. Council meeting tonight and the city may have about \$1,100,000 for random projects; suggests we come and ask for some; there is also a onetime allocation of about \$400,000 for improvements we can ask for
  - B. The Fourth of July celebration cannot even be talked about at Council until an application for permit is even submitted. The biggest obstacle is city staff being overworked on this day; great time to work on privatizing security for the event; **Motion to fill in a special event application for the Fourth of July Celebration by Jeff Ginsburg; 2<sup>nd</sup> by Chris Hatanelas; MIKE WARD RECUSED HIMSELF FROM VOTE**
  - C. The Parking Structure will be on the Council agenda on March 12.
  - D. The Council made a referral about the plastics/straw ban and the costs to local businesses; it may be a couple years but the ban is coming; Ralph said Hennessey's is already staking steps to help the environment by using environmentally friendly containers; Nils is letting us know in case we wanted to take a position on this; NO position was taken by board as of today

**Brian motion to adjourn at 10:13; Mike Ward 2<sup>nd</sup>.**