

**Board Meeting MINUTES**

June 18, 2024, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

**CALL TO ORDER**

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| I.   | <b>ROLL CALL 8:31</b>  |
|      | Cris Bennet, Brian Diederich, Jeff Ginsburg, Greg Gomez, Kimberly Judy, Terry McGaughey, Ralph Russomano, Mike Ward. Non-Board Members: Mike Klein, Ryan Liu, Brad Waller, Victoria Tapp, Loren Bass; representatives from STIIZY.   |
| II.  | <b>CONSENT ITEMS</b>   |
|      | 1. Approval of Minutes from May 21, 2024 (Secretary) (attachments item #1)   |
|      | <b>Motion to Approve by Jeff Ginsurg; 2nd by Mike Ward. All in favor—APPROVED</b>  |
|      | 2. Receive & File Financial Report (Treasurer) (attachments item #2)   |
|      | <b>Motion to receive and file financial report by Mike Ward; 2nd by Greg Gomez. All in favor—APPROVED</b><br>Ralph wants a discussion at the next meeting to possibly earmark \$30,000 for a new beautification project in the Village.  |
| III. | <b>GUESTS</b>  |
|      | 1. Redondo Beach Police Dept (Kyle Lofstrum)   |
|      | N/a  |
|      | 2. Public Works, Deputy Director (Mike Klein)  |
|      | Someone drove into the pot again in front of HT Grill. Mike introduced Ryan Liu as the new traffic engineer.   |
|      | 3. Traffic Engineer, Ryan Liu  |
|      | Ryan had more bike racks installed throughout the village. The city has some 'traffic calming' money available so he is looking for more bike rack locations. Ryan mentioned Clematis Street in Palm Beach for possible ideas down here. The direction will have to come from Council though.                  |
|      | 4. STIIZY  |
|      | STIIZY reps introduced themselves as they would like to open a dispensary in the Riviera Village (specifically, Plaza Riviera). Once the city approves the sale they will be offering two permits for the whole city. It is a very competitive process and STIIZY would like to be awarded one of the permits. |
| IV.  | <b>UPDATES</b>   |
|      | 1. Farmers Market (Lynda Habash)   |
|      | 2. Social media, Terranea, Video Production (Kathleen Fisher)  |
|      | Terranea and the RVA will collaborate on a monthly giveaway valued at \$2700. Terranea, one night stay with  |

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|      | ocean view suite, spa day for 2, \$100 resort credit. RVA: \$500 “shop, dine, relax” gift card package. VIDEO: production date set for 6/21/24 with a “Meet me in the Village” theme                            |
|      | 3. Digital directory touch screen (Jeff Ginsburg); Motion by Ralph Russomano to allocate up to \$10,000 for a new touchscreen directory as a location to be determined; 2nd by Mike Ward; all in favor–APPROVED |
|      |   |
|      | 4. Parklets (Cris Bennett)  |
|      |   |
|      | 5. Plants (Greg Gomez)  |
|      | Greg is working on location placement for 3 planters on the upper Catalina portion this time  |
|      | 6. Lamp post banners (Mike Ward)  |
|      |   |
|      | 7. Events Director (Kim Judy)   |
|      |   |
|      | a. Riviera Village Summer Festival (Mike Ward) (attachments item #4)  |
|      | b. Halloween Trick or Treat, Oct 31, 2024   |
|      |   |
|      | c. Next Merchant Mixer, November 19, 2024, 6-8 PM, TBD  |
|      |   |
|      | d. Holiday Stroll, December 5, 2024   |
|      | Kim needs a budget before she can start planning. Large snow globe, bounce house were mentioned as possible ideas   |
|      |   |
| VII. | <b>DISCUSSION &amp; VOTING ITEMS</b>  |
|      |   |
|      | 1. Marketing  |
|      | a. Budget (12/5 Stroll) (attachments item #5)   |
|      |   |
|      | 2. RVA BID  |
|      | a. Bylaws (final) (attachments item #6)   |
|      | Per the bylaws City money should go to a separate account. Terry stated we should either 1) amend the bylaws or 2) use two accounts. Kathleen will amend pg 2 of bylaw to reflect one bank account.             |
|      | b. Welcome new board members, Effective July 1, 2024. Victoria Tap (Salon Riviera), Brad Waller (E Page), Loren Bass (McGaughey & Spirito) (Allen Sanford)  |

