

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT  
ADVISORY BOARD

**Knights of Columbus Hall**  
**\*\*Relocated to HT GRILL\*\***  
**Monday, October 20, 2008**  
**7:00 p.m.**

MEETING MINUTES  
(Revised per Ron Zagher MSA20081020-05 on 10/22/2008)

- I. CALL TO ORDER: 7:14pm
- II. ROLL CALL & INTRODUCTIONS(M=11/Q=7): Jeff Ginsburg, Ron Zagher, Mike Morales, Mike Ward, Susannah Hogentogler, Cari Campbell, Cris Bennett  
Not present: Matthew Berriman (resigned via email) , Craig Pendergraph, Mike Schwartz, Chad Somers, Keith Komatsu (Added today), Trent Westernoff (Added today)  
Also present: Debbie: Solutions; Perry Johnson, Barbara Ramsey Duke, Veronica Wolkow (City of RB)
- III. PUBLIC COMMENT - This is for comment on items not on the agenda. Rachez Miller from Chez Decor Gifts said she wanted her business properly listed on the rivieravillage.org website; Jeff G gave her his business card so she can email him with those details. Susannah H suggested the holiday lights be installed standardly throughout the BID...perhaps the BID could get involved?
- IV. CONSENT ITEMS FOR APPROVAL
  1. Approval of Minutes from September meeting: Jeff G, Cris B made motion to approve **MSA 20081020-01**
  2. Receive and file Treasurers report: Approval of Minutes from May meeting: Motion to approve by Mike W, Ron Z **MSA 20081020-02**
- V. PRESENTATIONS
  1. Holiday Catalog proposal - Nate Lee & Ben Loughrin: Nate presented his marketing proposal (Holiday guide, website, database including email addresses, etc); Cari Campbell suggested that everybody be included in the mailer (a directory). Mike W said we need to work on a better holiday campaign...we learned "print ads" don't really bring people in. Rachez Miller said she feels a "one time ad" does not do much. Mike W, Cari C made motion for \$995 to purchase 1 page in Nate Lee's mailer to promote Holiday Stroll **MSA 20081020-03**
  2. Taste of the Village proposal – Barbara Ramsey-Duke: Proposes Jan-Mar 2009 "Dine Around" in Riviera Village...and other merchants can offer specials for the event date; she ran a successful "Dine Around" beginning at Crown Plaza; Barbara handed out her proposal for 25% of ticket fees...she is limiting it to 100 tickets at \$100/each...25% goes to restaurants; 25% goes to advertising...the left over 25% should go to a non-profit, etc as it helps sells tickets, etc. Deborah H, Cris B made motion to submit this to the Marketing Committee (Mike W & Cris B, Cari Campbell, Deborah Hogentogler, Rachez Miller, Veronica Wolkow) **MSA 20081020-04**
  3. Bike race proposal - Jeff Dykzeul & Brad Hause: Jeff rides his bike in Redondo, PV, etc; Brad explained what "Master Cycling" is all about. Jeff wants to propose a bike race in May or June 2009; Mike M said the AMGEN race yielded few retail sales...also wondering where people will be parking? Cris B said this is a great idea as many people ride bikes around the Village...we shouldn't think 100% about people shopping as this gets people down here. Ron Z is concerned about the road closure times, etc as it affects the merchants ability to do business. Rachez said she feels the merchants need to sacrifice for an event like this..."it is worth it" as the thought the Village had this great bike race is a huge benefit for the area. Trent/another public person said we need to think about expanding our horizons and a bike race is a great marketing technique even if the cost is less sales for 1 day. Jeff Dykzeul will put together a proposal for the event possibly for June 7th as Ron Z prefers June. Mike W, Cris B made motion to approve bike race (street closure 6am - 1pm) on June 7th (Ron Z wants to amend that no financial responsibility to BID and streets open by 1pm **and final approval of the bike race is conditioned on approving the specifics of the event**); Cris B suggested a percentage go to the BID (1-2%) **MSA 20081020-05**
  4. Video e-mail advertising proposal – Eric Ratley
- VI. PRESIDENT'S REPORT
  1. Update from city staff on Village design elements - Veronica Wolkow: Discussed the meeting at Knights of Columbus of public area improvements (sidewalks, plants, lighting, etc); she and the City Mgr, Sylvia Glazer will work on deciding where these improvements would begin, etc.
  2. Economic Development Summit: Mike M wants more small businesses at this event (March 2009 - proposed); he will keep us posted as things develop.
  3. Halloween: Jeff G said John Weick has not gotten official "OK" from the city; Veronica will check on it tomorrow morning. Cari C wants a copy of the proposal from John Weick...Jeff G said he will try to get a copy for her. Cari is concerned about where the kids section will be so she can hand out candy, etc.
  4. New Board member nominees: Mike M said we have 2 open board positions and we can vote today for them to be added to the board. Ron Z, Cris B made motion to vote nominees to the board **MSA 20081020-06**
    - a. Keith Komatsu: Works at end of Village since 1999; from Bay area; lives in Palos Verdes (Enodontist); he feels his type of business needs to be represented in the BID.
    - b. Trent Westernoff: He is working in Riviera Village (Oral Surgeon); looking to move to Redondo Beach he would like to get involved in the beautification.
- VII. ACTION ITEMS – Review and update by-laws: Mike M will look into Proxy section which does not exist. Jeff G, Mike W made motion to amend bylaws as follows:
  1. Article 2.1 Principle Office was Randy Kimose's office (burned down); Jeff G, Mike W made motion to change physical address to: 1811-A S Catalina Ave, Redondo Beach, CA 90277, C/O Village Runner - Mike Ward **MSA 20081020-07**
  2. Article 8.6 Terms: Jeff G, Mike W made motion to change term period to November 1st - October 31st **MSA 20081020-08**
  3. Article 8.7 Nomination and Election of Directors: Jeff G, Mike W made motion to remove sentence regarding proxies 10.2.5 **MSA 20081020-09** Suggestion is to require a vote rather than appointments; Trent W, Keith K made motion to require an election at least 14 days in advance to November 1st **MSA 20081020-10**
  4. Article 9.3 Terms & Term Limits for Officers: Suggests a date change of November 1st - October 31st; Ron Z, Jeff G made motion to change Article 9.3 date to period November 1st - October 31st **MSA 20081020-11**

VIII. COMMITTEE REPORTS

1. Economic Development report – Mike S: Not present
2. Marketing planning – Mike W, Chris & Matt: Subcommittee working on a proposal for the budget, etc. Ron Z will work with Chad to figure out the best route for a website hosting company, etc.
3. Cable lights - Jeff: Horsts appears to have done their preventive maintenance on the LED lights.
4. Planting report – Chad: Not present
5. Banner report - Jeff: All is looking good; about 5 banners were replaced due to wear over the last month.
6. Art bench report – Mike M: Nothing new.

IX. DISCUSSION ITEMS: None

X. OTHER BUSINESS: None

XI. ANNOUNCEMENTS:

XII. ADJOURNMENT OF BID MEETING: Jeff G, Mike W made motion to adjourn at 9:37pm **MSA 20081020-12**

Please contact Michael Morales at 791-7104 for more information.