

Riviera Village Association
Regular Meeting Minutes
Tuesday, May 21, 2019
8:30 AM
Rockefeller
1707 S. Catalina Avenue

- I. Call to order – 8:42am
- II. Roll Call and Introductions – Steve Aspel, Brian Diederich, Mike Ward, Kristina Kelly, Ralph Russomano, Terry McGaughey; Paul Hennessey; Non-Board Member: Robert Mauck, Orlando Novoa, Kathleen Fisher (reporting only) and Mike Klein.
- III. Administrative Reports
 1. Minutes from April Meeting; **Motion to approve by Mike Ward, 2nd Terry McGaughey. APPROVED**
 2. Treasurers Report from Mike Ward (see filed); **Motion to approve by Terry McGaughey, 2nd by Kristina Kelley. APPROVED**
- IV. Board Member Reporting
 1. Farmer’s Market (Mike W)—weather dependent but doing well
 2. Directory—Mike W. to talk with the Monday cleaning crew and tell them to stop cleaning the directory. Brian will take Glass cleaner and do it weekly or as needed. The directory has been working for over a month now. No other report.
 3. Tote Bags—still plenty left; Brian at Riviera Funding has a lot left if ANYONE wants them
 4. Hanging Baskets and Plants—Kristina will take care of placement of planters and baskets. This will be a collaborative effort with Mike Klein and Kristina. They will decide placement.
 5. Website—The events page is hard to navigate. Jeff to talk to Brad Waller about this when he gets back into town.
 6. First Friday
 - A. Someone took some of the First Friday Banners
 - B. Orlando Novoa was frustrated with the lack of business participation by the retail shops to stay open during First Friday.
 - C. Robert discussed the potential to close down part of the street on First Fridays. Businesses could have tents/booths.
 7. Merchant Mixer—will be July 17th from 6-8pm. **Motion by Ralph Russomano to have mixer at Rebel Republic, 2nd by Terry McGaughey; Mike Ward abstained; Approved**
 8. Riviera Village Summer Festival (Frontier Days)—Beer garden will be open Friday this year with two bands; streets closed at 3pm
 9. Social Media—See reports prepared by Kathleen Fisher
 - A. 35% increase in activity on Instagram
 - B. 13% increase in likes per Facebook
 - C. **Motion by Ralph Russomano to allocate up to \$500 to do paid social media ads, 2nd by Brian Diederich; Mike Ward abstained.**
 - D. Newsletter will be sent out around June 1

V. **Non-Board Member Reporting**

1. Mike Klein

- A. The Beach Life flags are down but we need ours put back up. Mike Klein will pick them up from Mike Ward and have them put up.
- B. There are 15 pots and 2 will go in front of Sophies. The remaining will be placed throughout the Village with Kristina Kelley and Mike Klein making the decision as to where

Terry motion to adjourn at 9:34; Kristina 2nd.