



Minutes

Present: Chuck Beaty, Collette Lee, Damian Fussel, Denise Hamet, Jean Eiselein, Jennifer Gamble, Jesse De La Cruz, Joe Guzzetta, Joe Ramos, Justin Tracy, Lou Monville, Nanci Larsen, Rachael Dzikonski, Randy Hord, Bob Nagle, Ron Loveridge, Samuel Precie, Shalini Lockard, Sorelle Williams, Stan Morrison, Philip Falcone

Excused: Amy Hoyt, Brian Pearcy, Bryan Crawford, Claire Oliveros, Shelby Worthington-Loomis

Absent: Andrew Walcker, Cherie Crutcher, Philip Makhoul, Oz Puerta, Clarissa Cervantes, Sarai Arellano

Ex-Officio ABP / City Council: Erin Edwards, Paloma Montes, Bill Kesner

Staff: Janice Penner, Shirley Schmeltz

1) Call to Order

Shalini Lockard called the meeting to order.

2) Self Introductions and Public Comment

Self introductions and public comments were conducted.

3) Approval of Minutes of February 14, 2024.

Motion: To accept the Minutes of the Meeting of February 14, 2024

Motion made by: Chuck Beaty **Motion Seconded by:** Joe Guzzetta

Motion carried.

4) Chair's Report

Shalini Lockard said thank you to everyone who is putting their time into the RDP board, and that she hoped to have an open line of communication with all board members. She also hoped to have an open line of communication between RDP and the City, County, etc. She encouraged Board members to attend a committee meeting if they had an issue to discuss.

5) Items for Discussion

5a) Economic Impact Study – Release & Next Steps

Janice Penner said RDP received the final version of the study titled “Downtown Riverside: Economic Conditions and Contributions” on February 13. A copy was provided to each of the funders including the Chamber’s Downtown Business Council and the Raincross Group. After receiving a request for someone to speak about the report at the Downtown Business Council meeting, it was decided to have a meeting with all the funders and have a representative from Beacon Economics attend. Senior City staff was also invited.

At that meeting, Justin Niakamal from Beacon Economics provided slides with updated data and fielded questions about the study. Several questions dealt with the lack of data on the economic impact of arts and culture. RDP staff reached out to the Riverside Arts Council who sent the report from the Americans for the Arts study on Arts and Economic Prosperity to forward to everyone who received the Economic Impact Study report.

Janice Penner said the purpose of the report was to show downtown was important and worthy of investment and convey that knowledge to others. RDP staff was working on arranging a meeting with the City Manager and senior staff, as well as senior County staff, to discuss the study and the key findings. Following those meetings, some additional work would likely be done on the study to refine the data and findings. An allocation for additional work was included in the 2023-2024 budget.

Collette Lee said the meeting was a good one and Ron Loveridge's comments regarding the report needing more input about arts and culture was valid. Lou Monville said it is an important level setting document for ongoing discussions of how downtown Riverside is funded.

Denise Hamet asked if the report talked about the hotel occupancy. Lou Monville said they have TOT numbers but not broken down into specifics. CBB has some data on that topic and he would be happy to provide that information to Denise.

6) Financial Reports

6a) Financial Update at February 29, 2024

Nanci Larsen said the financial report for the month of February showed a year-to-date surplus of approximately \$50,970 compared to a budget deficit of \$3,862, resulting in a positive variance of \$50,108. BID Levy income was \$28,720 higher than budgeted which accounted for a portion of the variance. The remaining variance was due to timing and some expense savings such as the new internet phone based system.

As of February 29, 2024, RDP had \$279,486 in two checking and one money market account with Citizens Business Bank and Provident Bank. RDP reserves include two CDs with Pacific Premier Bank and one CD with Provident Bank for total reserves of \$279,618.

The accounts receivable was \$10,477. The accounts payable equaled \$5,509.

Motion: To Accept the Financial Reports at February 29, 2024 as presented.

Moved: Chuck Beaty **Seconded:** Justin Tracy

Motion Approved.

7) RDP Security Updates

Bryan Crawford was unable to attend. Janice Penner provided an update on the Security Pilot Program. The external security guards have recently changed their uniforms to a bright yellow in order to distinguish themselves from the different security guards on the mall. There was a stakeholders meeting at the end of February to discuss the expectations of the program and to explain what the external security guards could and could not do. Similar to the RDP Ambassadors, the security guards cannot go on or into private property. If a business has an emergency inside their store, they need to call the police.

The Parking Services Department is looking into expanding the security inside the garages.

Ron Loveridge mentioned the idea of police bike patrols that are able to move around more quickly and engage with business owners. Janice Penner said there is a bike patrol in the PANS program and they are usually out on Wednesday on the Main Street area. Janice Penner said she could bring the idea up at the security meeting.

Ron Loveridge asked if anyone had an idea of how many people are sleeping on the sidewalks in downtown. Janice Penner said if anyone would have that information it would be Michelle Davis, but there are a lot sleeping on sidewalks right now.

Stan Morrison asked if there is a regular schedule where the City cleans the debris from the streets. Janice Penner said it would be the regular street cleaning that happens weekly. Janice Penner mentioned the clean-up happening on March 16 with ABP and KRCB where 23 volunteers will be picking up trash. Sorelle Williams asked if the volunteers could include Sixth Street as she is often cleaning up beer bottles and other trash out of the planters and doorways. In her opinion Sixth Street is neglected and trashcans would help as there aren't any.

A discussion broke out regarding trash in various areas of downtown and why the City cleans up trash on the Main Street mall and not in the surrounding areas as well. Justin Tracy commented that he and his workers constantly clean trash and debris away from their business and it should be the responsibility of all businesses to clean up the area in front of and immediately around their businesses.

