

Riviera Village Association

Regular Meeting Minutes

Tuesday, January 21, 2020

8:30 AM

Rockefeller

1707 S. Catalina Avenue

- I. Call to order – 8:34am
 - II. Roll Call and Introductions – Jeff Ginsburg, Terry McGaughey, John Antabian, Robert Mauck, Ralph Russomano, Kristina Kelly, Orlando Novoa, Greg Gomes, Brian Diederich. Non-Board Members: Kathleen Fisher—Social Media; Lance--Travel Host Magazine; Nils Nehrenheim—Council Member
 - III. Administrative Reports
 1. Minutes from January Meeting; **Motion to approve by Ralph Russomano, 2nd by Kristina Kelly-- APPROVED**
 2. Treasurers Report from John Antabian (see filed); **Motion to approve by Brian Diederich, 2nd by Kristina Kelly; APPROVED**
 - A. John Antabian to be reimbursed \$421.54 for the purchase of new checks and envelopes; receipt presented and filed
 - B. John will also print the check register monthly for his reports.
 - C. Invoices paid to date for Holiday Stroll: \$23,113.13; Halloween Haunt \$8,412.50
 - IV. Board Member Reporting
 1. Farmer’s Market—See filed report by VR Promotions
 - A. our agreement with VR promotions is \$15,000 minimum to the BID or 30%, whichever is higher. This past fiscal year was \$15,000 but VR Promotions foresees and increase next fiscal year.
 2. First Friday—Band is lined up and ready to go for February 7th.
 3. Social Media—See reports prepared by Kathleen Fisher
 - A. Facebook up 15% from beginning of 2019
 - B. Instagram up 46% from beginning of 2019.
 4. Website—the website should be ready for approval in about a week;
 - A. Once approved it will take about 4-6 weeks for a working site with obviously minor changes.
 - B. For any business which would like to upload an event into the site a business license number will be required (sales/events)
 5. Banners—The banners are complete and will be installed within a few days;
 - A. Jeff wants to keep 3 of the old banners and the rest will be thrown away
 - B. **Motion by Jeff Ginsburg to keep the Farmers Market Banner up at entrance to the village near PCH; Kristina 2nd; APPROVED**
 6. Merchant Mixer—Rockefeller will be hosting in April; confirmed
- Non-Board Member Reporting**
1. Travel Host
 - A. Roughly same presentation as last month this time around; board will make formal decision at next meeting
 2. Nils Nehrenheim
 - A. Nils will talk with Chris Benson for a QR landing page for the parking meter app download.

Greg Gomez motion to adjourn at 9:48; Terry 2nd; APPROVED