



**BOARD OF DIRECTORS  
MINUTES**

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Monday, December 11, 2017

5:30 P.M.

Boardroom

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**1. CALL TO ORDER**

Meeting was called to order at 5:36 PM by Board President, Henry Ayala.

**2. SELF INTRODUCTIONS**

Henry Ayala, Rob Steinmuller, John McIntire, Tim Lowe, James Hawthorne, Bernie Edmonds, Jack Cords, Charlie Keyes, Deniece Marshall, Ebony Perkins, Chase Blakney, Jim Perry, Eydee Jimenez, Maartin Rossouw, Shadi Sayes, Chris MacArthur, Frank Arreola, Sgt. Rene Ramirez, Andrew Guerra

**3. PUBLIC COMMENT**

*Individual participation is limited to 3 minutes.*

Ayala noted that he would like to respect everyone's time and would like to commit to having Board meetings go no more than an hour to an hour and a half.

Keyes commented on the \$45.00 fee to inspect a business's fire extinguishers. MacArthur suggested sharing the inspections with insurance to possibly lower your businesses rate.

**4. PRESENTATIONS**

*Individual participation is limited to 5 minutes.*

None.

**5. CITY DEPARTMENTAL UPDATES**

1. City Council Member – Ward 5

MacArthur stated that Ron Rose contacted him in regard to his concern of the lack of Christmas lights in the 9400 block of Magnolia Ave. MacArthur stated he talked with Steinmuller about temporarily providing lights this year and he (MacArthur) would work with the City Public Works Directors to see if a more permanent solution can be done during future street work in the area. MacArthur noted that he had a great conversation with Anita Husted, whose family owns a substantial number of properties in Arlington. MacArthur shared that Husted is working aggressively to clean up the properties. Mike Sadeghian's building is moving along quickly and is expected to be completed in the Spring of 2018. MacArthur is helping Habitat for Humanity deal with an issue they are having with a neighbor next to the vacant lot and hope to begin the project next year. Frank Areola provided an update on his activities in dealing with the homeless in Arlington. Jack Cords and Time Lowe expressed their frustrations with the

homeless and the shared that businesses are having to incur the expense of installing security cameras, lighting, hiring guards, etc. Councilman Jim Perry stated that there are not enough people expressing their frustrations at City Council meetings; and when the Council takes action on homelessness, advocates come attend the meeting and overshadow the groups with frustrations. Lastly, MacArthur stated the Greenbelt is dealing a citrus tree virus and area grower are looking into creating a spray district to manage unmaintained groves and protect the Greenbelt overall.

2. City Council Member – Ward 6

Perry announced K-Mart is empty and that they (City) doesn't really know what's going to happen with the property and the property manager dose not communicate all that well; K-Mart did say that they would let the City know when something is planned. Perry stated that the surrounding properties to K-Mart are now fearful of losing their tenancy with little to know warning. Rising Canes opened about a month ago and is continuing to do well. Gray Ventures is breaking ground on the other side of the La Sierra McDonald's for a future Tokyo Joe's, Blaze Pizza, and Subways. Perry thanked ABP for their sponsorship of Winter Wonderland and Los Posada which had 450 children participating. Jim Perry shared they there are many items coming before Council such as homelessness, commercial sales of marijuana, utility rates, etc., many opportunities for public input.

3. Community & Economic Development Department

Eydee Jimenez shared that Nathan Freeman was not able to attend but provided the following update: The project at Van Buren and Hayes (a dentist office) entitlements are approved and escrow should close soon. As soon as a developer is selected, construction will begin in 90 days. The project Van Buren and Indiana (office building) is expected to also close escrow and will soon begin the entitlement process. MacArthur stated that the old Hawthorne Elementary site will be demolished to make way for a single-family homes project. MacArthur stated that if the developer decides to not move forward with the homes, they must maintain the property and enforce a safety plan.

4. Riverside Police Department

Sgt. Ramirez shared the BID area had 63 incidents in the month of October and 59 in November. Out of 63, 46 occurred at commercial businesses. RPD is gearing up for the holiday and reminded everyone that this is the time of opportunity crimes – don't leave holiday gifts in your car or cell phone and handbags on the seat.

## 6. RIVERSIDE DOWNTOWN PARTNERSHIP UPDATE

Guerra read the report provided by the Riverside Downtown Partnership which gave a brief update on past activities and upcoming events.

## 7. ITEMS FOR DISCUSSION AND ACTION

1. Arlington Business Improvement District Clean & Safe Program Update  
Chase gave a brief update on the programs activities, noting the program is nearing its end. Chase did go on a ride along with Tom, the morning guard and shared he felt the program is successful and calls have decreased with only about 10 regular businesses contacting them. Chase, Board Members, and Council Members discussed the program.
2. Event Coordinator Update – 16<sup>th</sup> Annual Chili Cook-Off & Car/Cycle Show  
Maartin Rossouw gave a brief update on the activities of the Chili Cook-Off. Rossouw is working with Bud's Tire, Chevrolet, and Morongo Casino for sponsorship. ABP is quoting water barricades, and is looking to placing a food vendor in the beer garden. Rossouw stated that ABP has applied for sponsorship and will go before Council on the 19<sup>th</sup>. Lastly, Rossouw has committed to securing at least 6 chili cooks.
3. Request for Donation/Sponsorship Recommendations:
  - a. Chamber of Commerce - Mayor's State of the City Address  
Guerra noted the item was placed on the agenda as an informational reminder. The Board approved the sponsorship at the last Board meeting.
  - b. Magnolia Community Health Center – Holiday Celebration  
Guerra provided a brief overview of the applicant's event and their request. Ayala stated the Executive Committee recommended \$250 a one box of teddy bears. A MOTION was made by Cords to approve as recommended by the Executive Committee. SECONDED by Keyes. MOTION CARRIED.
  - c. Riverside Road Runners - 2018 Citrus Heritage Run  
Guerra provided a brief overview of the applicant's event and their request. Guerra stated the Executive Committee recommended \$500 and 15 registrations in the amount not to exceed \$1,175. A MOTION was made by Edmonds to approve a \$500 Blue Sponsorship and 15 registrations to the Citrus Heritage Run in the amount not to exceed \$1,175. SECONDED by Steinmuller. MOTION CARRIED.

## 8. COMMITTEE UPDATES

1. Physical Improvements

Steinmuller shared the committee voted to purchase 5 Ring Cameras to install at a BID business. Steinmuller stated the committee is trying to get in touch with businesses and is promoting the PIP Grants. The committee is also working on maintaining the bus shelters and looking at ways to clean up the BID in general. McIntire inquired as the lighting for the entry monument signs. Steinmuller stated that IES will provide an estimate and the committee will also work with Paramount Landscape on area landscape about the signs. Steinmuller also

2. Marketing & Promotions

shared that the committee will begin the installation of a flag pole at Arlington Park. Edmonds gave a brief update on the Hope Wall at the future Arlington Youth Innovation Center at Arlington Park.

3. Winterfest in Arlington/Winter Wonderland

Ayala shared the committee has been taking about promoting ABP via social media and that the committee and staff will be implementing those ideas in January.

4. Chili Cook-Off & Car/Cycle Show

Perkins thanked ABP for their partnership and shared the feedback from the event surveys were good. Steinmuller agreed the partnership worked well and very successful.

No Report.

## 9. CONSENT ITEMS

Approval of Minutes  
Board of Directors Meeting Minutes of  
November 13, 2017

Approved.

Approval of Financial Reports  
As of November 30, 2017

Approved.

## 10. ADJOURNMENT

Meeting was adjourned at 6:48 pm.