

Board Meeting MINUTES

July 16, 2024, 8:30 AM at H.T. Grill (indoor wine room), 1701 S Catalina Ave

CALL TO ORDER

I.	ROLL CALL 8:35am
	Board Members: Lauren Bass, Cris Bennett, Brian Diederich, Jeff Ginsburg, Greg Gomez, Kimberly Judy, Allen Sanford, Victoria Tap, Brad Waller, Mike Ward. Non Board Members: Mike Klein, Nils Nehrenheim
II.	CONSENT ITEMS
	1. Approval of Minutes from May 21, 2024 (Secretary) (attachments item #1)
	Motion to approve minutes with the following edit to Section IV, 3. Digital Directory: the motion is not “as a location to be determined. The correct verbiage is ‘as replacement to current directory’. by Brian Diederich; 2nd by Mike Ward–All in Favor– APPROVED
	2. Receive & File Financial Report (Treasurer) (attachments item #2)
	Motion to receive and file by Jeff Ginsburg; 2nd by Brad Waller–All in Favor– APPROVED
	3. Andrea Dekoning, Associate Director of Marketing at Terranea Resort
III.	GUESTS
	1. Redondo Beach Police Dept (Kyle Lofstrum)
	N/A
	2. Public Works, Deputy Director (Mike Klein)
	Mike notified us Code Enforcement will be coming to the village and talk to the restaurants who have placed plants, heaters in the right of way and tree wells as it is not allowed. Also, the city will be down pressure washing the sidewalks and reminded us the restaurants are responsible for cleaning their own sidewalk due to food/grease staining. Ryan Liu stated more bike racks will be coming to the Village.
	3. Andrea Dekoning, Associate Director of Marketing at Terranea Resort
IV.	UPDATES
	1. Farmers Market (Lynda Habash) (attachments item #3 & #4)
	\$2,500 check received from Lynda to the RVA
	2. Social media, Terranea, Video Production (Kathleen Fisher) FB 9818 + 69 YTD +8% IG 13,110 +728 YTD + 34%. Terranea giveaway engagement is going well. Contest ends 7/28/24. There will likely be another one in August. First draft of the video was shown to the board. Overall positive response.
	Motion by Brad Waller to approve up to \$1,000 for the marketing of the new Riviera Village video; 2nd by Mike Ward–All in Favor– APPROVED

	3. Digital directory touch screen (Jeff Ginsburg)
	<p>Jeff received a complaint from someone about the large treewells and they 'almost fell'. Motion by Jeff Ginsbug to support a new grate with the Riviera Village logo over the tree well with the first one being by Aloha Bungalow; 2nd by Brad Waller; Brian Diederich opposed–APPROVED.</p> <p>Motion by Allen Sanford to spend up to \$10,000 to upgrade the directory in the current location; 2nd by Mike Ward–All in Favor–APPROVED</p> <p>Motion by Jeff Ginsburg to spend up to \$10,000 for a new touchscreen directory at the intersection of Avenue I and Esplanade subject to city approvals; 2nd by Mike Ward–APPROVED</p>
	4. Parklets (Cris Bennett)
	Cris will remind the restaurants about codes in the public right away.
	5. Plants (Greg Gomez)
	6. Lamp post banners (Mike Ward)
	The 50% deposit has been paid.
	7. Events Director (Kim Judy)
	a. Recap Riviera Village Summer Festival (Mike Ward) (attachments item #4); This year Summerfest was better than last year and the check to the RVA should be between \$30,000-\$35,000.
	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
	Our sponsorship deck is currently being updated. The RVA reserves the right to refuse a vendor which is not conducive to the Riviera Village..
VII.	DISCUSSION & VOTING ITEMS
	1. Beautification
	a. \$30K project (Ralph Russomano)
	Board members come prepared to the next 8/20/2024 meeting with ideas
	2. RVA BID
	a. Elect 2024-2026 Board Positions (Pres, VP, Secretary, Treasurer)
	Motion by Brad Waller to keep Allen Sanford as President, Greg Gomez as Vice President, Ralph Russomano as Treasurer and Brian Diederich as Secretary, all to two year terms per the new By-Laws; 2nd by Mike

	Ward–All in Favor–APPROVED
	b. Bylaws amended pg 2 (Kathleen Fisher) (attachments item #5)
	c. RVA insurance volunteer
	Lauren Bass volunteered due to Terry being in charge for all these years. Simple transition.
	3. New Business
	a. Mike Ward would like to hold an event in the Riviera Village on the last weekend in October and will guarantee the RVA \$5,000 or 30% of the profits, whichever is more. Motion to Approve by Jeff Ginsburg to allow the October event during the last weekend in October, 2024; 2nd by Greg Gomez–All in Favor–APPROVED
	b. Discussion of where we can spend the \$30,000 earmarked for beautification this year. Allen suggested we all come up with at least one idea by the next meeting.
VIII.	ONGOING ITEMS
	1. Grants contact: Quanah 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.	CITY LEADERSHIP UPDATES (City Council Member Nils Nehrenheim)
	Council voted to increase parking meter rates, parking permit fees. Council also reduced the free holiday parking in the village to 1 week before Christmas and one week after (which is also 1 week before Hanukkah).
X.	PUBLIC COMMENT (Non-agenda items up to 3 minutes per individual)
XI.	ADJOURNMENT Motion to adjourn by Jeff Ginsburg; 2nd by Brian Diederich–All in Favor–APPROVED
	1. Next BID meeting (August 20, 2024)
	2. Any agenda questions or additions, please email coordinator@rivieravillage.net

CURRENT BOARD ROSTER 2024-2026

Name	License #	Address	Additional Role	Add'l Role2
Bass Lauren	318410	McGaughey & Spirito, 116 Avenue I		
Bennett, Cris	302409	Good Stuff, 1617 S PCH	Parklets	
Diederich, Brian	308860	Riviera Funding, 1801 S Catalina Ave Ste201	SECRETARY	
Ginsburg, Jeff	309640	Plaza Riviera, 1611 S Catalina Ave Ste115	Bollards grant	
Gomez, Gregory	327704	Property Owner, 1830 S Elena	VICE PRESIDENT	Plants maintenance
Judy, Kimberly	327316	Card De A, 265 Avenida Del Norte	Events Director	Farmers Market Summer Festival
Russomano, Ralph	1256290	HT Grill, 1845 S Elena Ave Ste30	TREASURER	
Sanford, Allen	331039	BeachLife Grotto, 1711 S Catalina	PRESIDENT	
Tap, Victoria	302312	1807 S Catalina Ave		
Waller, Brad	295562	1840 S Elena STE 108		
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

Accounting & Bookkeeping

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

Legal

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

Parklet Cleaning

John | info.pathtoclean@gmail.com

Farmers Market

Lynda Habash | lyndahabash@ca.rr.com | 310-212-0180

Plant Maintenance

Lisa's Garden Therapy | Lisa | 310-504-0589 |
lisa@lisasgardentherapy.com

Digital Kiosk Maintenance

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

RVA EVENT SCHEDULE

Date	Event	Organizer	Details	Event Planner
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
9/14/2024	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 financials
- 4 Farmers Market insurance
- 5 Bylaws