



Arlington Business Partnership

Board of Directors

Minutes

9800 Indiana Ave., Suite 2
Riverside, CA 92503
(951) 509-1100

Monday, November 18, 2019

7:30 AM

Boardroom

CALL TO ORDER

Meeting called to order at 7:34 a.m.

DIRECTOR ROLL CALL AND PUBLIC SELF INTRODUCTIONS

Rob Steinmuller, Paul Akes, Bernie Edmonds, Tim Lowe, Jack Cords, Mike Munksgaard, Russell Lane, Cindy Keyes Ross, Maria Martinez, Deniece Marshall, Charlie Keyes, Tiana Johnson, Henry Ayala, Andrew Guerra, Oz Puerta, Dylan Steinmuller, Jesse Romero, Fabian Sanchez, Frank Arreola, Christi Amat, Mariana Lopez, Robert Bogan, Andy Melendez, Lt. Pete Elliot

ABSENT: Jay Rowley, John Goolsby, Nicole Quintana, Mike Sadeghian

INVOCATION

PLEDGE OF ALLEGIANCE TO THE FLAG

PRESENTATIONS

- 1 Presentation from Josh Scarborough on GAME TIME Youth Basketball Team.
Josh Scarborough talked about the success of the players on the team and how they volunteer for the Arlington Business Partnership.
- 2 Introduction of City Council Member-Elect Gaby Plascencia, Ward 5.
No Report.
- 3 Presentation from Council Member Andy Melendrez on his mayoral candidacy.
Andy Melendrez talked about his background and some of his past accomplishments. He also asked for signatures to get his name on the ballot. Mentioned that the signature is not an endorsement of him.
- 4 Presentation from Lorna and Rich Davis on Riverside Unified School District.
No Report.
- 5 Presentation from Marina Lopez from Community Health Systems, Inc. on Annual Holiday Event.
Marina Lopez talked about the toy drive and asked for volunteers at the annual holiday event.
- 6 Presentation from Robert Earl Bogan on 26th Annual Martin Luther King Walk.
Robert Bogan requested sponsorship from Arlington Business Partnership for the 26th Annual Martin Luther King Walk. Bogan talked about the format change to the event.

PUBLIC COMMENT

- 7 No Comments.

COMMUNICATIONS

- 8 **City Council Member Update – Ward 5 (Chris Mac Arthur)**
Chris Mac Arthur thanked Andy Melendrez for the work that he has done. Mac Arthur mentioned how proud he was of the Youth Innovation Center. The ceremony will be held on Thursday November 21st. Getting Gabby Plascencia up to speed.
- 9 **City Council Member Update – Ward 6 (Jim Perry)**
Representative presented in the absence of Perry. The representative stated that the coffee with a cop event is coming up. Also mentioned that the new Northgate Market is opening this week.
- 10 **Riverside Police Department Update (Lt. Pete Elliott)**
Lt. Pete Elliott stated that the police department is currently taking applications for chief. Elliot talked about the various difficulties of hiring Police Officers for the Riverside Police Department. Councilman Chris Mac Arthur thanked LT. Elliott for the work he has done in the community.
- 11 **CEDD/Economic Development Division Update (Sherry Shimshock)**
No report.
- 12 **Riverside Downtown Partnership Update (Janice Penner/Sarah Hom)**
Sarah Hom stated that the Festival of Lights is later this year due to when Thanksgiving fell this year.
- 13 **Executive Director Update (Andrew Guerra)**
Andrew Guerra stated that Northgate Market is done using the Arlington Business Partnership office.

DISCUSSION CALENDAR

- 14 **Staff update on 2019 Winter Wonderland event.**
Oz Puerta asked for volunteers at the Pancake Breakfast. Talked about the layout change at the Winter Wonderland event. Puerta offered a free booth to all board members. Mentioned that there is advertising at Orange Terrace Park at the Movies in the Park event and ABP purchased an ad in the Press Enterprises Holiday Guide.
- 15 **Staff update on 18th Annual (2020) Chili Cook-off & Car/Cycle Show event.**
Andrew Guerra stated that there is no update on the event.
- 16 **Discussion on changing the meeting time of the Board of Directors.**
Oz Puerta mentioned that the attendance was good for the meeting. Robert Steinmuller stated that if someone misses too many meetings it will get brought to a vote. Henry Ayala stated that it is only once a month, and everyone should be there.
- 17 **Motion to close all Union Bank accounts (checking and savings) for Arlington Business Partnership and establish new accounts (checking, savings, and investments) with Chase Bank.**
Oz Puerta talked about how the debit cards are inconsistent. Bernie Edmonds mentioned that it looks bad when a card gets declined, and it could be

embarrassing. MOTION by Keyes to close all Union Bank accounts for Arlington Business Partnership and establish new accounts with Chase Bank. SECOND Lowe. MOTION CARRIED.

- 18 Motion to accept and file the Arlington Business Partnership's Board of Directors meeting minutes of October 21, 2019.

Minutes of October 21, 2019 accepted for filing without corrections.

- 19 Agenda Discussion Items for Arlington Business Partnership's Board of Directors meeting to be held on December 9, 2019.

Bernie Edmonds wants to have an update on the Hope Wall at the next meeting. Edmonds stated that the wall can have a marketing impact.

RECOMMENDATIONS FOR DONATION/SPONSORSHIP REQUEST

- 20 Sponsorship of Community Health Systems, Inc. on Annual Holiday Event.

MOTION by Ayala to approve the \$1,000 sponsorship of CHSI's Annual Holiday Event. SECONDED by Lowe. MOTION CARRIED.

- 21 Sponsorship of 26th Annual Martin Luther King Walk.

Charlie Keyes suggested to give \$500 instead of \$1,000. Henry Ayala expressed concerns because the event takes place outside of the Arlington area and the reduced budget. Robert Steinmuller states that we cannot help everyone and that we do not have to give money to everyone. Councilman Chris Mac Arthur stated that the Walk-a-Thon is a city-wide event and brought up the idea of ABP having a booth at the M.L.K. Walk-a-Thon in exchange for them having a booth at Winter Wonderland. Edmonds stated that he will contact Robert Bogan and Rose Mayes to setup the booth exchange.

- 22 Sponsorship of GAME TIME Youth Basketball Team.

MOTION by Cords to sponsor team uniforms not to exceed \$1,500 with the donation coming from 50% advertising and 50% charitable fund. SECONDED by Edmonds. MOTION CARRIED.

- 23 Sponsorship of Adopt-a-Family in collaboration with Arlington Temporary Assistance.

Oz Puerta shared the idea of ABP sponsoring a family for the holidays via proceeds from the Winter Wonderland event. Jack Cords said that we should offer the pancake breakfast to the adopted family. Maria Martinez asked how families will be selected. Puerta explained that families will be referred from Arlington Temporary Assistance, Bryant Park, and from Board Members with a focus on families in the Arlington area. Jack Cords shared that he has a homeless employee with a family that he would like to suggest for the adoption. Bernie Edmonds states that he should be moved to the top of the list for Adopt-a-Family. MOTION by Keyes to sponsor up to five families with the Pancake Breakfast and Winter Wonderland Fun Zone Wristbands. SECONDED by Ayala. MOTION CARRIED.

CLOSED SESSION

None.

ADJOURNMENT

Adjourned at 8:35 a.m.