



**BOARD OF DIRECTORS MEETING**  
**7:30 AM WEDNESDAY SEPTEMBER 11, 2024**  
**RIVERSIDE ARTS COUNCIL/IECF BOARDROOM**  
**3700 SIXTH STREET, SECOND FLOOR**

## **Minutes**

**Present:** Amy Hoyt, Bryan Crawford, Chuck Beaty, Claire Oliveros, Collette Lee, Kyle Warsinski, Jean Eiselein, Jennifer Gamble, Joe Ramos, Joe Guzzetta, Mercedes Serrano, Broc Yoshida, Nanci Larsen, Randy Hord, Bob Nagle, Shalini Lockard, Sorelle Williams, Amber Schmeltz (Proxy for Rachael Dzikonski), Stan Morrison, Nathan Mustafa

**Excused:** Brian Percy, Justin Tracy, Ron Loveridge, Shelby Worthington-Loomis

**Absent:** Andrew Walcker, Cherie Crutcher, Jesse De La Cruz, Lou Monville, Lynn Anderson, Philip Makhoul, Samuel Precie, Clarissa Cervantes, Melanie Bruins, Bill Kisner

**Ex-Officio ABP / City Council:** Sarai Arellano, Philip Falcone, Zoe Ridgway

**Staff:** Janice Penner, Shirley Schmeltz

### **1) Call to Order**

Shalini Lockard called the meeting to order. She advised that Terry Walling had passed away on August 3, 2024. A Celebration of Life event is expected to be scheduled and RDP will advise the Board of the details when they become available. RDP will have a tree planted in memory of Terry Walling as was done for his parents when they passed.

### **2) Self-Introductions and Public Comment**

Self-introductions and public comments were conducted.

### **3) Approval of Minutes of July 10 2024.**

**Motion:** To Accept the Minutes of the Meeting of July 10, 2024

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

**Motion carried.**

### **4) Adjournment of Meeting and Convening of Advisory Board of the Riverside Downtown Parking and Business Improvement Area for Approval of Annual Report for 2025 Renewal followed by reconvening of the Board meeting.**

Janice Penner advised that the RDP Board serves as the Advisory Board for the Riverside Downtown Parking and Business Improvement District and is responsible for approving the Annual Report to renew the BID levy. Once approved, the Annual Report and accompanying documents will be submitted to the City for the official setting of the Public Hearing.

As the reporting requirements were codified by Council in March 2024, the report and supplemental documents were sent to the City's Finance Department for review and to obtain their opinion. They advised the report and supplemental documents met the reporting requirements.

The City Finance Department indicated that at their October 22 meeting, Council will set a date of November 19 for the Public Hearing. The report plus supplemental documents will be posted on the RDP website prior to the Public Hearing. A brief summary of the Annual Report will be included for information in the October 2024 BID Bulletin.

## **5) Financial Reports**

### **5a) Financial Update at July 31, 2024 & August 31, 2024 – No Motion Required**

Nanci Larsen said the draft financial report for June 30, 2024 reflects the preliminary financial review with minimal adjustments from the one provided at the July 10 meeting.

The July 31, 2024 draft results shows a deficit of \$4,660 compared to a budgeted deficit of \$6,930.

The August 31, 2024 draft results show a deficit of \$7,236 compared to a budget deficit of \$16,434. BID Levy income was \$5,391 higher than budgeted which accounted for a portion of the variance. The balance was due to timing of expenses.

As of August 31, 2024, RDP had \$330,321 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 \$284,505. The accounts receivable was \$410. The accounts payable equaled \$7,526. The liability for accrued staff benefits (vacation and other time) to August 31, 2024 was \$58,645.

There were no motions as the final financial review from the CPA was not received yet. Once received, there will be formal motions to accept the financials.

## **6) RDP Security Updates**

Bryan Crawford said a bar was cited twice over the weekend for being open past 2 am and serving alcohol. The bar could potentially have their liquor license pulled or put on probation depending on what ABC wants to do.

There was a death investigation at Carlson Dog Park which ended up being a suicide.

There was a residential burglary series in the Orange Crest area where thieves identified people out of town and broke into their houses while they were away. It turned out to be a gang based in LA that spiraled into 45 members in San Diego County, some in Temecula/Murrietta area, and a few in Riverside. All were caught except for 13, and each individual is looking at 34 – 85 years depending on their level of involvement.

The Overland area is now getting hit by a much more sophisticated crew, they believe, from South America that is targeting business owners who are out of town. They have caught 11 people so far involved in this burglary ring that uses vehicle trackers, hidden cameras hidden in landscape planters, etc. It is believed that the Temecula station arrested 3 involved individuals on September 3 and they were out on September 6 as the judge reduced their bail at arrangement and they posted bail. Three individuals arrested in July refused to give any personal information, and had fake Mexican IDs, but are believed to be Columbian.

