

RIVIERA VILLAGE BUSINESS IMPROVEMENT DISTRICT
ADVISORY BOARD

Dance Forever Studio
1611 S Catalina Ave Ste L30
Redondo Beach, CA 90277

****Originally meeting set for HT Grill but they could not give us the room after all****
Monday, November 17, 2008
6:00 p.m.

MEETING MINUTES

I. CALL TO ORDER: 6:09pm

ROLL CALL & INTRODUCTIONS(M=11/Q=6): Jeff Ginsburg, Ron Zagha, Mike Morales, Mike Ward, Susannah Hogentogler, Cari Campbell, Cris Bennett, Mike Schwartz, Chad Somers, Keith Komatsu, Trent Westernoff
Not present: N/A

II. PUBLIC COMMENT - This is for comment on items not on the agenda.

III. CONSENT ITEMS FOR APPROVAL

1. Approval of Minutes from October meeting: Jeff G, Ron Z made motion to approve **MSA 20081117-01**
2. Receive and file Treasurers report: Mike W, Jeff G made motion to approve **MSA 20081117-02**

IV. PRESIDENT'S REPORT

1. Annual reports due: Mike M needs treasurer report from Mike Ward & motions report from Jeff Ginsburg.
2. Economic Development Summit: Mike M said planned for late March.
3. Holiday Stroll: Dec 4th; posters being distributed by Cari C; RB Brewery will light trees again if reimbursed \$300 for labor; Jeff G, Mike W made motion to reimburse John Waters of RB Brewery \$300.00 to install holiday lighting **MSA 20081117-03**
4. Seaside Ice: Grand Opening 11/18 – 1/11 \$14/hr ice skating 3 months; Susannah H suggested a "Shop Riviera Village" banner.
5. Dine Riviera Village: City & Chamber working on this with Barbara Ramsey Duke; chamber assisting with promoting?

V. PRESENTATIONS

1. Slack Key Festival – Mitch Chang: Not present
2. Bike race update - Jeff Dykzeul: RB City does not have man power until 2010 to permit such a street closure per Veronica.
3. Website proposal – Ron: Ron detailed all of the features needed by a new website so BID members can manage their own information without the board having to make changes; the website could also obtain email addresses, etc and be used for marketing, etc; estimates by Ron Z & Chad S ranged from \$4k – 15k; suggestions were to visit <http://eposinc.com> or <http://ironfly.com> or <http://summamarketing.com> Most of the public participants were clearly excited about a new website and support its creation. Mike W, Cris B made motion NTE \$15k towards bids to create new website **MSA 20081117-04**
4. Marketing planning – Marketing committee: Cari C & Susannah H have been working on marketing campaign where during holidays Riviera Village purchases of \$50 or more yield a free "Trapp candle" compliments of RV-BID, flyers would be distributed, etc...this to entice shoppers to spend more dollars in Riviera Village; many more details are on flyer Cari C handed out. Cari C, Mike W made motion NTE \$12,500 towards "Riviera Village Holiday Marketing Campaign 2008" **MSA 20081117-05**; action committee headed by Cari C to meet 11/19/08 at Good Stuff Restaurant 8am.

VI. ACTION ITEMS

1. Formation of Contracts subcommittee: Jeff G, Ron Z heading committee to create new "Application for BID presentation"; this would "standardize" the policy in which proposal/presentation to the board is handled; also committee is to create a BID street closure application possibly with a deposit to ensure follow-through by company desiring to close streets, etc.

VII. COMMITTEE REPORTS

1. Parking update – Ron Z: Meters will be bagged this holiday season; unknown if they will be enforced or not this year.
2. Economic Development report – Mike S: Nothing new.
3. Cable lights – Jeff G said Horsts finished their work; lights in a straight line now, new zip ties, etc...looking good again.
4. Planting report – Chad S: planting poinsettias 10 days before Holiday Stroll.
5. Banner report – Jeff G: Wind damaged several banners and they should be repaired/replaced this week.

VIII. DISCUSSION ITEMS: Gilbert Dowling from Heartland Payment Systems 424-247-8521 made presentation on credit card processing, etc and how his company can save merchants/restaurants money.

IX. OTHER BUSINESS

X. ANNOUNCEMENTS: Next meeting set for 12/15/2008 6pm at HT Grill.

XI. ADJOURNMENT OF BID MEETING: Jeff G, Mike W made motion to adjourn at 8:50pm **MSA 2008111706**

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