

Riviera Village Association
Regular Meeting Minutes
Tuesday, February 18, 2020
8:30 AM
Rockefeller
1707 S. Catalina Avenue

- I. Call to order – 8:35am
- II. Roll Call and Introductions – Jeff Ginsburg, John Antabian, Robert Mauck, Orlando Novoa, Greg Gomez, Brian Diederich. Non-Board Members: Kathleen Fisher—Social Media; Nils Nehrenheim, Mike Klein, Chief May and Lt. Regan (RBFDF)
- III. Administrative Reports
 1. Minutes from January Meeting; **Motion to approve by Greg Gomez, 2nd by John Antabian -- APPROVED**
 2. Treasurers Report from John Antabian (see filed); **Motion to approve by Robert Mauck, 2nd by Greg Gomez-- APPROVED**
 - A. We need a bookkeeper to help assist the treasurer. Suggested to have Mike Ward help for \$100 per month; Mike suggests hiring a separate person: Sheree Putman—Jeff Ginsburg will talk to her.
 - B. **Motion to spend \$100 for Mike Ward (or other bookkeeper) per month to help with accounting by Orlando Novoa; Greg Gomez 2nd--APPROVED**
- 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—Jeff Ginsburg spoke with the City and we were approved for the street closure on First Fridays. The first phase will be from Vista Del Mar to Avenida del Norte.
 - A. **Motion to have Robert Mauck work closely with Mike Ward and other businesses and allow pop up tents with food, etc. by Orlando Novoa; 2nd by Greg Gomez-- APPROVED**
 3. Social Media—See reports prepared by Kathleen Fisher
 - A. Facebook is flat; Kat to reevaluate FB going forward
 - B. Instagram is still growing.
 4. Website—currently in the building stage
 - A. Will be able to upload content in about 4 weeks
 - B. Still missing about 125 businesses due to no response from multiple emails
 - C. **Motion to use a new email address for our new website by Orlando Novoa; 2nd by Robert—Approved**
 - D. We will have the hosting duties transferred from Social Bulldogs and Éclair Omnimedia to GoDaddy to we have more control.
 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; Kat will talk to Silvio from Bottle Inn about hosting Q3 merchant mixer.
 7. Junction Boxes—the one on Avenue I is rusty and is in process of being repaired.

8. Frontier Days (Riviera Village Festival)—**Motion to approve the beer garden opening at 12:00 noon on Friday and to stay open until 10:00pm on Friday and Saturday night by Brian Diederich; 2nd by Orlando Novoa--APPROVED**

Non-Board Member Reporting

1. BeachLife Festival
 - A. **Motion by Brian Diederich to keep the banner installation/removal by BeachLife the same as last year: remove ours, install theirs, remove theirs once festival is over and reinstall ours—Greg Gomez 2nd; APPROVED**
2. Nils Nehrenheim
 - A. Working with Pedro and Chris Benson regarding the new QR code.
3. Mike Klein
 - A. Slurry Seal will begin Monday March 2-10th.
4. Chief May and Fireman Reagan
 - A. Discussion of what and why fire inspections take place. Key points 1) fire safety 2) for fireman to familiarize themselves with layout of businesses.
5. National Night Out (Jeff)
 - A. Would like us to promote National Night Out by possibly closing a street on Tuesday August 4th
 - B. **Motion by Robert Mauck to have Jeff work with Mike Ward on the logistics of National Night Out; 2nd by Orlando Novoa--APPROVED**

Robert Mauck motion to adjourn at 10:13; Brian 2nd; APPROVED