The POP Team will be busy in the Overlook area for the foreseeable future. This group is specifically targeting people who are out of town, going after cash and jewelry because it is light, and they are hiking into the areas they want to hit. The people arrested in Temecula said they do google searches on people and businesses, find out what they drive, tail them to find out where they live, and they watch their houses to find out when they leave. Bryan Crawford recommended having your lights on a timer, making sure your camera system is working properly, and if the alarm company calls and asks if police should be dispatched, say yes. If you wait to check your house later, by then it is too late. The stolen goods are believed to be shipped to New York.

## **7) County of Riverside Updates**

There were no updates.

## **8) Mayor's Office Update**

Zoe Ridgway said she had no updates.

## **9) City Council Updates**

Philip Falcone said the Mission Inn Hotel has started putting up Festival of Lights decorations and are starting with the decorations outside of the hotel and doing the Mission Inn hotel last.

The City workers are preparing for the large APA Conference coming on September 27. The City is removing the splash pad on the Mall in front of Retro Taco/Salted Pig, and it should be done before then. The new tables and chairs for that area will be connected as one unit, as opposed to the chairs that are detached and tend to wander away.

Landscaping and tree trimming has started. Philip Falcone said he has gotten complaints about the seeds/flowers being dropped from the palm trees, which happens this time of year. The tree trimming will start on Mission Inn Avenue and work its way out from there.

The bus stops at Lemon and University are out of service and will be removed shortly.

There is a bad odor on Sixth Street that they have been trying to solve for many years. The City cleaned all their sewer lines and capped a few things that were missing caps, but the odor still is there, particularly between Main and Orange. The Mission Inn has since redone their dumpsters and grease catchers so hopefully the odor has been taken care of. Philip Falcone said it is definitely not a City issue because the City recleaned the sewer lines again, and it is originating from the Mission Inn. He has a good relationship with the General Manager so they will keep in contact with one another regarding this ongoing problem.

## **10) City Community Development Department Updates**

Kyle Warsinski mentioned the APA conference taking place from September 28 through October 2<sup>nd</sup> with 1,500+ professional planners in attendance. He asked that the businesses please welcome them and offer specials. Janice Penner said she will be sending out an email to the businesses with information on the conference. RDP has a coupon page that goes to RCVB for their attendees and these attendees will receive the coupon page as well.

## **11) Items for Information**

### **11a) Update on Sale of Garages 1 and 2**

Nathan Mustafa said the sale of garages 1 and 2 has been an ongoing discussion between the City and Pelican. The City just sent over something to Pelican after a fairly lengthy process of internal review, and that will kick off the discussion that will go back to City Council. The City is working towards preserving as much parking as possible for downtown, which is in direct response to the feedback provided by RDP.

Janice Penner said RDP and the businesses affected by the sale of the garages are looking for a reasonable replacement parking plan, and asked that RDP be kept in the loop. Nathan Mustafa said there was only so much he could reveal while the negotiations are taking place. Even with the loss of garages 1 and 2, there is still adequate parking in downtown – it is a matter of the parking locations and whether people are willing to go to those locations. The City is bringing Ohmio to downtown next year. Ohmio are autonomous shuttles which will bring people from the

various garages into the downtown core and run on an automated loop. The Garage 8 project across from the Convention Center is moving forward with its CEQA just passed.

Nathan Mustafa said that the City said that the private office level of garage 3 would be enhanced with the addition of a citrus themed window wrap on the Market Street and on the University Avenue sides. Janice Penner said RDP had been approached to fund a beautification effort for garage 3 and the window wrap was more suitable than a mural. She said the window wrap would significantly improve that prime corner of downtown and help draw attention the Mission Inn Museum and Foundation's new location at 3750 Market. RDP's funding of the window wrap was contingent on the City accepting specific conditions including responsibility for future maintenance. Nathan Mustafa said they will get the City's acceptance of the conditions to RDP as quickly as possible as they hope to have the wrap done before the APA Conference. Garage 3 as a whole is being rebranded as the Citrus garage with new paint, new murals, and possibly some public art at the top. The City will also be funding new outside lighting and awnings for the garage to brighten up the space.

Collette Lee asked for more information on the project. Janice Penner said RDP funded two murals with the beautification budget allocation, and this year the allocation \$13,500. The window wrap project was taken to the Executive Committee who voted to approve the project. She said her research indicated window wraps last 5 to 7 years. Philip Falcone said that in every area they have placed a window wrap, even the ones facing the sun are still in good shape after 7 years. Shalini Lockard said that RDP has done many similar projects in the past, but doesn't always get recognition for their efforts. She said RDP's conditions included their logo on the window wraps as recognition of their sponsorship. Collette Lee asked if the Board shouldn't have voted on the project as well considering the amount. Janice Penner replied that an amount for beautification was in the budget, and the Executive Committee acting as the operations committee for RDP followed the correct procedures to approve this project.

Collette Lee said it seemed like a lot of money to spend on one project when there were other needs. Philip Falcone said that a survey is going out to determine what businesses consider clean and beautiful and safe to mean for people in downtown. Janice Penner said beautifying the garages was considered important because a lot of people visiting downtown park in the garages. She said the project would help the Mission Inn Museum and Foundation in their new location and the surrounding businesses in that area because that area looks very unattractive and dark.

