



## ARLINGTON BUSINESS PARTNERSHIP

### BOARD OF DIRETORS

# Minutes

Arlington Business Partnership  
9800 Indiana Ave., Ste. 2  
Riverside, Ca 92503  
(951) 509-1100 Tel.

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**Monday, February 11, 2019**

**5:30 P.M.**

**Boardroom**

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#### WELCOME/CALL TO ORDER

Meeting was called to order at 5:34 p.m. by Vice Chairman, Rob Steinmuller.

#### SELF-INTRODUCTIONS

Rob Steinmuller, Paul Akes, Tim Lowe, John McIntire, Jack Cords, Jim Perry, Gaby Plascencia, Tiana Johnson, Charlie Keyes, Kathy Wright, Chris Jensen, Kate Stovicek, Chris Mac Arthur, Mike Sadeghian, Andrew Guerra, Oz Puerta, Kevin Pete, Michael (951 biz.com), Ron Vargas, Gerald Zamora, Bernard Edmonds, Shadi Sayes, Sherry Shimshock, Frank Arreola

#### PUBLIC COMMENT

Michael from 951biz.com presented information on local advertising through his publication, 951BIZ.COM and the importance of small business promotion.

#### CONSENT CALENDAR

##### 2 Minutes of January 14, 2019

MOTION by Lowe to approve Consent Calendar. SECONDED by Keyes. MOTION CARRIED.

#### PRESENTATIONS

##### 3 Presentation by Gerald Zamora, Villegas Park Advisory Board on the Annual Cinco de Mayo Parade and Fiesta held on May 4 and 5 at 3091 Esperanza Street.

Gerald Zamora is requesting a \$1,000 sponsorship of the Annual Cinco de Mayo Parade and Fiesta to cover event expenses. Zamora stated that in return, ABP will receive a vendor booth at the event and opportunities to promote the 17<sup>th</sup> Annual Chili Cook-off & Car/Cycle Show via stage mentions, banner, and social media.

##### 4 Presentation by Kathy Wright, Assistance League of Riverside on the Annual "Dress Me Up" Spring fundraiser held on April 6, 2019 at the Riverside Convention Center.

Kathy Wright presented information on the Dress Me Up Spring fundraiser and shared props from the various programs offered by the Assistance League of Riverside including snack attack bags, RPD/Mental health teddy bear and activities bag, and a backpack filled with clothing and basic hygiene items.

#### COMMUNICATIONS

##### 5 City Departmental/Downtown BID Updates

City Council Member – Ward 5 (Chris Mac Arthur)

The Council Member shared the potential opening of the Youth Innovation Center at Arlington Park is targeted for August 2019.

Citrus Heritage Day was recently celebrated at the Arlington Library with exhibits still up for public viewing. The ground breaking for Habitat for Humanity's veteran's housing project is happening Thursday, March 21, 10:00 am. Mike Sadeghian shared the names of current tenants and projected openings for the Magnolia Ave. project - grand opening information coming soon. Sadeghian shared a rendering for his new restaurant project at Indiana and Van Buren.

**City Council Member – Ward 6 (Jim Perry)**

The Toys-R-Us building will soon be gone, Northgate/Gonzalez Markets is moving in and will take over the building – Opening mid-November. The new market is described as a Hispanic Wholefood's. Diana Media, Field Representative to Council Member Jim Perry as of Thursday next week to be with her family.

**Riverside Police Department (Lt. Pete Elliott)**

No Report.

**Community and Economic Development Department (Sherry Shimshock)**

Shimshock provided an updated on the city's Economic Development Action Plan and asked members of the board for feedback on what they would like her to report on. Guerra shared that Sherry will no be attending ABP's Board meetings in place of Eydee. Council Member Perry asked Sherry to update the board on the old K-Mart property – Sherry fund that the property owner was still receiving rent from K-Mart as part of a long-term lease. Conversations were held and rent from K-Mart will soon end and the property owner will then begin, with the city's assistance start to fill the vacant building. Council Member Mac Arthur welcomed Sherry to the ABP board and commented how Sherry was the city's one-stop before the actual one-stop was created.