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| VIII. | <b>ONGOING ITEMS</b>   |
|       | 1. Grants   contact: Quannah Stamps, (703) 599-8226, qstamps@grantvantage.com (Brian Diederich)  |
|       | 2. Make more formal, a program focusing on Riviera Village sidewalk beautification   |
|       | 3. Retractable Bollards (Jeff Ginsburg)  |
|       | 4. Permanent Parklets  |
|       | 5. Morgan Moore Memorial: \$1,125 in prepaid acct.   |
|       |  |
| IX.   | <b>CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)</b>   |
|       | <b>Motion by Kimberly Judy to formally request FREE parking in the village during the Holiday Season with enforcement of the 4 hour time limit. Mike Ward 2nd. All in favor-APPROVED</b> |
|       | Nils stated the increase of parking meter fees and permit fees were on the agenda at City Council tonight and they will most likely be going up.   |
|       |  |
| X.    | <b>PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)</b>  |
|       |  |
| XI.   | <b>ADJOURNMENT 10:33 Motion to adjourn by Mike, 2nd by Ralph All in favor-APPROVED</b>   |
|       | 1. Next BID meeting (July 16, 2024)  |
|       | 2. Any agenda questions or additions, please email coordinator@rivieravillage.net  |
|       |  |

**CURRENT BOARD ROSTER**

| Name             | License # | Address                                     | Additional Role       | Add'l Role2                       |
|------------------|-----------|---|-----------------------|-----------------------------------|
| Bennett, Cris    | 302409    | Good Stuff, 1617 S PCH                      | Parklets              |                                   |
| Diederich, Brian | 308860    | Riviera Funding, 1801 S Catalina Ave Ste201 | <b>SECRETARY</b>      |                                   |
| Ginsburg, Jeff   | 309640    | Plaza Riviera, 1611 S Catalina Ave Ste115   | Bollards grant        |                                   |
| Gomez, Gregory   | 327704    | Property Owner, 1830 S Elena                | <b>VICE PRESIDENT</b> | Plants maintenance                |
| Judy, Kimberly   | 327316    | Card De A, 265 Avenida Del Norte            | Events Director       | Farmers Market<br>Summer Festival |

|                  |         |                                       |                  |  |
|------------------|---------|---------------------------------------|------------------|--|
| McGaughey, Terry | 318410  | McGaughey & Spirito, 116 Avenue I     | Insurance        |  |
| Russomano, Ralph | 1256290 | HT Grill, 1845 S Elena Ave Ste30      | <b>TREASURER</b> |  |
| Sanford, Allen   | 327531  | Rockefeller, 1707 S Catalina          | <b>PRESIDENT</b> |  |
| Ward, Mike       | 290198  | Village Runner, 255 Avenida Del Norte | Lamp Posts       |  |

## **CURRENT VENDORS**

### **Insurance**

Joanne Covarrubias License #OB26427  
 Bichlmeier Insurance Services, Inc.  
 310-376-8854 X229 | joannec@bisins.com

### **Legal**

Craig Weinstein  
 LAW OFFICES OF CRAIG D. WEINSTEIN  
 2381 Rosecrans Avenue, Suite 405  
 El Segundo, California 90245  
 (310) 798-4940

### **Digital Kiosk Maintenance**

Pat Dacy | 3V Signs | pat@3vsigns.com

### **Accounting & Bookkeeping**

Sara O'Conlon (Accountant)  
 sara3trees@gmail.com  
 (805) 620-7509

### **Parklet Cleaning**

John | info.pathtoclean@gmail.com

### **Farmers Market**

Lynda Habash | [lynda@ca.rr.com](mailto:lynda@ca.rr.com) | 310-212-0180

### **Plant Maintenance**

Lisa's Garden Therapy | Lisa | 310-504-0589 |  
[lisa@lisasgardentherapy.com](mailto:lisa@lisasgardentherapy.com)

## **RVA EVENT SCHEDULE**

| Date         | Event                    | Organizer      | Details  | Event Planner |
|--------------|--------------------------|----------------|--|---------------|
| 12/7/2023    | Holiday Stroll           | RVA            | 5-9PM  | Lynda Habash  |
| 4/17/2024    | RVA Merchant Mixer       | RVA            | 6PM-8PM (restaurant TBD)   | RVA           |
| 6/28-30/2024 | Summer Festival          | RVA            | Last weekend of June   | VR Events     |
| 7/4/2024     | Independence Day 5K      | Village Runner | 4 AM - 11 AM Catalina street closure   | VR Events     |
| 8/1-18 /2024 | Sidewalk Sale            | RVA            |  | RVA           |
| 9/2024 TBD   | LA Kings RB 5K           | LA Kings       | Catalina closed from Vista del Mar to Ave I. Ave I closed between Catalina & Esplanade | LA Kings      |
| 10/31/2024   | Halloween Trick or Treat | RVA            | 3-7PM  | Lynda Habash  |
| 11/19/2024   | RVA Merchant Mixer       | RVA            | 6PM-8PM (restaurant TBD)   | RVA           |
| 12/5/2024    | Holiday Stroll           | RVA            | 5-9PM  | Lynda Habash  |

## **Attachments**

- 1 Previous meeting minutes
- 2 Treasurer report
- 3 Farmers Market
- 4 Summerfest mailer
- 5 Budget
- 6 Bylaws