Collette Lee stated that in her opinion proposed expenditures over \$5,000 should be brought to the Board as well as the Executive for discussion and a vote. Janice Penner said the Executive Committee can discuss creating a policy in which there is a dollar limit, but that RDP followed procedure, and it was a budgeted line item. Philip Falcone said he felt \$5,000 was too low and would paralyze RDP from accomplishing anything by having to wait for the Board which only meets once a month. Shalini Lockard said that it was not a quick decision by the Executive Committee as there were a lot of questions regarding the project and research conducted. The City had to get multiple bids for the window wraps to present to RDP to determine a fair price for the project.

Jennifer Gamble thanked RDP for their donation and the City working with them so closely. The Mission Inn Museum and Foundation will become a visitor's center for downtown, welcoming people to downtown and encouraging them to visit businesses in the area. The docents are doing as many tours as they can handle and are preserving the history of downtown. Collette Lee asked if there were any other businesses besides the Mission Inn Museum and Foundation that were getting any benefit from this project. Philip Falcone said the wrap will cover the entire frontage of

University Ave. and Market Street so all the tenants in that area will benefit. Nanci Larsen said the window wrap will also improve the overall look of the area for people who are going to the Fox.

Collette Lee commented that there is a beautification project through the mayor's office that funds the various murals downtown. The program is on pause but Philip Falcone said the Beautify Riverside program is slowly coming back with the Riverside Arts Council being the fiscal receiver for any money received for the program. However, the program is focusing on certain projects in specific areas, such as the Deanza Statue restoration. Janice Penner said this window wrap beautification project matches RDP's objectives with what they want to do downtown. Shalini Lockard said one of the terms the City agrees to is that after this project is complete, RDP will be making a gift of it to the City and the City will be responsible for any maintenance of the project moving forward. Shalini Lockard also pointed out the City is putting in well over \$20,000 for further improvements to the building and area where the wrap is going to be installed, including landscaping, new awning, and lighting, etc.

Sorelle Williams mentioned the parking meters are very difficult to operate for some of the older clientele in the community. They do not understand QR codes, and the recent change where people have to input their car license number instead of the space number is not widely known. She suggested signage should be put up around the meters to explain what information to input so they are not issued a ticket. She added that there was not as much foot traffic during the day as before this new change was implemented. Nathan Mustafa said they can definitely put signs out to address those concerns. He added that the usage of the system is on par if not higher than it was before. They now offer the first 30 minutes for parking free, which they didn't before. He will speak with the team to get the meters corrected so they don't ask for a space number but for a plate number. Janice Penner said the Ambassadors have been advised to help people they see at the parking meters and to let them know to enter their plate number and not the space number. Sorelle Williams said that analytics are great, but actually seeing it brings a new perspective.

### **11b) Riverside Art & Music Festival/Doors Open Riverside**

Shalini Lockard said the Riverside Art and Music Festival is a joint effort between the Riverside Arts Council and RDP, with the City joining as a partner this year. The event will take place on Saturday, September 28 from 2 pm to 9 pm at White Park. RDP handles permits, logistics, and funds certain functions while RAC handles vendors, art-related activities, and entertainment. The Debonaires and the Skeletones are the headliners for the Main Stage.

Doors Open Riverside is a joint effort between the City, the Mission Inn Foundation and Museum, and RDP. The events will take place on Saturday, October 5 from 2 pm to 7 pm with most locations opting to have tours until 5 pm. The City handles marketing and promotion plus the website, the Foundation provides the docents, and RDP handles applications and logistics.

### **11c) Monthly Luncheons**

Shalini Lockard said the September 24 luncheon will be at the Riverside Game Lab and feature Andrea DeLeon from KRCB and Amy Metcalf from UCR Arts. Food will be provided by FuFu's Grill in Riverside Food Lab and include beef shawarma, chicken kabobs, or vegan falafels. The owner and GM of Game Lab are also providing free game play until 3 pm for attendees.

The October 22 luncheon is booked for the Riverside Community Hospital's G Tower private dining room with their CEO, Peter Hemstead, as the speaker. RCH is providing the meal and venue as the sponsor. RDP will be charging a reduced rate of \$15 for the luncheon to ensure people who reserve do attend.

The November 26 luncheon will be at the Hyatt Place Riverside with Police Chief Larry Gonzalez as the speaker.

Janice Penner said tonight at the Civil Rights Institute at 6 pm is a candidate forum between Richard Roth and Jose Medina for District 1 Supervisor position.

**11d) Other**

Shalini Lockard said the Hospitality meeting was held on July 31 at Loft.84 with good attendance from bars and restaurants. The minutes from the meeting are included with the Security Committee meeting minutes.

RDP is helping to promote the County of Riverside District 1 Supervisor Candidate forum scheduled for September 11 at the Civil Rights Institute of Inland Southern California. The forum is put on by Blindness Support Services and DANA.

Thanks to Ron Loveridge, RDP will have two interns for both the fall and spring sessions. The interns for the fall session will each work eight hours a week and will be compiling research on similar downtowns, their social media, and their programs and events.

**12) New Business**

There was no new business.

**13) Adjournment – Next Meeting Date - October 9, 2024 at 8:30 am.**