**Riverside Downtown Partnership (Janice Penner)**

Kate shared information on Doors Open which will take place on Saturday, May 11. RDP will be working on Concert on Main alternative with more to come. Kate shared information on Movies on Main.

**6 Committee Updates**

**Physical Improvements (Robert Steinmuller)**

Steinmuller shared that ABP has been working at promoting the PIP program.

**Marketing Committee (Bernard Edmonds)**

Edmonds shared the committee would like to update our "about us" video currently on our social media and website. Edmonds also shared that ABP would like to update testimonials on the website and social media pages.

**7 Staff Updates - Brief announcements of upcoming events, reports on conferences, seminars, and meetings attended by Executive Director, Officers, Directors, and/or staff.**

Guerra shared the he and/or staff will be attending the RDP Board Meeting – 2/13; Good Morning Riverside – 2/14; Office Closed (President's Day) – 2/18; Latino Network – 2/20; and the RDP Annual Meeting & Awards – 2/20. Guerra noted that the ABP sponsored the RDP Annual Meeting and that we have a table of 10 to fill. The meeting will be held at 5:30 pm at the Mission Inn Hotel and Spa. Confirmed to attend are Guerra, Puerta, and Edmonds; Tentatively are Paul Akes +1, Jack Cords +1 – 3 open seats remain.

## DISCUSSION CALENDAR

### 8 Annual Chili Cook-off & Car/Cycle Show Update

Puerta and Guerra gave an update on the event noting that the event layout has been inverted and that he will begin to meet with the various property owners for use of their property during the event. Guerra shared that vendor applications were recently released and that about \$3,000 has been collected as vendor income which is projected at \$23,000. Guerra stated a sponsorship request has been submitted to County Supervisor Kevin Jefferies Office for \$2,500 and that he and Puerta plan to visit San Manuel, Monster, and Stater Bros. Markets.

### 9 Discussion on hosting of Candidate Forum event featuring candidates for Riverside City Council, Ward 5.

Guerra shared the event was discussed at the last Board meeting and pitched as a coffee and conversation event. At that same meeting, the Board requested to make it an actual candidate forum. Guerra stated that he did talk with the Greater Riverside Chamber of Commerce about a possible partnership but found that the Chamber had already planned on hosting their own at the next Inside Arlington meeting on April 16, 2019. Sadeghian shared that he would like ABP to host the first forum since it's our area council member and representative. Guerra stated that he had not secured a moderator yet but would like for the board to schedule a date, time, and location for this event. The board discussed and agreed to hold the event on Wednesday, March 13, 2019 from 6:00 pm to 8:00 pm at the Arlington Library.

### 10 Update on Arlington Time publication.

Puerta shared that the February issue of the Arlington Times was recently released and that 6 or so ads were sold generating about \$400 towards the \$655 cost to produce it. Puerta stated that the goal is to sell more ads so that the publication pays for itself and produces a small profit.

### 11 Items for future Board of Directors consideration as requested by Directors, Officers, or Staff.

Guerra requested board officers, directors, or staff to email or call him should they wish to have something added to the next board agenda.

## RECOMMENDATIONS FOR DONATION/SPONSORSHIP REQUEST

MOTION by Sadeghian to sponsor the Assistance League of Riverside Dress Me Up spring fundraiser for \$1,000. SECONDED by Keyes. MOTION CARRIED.

MOTION by Sadeghian to sponsor the Villegas Park Advisory Board Cinco de Mayo Parade and Fiesta for \$500. SECONDED by Cords. MOTION CARRIED.

## CLOSED SESSION

None.

## ADJOURNMENT

Meeting was adjourned at 6:35 p.m.