Damian Fussel asked if the City has a contract with haulers to pick up illegal dumping, because the County has one. Janice Penner said she was unsure but it would certainly help if they did. Someone said if it was furniture or mattresses, people could send a picture to 311 and they will pick it up. Trash in the street is not considered dumping.

8) County of Riverside Updates

Damian Fussel said they were still counting the ballots from the election but they were almost done, with about 6,000 left at last count. Ballot rehabilitation slows the process down a bit, where if there is an issue with a ballot, the person who submitted the ballot is given the opportunity to correct it. The most common issue is a family member signing another family member's ballot and submitting it.

9) Mayor's Office Update

Sarai Arellano was not in attendance so there was no update.

10) City Council Updates

Erin Edwards said election results will be certified soon. The new council members would start on April 9.

City Council made a historic investment into the non-profit sector by taking one time ARPA money of \$2.8 million and creating an impact investing fund which is a revolving loan fund for non-profits. The funding is a loan but at a zero to very low percent interest which non-profits can use to purchase a building, do renovations, etc. The IECF will be the host for this money, and they will establish an advisory committee and hire a loan manager who has experience in dealing with loans of this type.

The Council also created an Affordable Housing Trust Fund. PLAJ Funding will earmark about 50% of City Surplus land sales as a recurring source of funding for housing projects.

On March 19 at 1 pm two downtown developments will be up for discussion; the sale of garages 1 and 2, and the student housing project to go in next to the Main Library. The student housing

project would include retail, student housing, office space, and affordable housing. Only 60 parking spaces would be retained for the Library and the project would have about 335 spaces for parking.

Jennifer Gamble said the City is considering revamping the Mills Act program which would allow property taxes to be cut in half on historic buildings or properties. The Mills Act program is state run.

The Council wants to standardize the information coming from the BIDs for annual BID renewals. They have created a template as to what that would look like and put it in writing to be formalized.

The Eggstravaganza is happening on Saturday at Ryan Bonaminio Park. On March 21 the Third Street grade separation will be discussed with the community at the Dale Center so they can understand what the process would look like. The Mayor's Ball will be happening on March 23 and the Insect Fair on April 20.

Erin Edwards ended her report by mentioning the 800 space parking structure eventually being created on Orange Street where Lot 52 currently is located. To provide a sense of safety for people who park over in that area, there are discussions of installing Café Lights on Fifth to guide people from the parking structure down Fifth and onto Main Street. Janice Penner said at Land Use they had discussed how to draw more people into the downtown core from the hospital and surrounding areas as Market Street is not perceived as safe and pedestrian friendly.

Janice Penner commented that RDP is not against the housing project, but the fact that it would take away two critical garages from inventory. Lot 52 is too far away from businesses in the core to be convenient for either their employees or their customers. Erin Edwards said the staff report did a good job of outlining the number of new spaces which will be created in the project for garages 1 and 2, how many spaces would be lost, and how many new spaces will be coming into the area.

Shalini Lockard thanked Erin Edwards for her work at the City Council on behalf of RDP.

Bill Kesner from Ward 2 said May 18 there is going to be an Art and Music Festival on Park Avenue at Lincoln Park that the Council member will be putting on.

Oasis Senior Center on MLK is having a grand opening soon. It is open, but currently only about 70% filled at the moment. They are looking for Veterans to fill the remaining openings.

11) City Community Development Department Updates

Denise Hamet said the ARPA funding closed on February 29 and the next round opens on April 1 and will go to May 30.

Grow Riverside Event takes place on April 4 and 5. It is always well attended and promotes the agricultural sector.

They are continuing to consolidate the Summit of Excellence notes.

There will be a proposal to get moving forward with the 8 acre agriculture center project on the north side.

12) Items for Information

12a) Annual Meeting and Awards Ceremony

Shalini Lockard said at this point all but one of the awards were sponsored. There are reservations for 177 seats including complementary, sponsor fulfillment, and table and individual sales. The set-up will be 20 tables of ten. Staff has requested Certificates of Recognition for all award recipients from Senator Roth, Supervisors Jeffries and Spiegel, and Mayor Lock Dawson. Staff has purchased a 'Step & Repeat' for the event that can be reused each year and for other events.

Awards and sponsor recognition tokens have been produced. Staff is working on the 2023 Annual Report, PowerPoint presentation, script, and presenters' notes. All of the presenters are confirmed. Pens, notepads, and mints will be on the tables for guests to take. Centerpieces have also been ordered. Final meal details will be confirmed shortly.

The decision has been made to move the 2025 Annual Meeting and Awards Ceremony to the Riverside Convention Center. The event has been held at the Mission Inn Hotel & Spa for eight years and RDP's dealings with the Riverside Convention Center have been excellent in past years. The date for next year will be February 20, 2025 so as not to compete with several events planned for March 2025.

12b) RDP Activities and Items Update

12bi) Security Resource Pilot Program

Janice Penner said RDP will continue to work with Megan Stoye from the City on promoting the program and educational sessions, and with Bryan Crawford and others on specific sessions including the hospitality establishments.

12bii) Spring Cleanup

Janice Penner said the joint cleanup with ABP and KRCB takes place on Saturday, March 16 with KRCB providing kits and volunteers. RDP will provide refreshments and restroom facilities (RDP's office).

12biii) Other

Janice Penner stated the special RDP luncheon on February 27 had 95 reservations for lunch and 25 for seats. Everyone was pleased with the meal and presentations. Staff will follow up with more information on the two destination marketing websites in the April BID Bulletin.

13) New Business

There was no new business.

14) Adjournment – Next Meeting Date April 10, 2024 at 8:30 am.