



CITY MANAGER'S MONTHLY NEWSLETTER

November 2017

SMALL BUSINESS SATURDAY® | NOV 25

GET UP, GET OUT, AND
#SHOPSMALL WITH US



CITY MANAGER'S MESSAGE

Happy Harvest to our Residents and Business Owners!

This issue provides all the information needed to ensure your family has a happy and safe kick-off to the holiday season! La Verne has a wide range of events the entire family can enjoy during this time of year. These events include the City's Veterans Day Celebration on Saturday, November 11th, Small Business Saturday and the Cruzin' La Verne Car Show on Saturday, November 25th.

Although the year is coming to an end, we have not not stopped expanding on our vision for the City's General Plan. If you missed the last two visioning workshops, please join us for the next meeting at the Community Center on Thursday, November 30th.

We hope you find this issue informative and helpful.

All the best,

Bob Russi, City Manager

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<http://cityoflaverne.org/index.php/documents/newsletters/city-manager-monthly-newsletter>

CALENDAR

November 4 – 9:00 AM- 3:00 PM

Household Hazardous Waste
Collection Event
Covina City Yard

November 6 – 6:30 PM

City Council Meeting
City Hall Council Chambers

November 11 – 11:00 AM

Veterans Day Celebration
Veterans Hall

November 17 – 5:30 PM – 8:30 PM

Senior Dinner Dance Extravaganza
Community Center

November 20 – 6:30 PM

City Council Meeting
Council Chambers

November 23 – All day

Thanksgiving
*City Hall, City Yard, and
Community Center closed*

November 25 – 9:00 AM – 3:00 PM

Cruzin' La Verne Car Show
Old Town La Verne

November 28 – 6:30 PM

Youth and Family Action Meeting
City Council Chambers

November 30 – 5:30 PM – 7:30 PM

General Plan Visioning Workshop
Community Center

Every Saturday – 8:00 AM - 1:00 PM

La Verne Fresh Farmer's Market
Old Town La Verne at "D" and 3rd

HIGHLIGHTS OF CITY COUNCIL MEETINGS

At the October meetings, the City Council:

- Presented Gilead Sciences, Inc. with a commendation upon their campus opening. Gilead Sciences, a worldwide leader in biopharmaceutical manufacturing, recently opened a state-of-the-art Southern California Campus in La Verne at 1800 Wheeler Avenue. The 320,000 square foot building will house 500 employees once fully operational, and will become one of La Verne's top employers.
- Approved a cannabis ordinance, prohibiting commercial cannabis activities. The Ordinance was amended to account for the Medicinal and Adult-Use Cannabis Regulation and Safety Act (MAUCRSA).
- Authorized an economic assistance agreement with Chase's Restaurant who is interested in expanding by moving to a new location in Old Town.
- Authorized a coordinated storm water program with Claremont, Pomona and San Dimas. The City of La Verne is mandated to meet numerous requirements enacted under the Municipal Separate Storm Sewer System Permit (MS4). There are several facets of compliance; partnering with surrounding communities to achieve compliance in mandatory monitoring is expected to be the most cost effective approach.

EVENTS IN LA VERNE

Veterans Day Celebration

VFW Post 12034 and the City of La Verne will host a Veterans Day Celebration on Saturday, November 11th. The event will take place at Veterans Hall in La Verne, 1550 Bonita Avenue (corner of Wheeler Ave. and Bonita Ave.). Two active service members that were at the Las Vegas shooting will be honored guests and speakers. These two servicemen helped concertgoers to safety during the shooting. The event will start at 11:00 AM with refreshments provided by the Post after the event. If you have any questions, contact the La Verne Community Services Office at (909) 596-8700.



Cruzin' La Verne Car Show

Old Town La Verne's annual holiday car show, Cruzin' La Verne is back this year on Saturday, November 25th, from 9:00 AM to 3:00 PM. Come join us in this fun tradition which benefits the ABC7 Spark of Love Toy Drive. You can bring a toy and meet with Santa!

Interested in showing off your car? The pre-registration fee of \$30 ends on November 11th, and will go up to \$35 until the day of the event. All vehicles and motorcycles are welcome! Visit the website for more information at www.greenleafevents.net or call (909) 281-1528.

Spark of Love Toy Drive

The La Verne Fire Department is again participating in ABC7 News' Spark of Love Toy Drive this year. The drive will begin on November 13th, and we will continue accepting toys through Christmas Day. New, unwrapped toys, board games, or sports equipment for any age, toddler to teenager, can be dropped off for donation at any of the three LVFD stations or at



City Hall. Toys can also be dropped off in the designated boxes at the Cruzin' La Verne Holiday Car Show in Old Town La Verne from 9:00 AM to 3:00 PM on Saturday, November 25th. The donated toys are distributed to the children of La Verne families who might otherwise go without any gifts this holiday season, as well as La Verne non-profit youth organizations such as David & Margaret Youth and Family Services, the LeRoy Haynes Center, Sowing Seeds for Life, and local church preschools. Last year, the La Verne Fire Department's Spark of Love Toy Drive collected roughly 1,500 toys to help provide holiday cheer to the children of 50 La Verne families in need, as well as the local youth non-profits mentioned above.

If you know of a La Verne family in need of assistance please call the La Verne Fire Department at (909) 596-5991 or stop by at 2061 Third Street to learn how to apply for toy donations.

Revamped Holiday Stroll to Debut

Please join us in Old Town La Verne on Saturday, December 2nd from 4:00 PM to 8:00 PM as we celebrate the holidays together with the Old Town La Verne Holiday Stroll! The businesses in Old Town La Verne are teaming up to provide refreshments for residents who want to stroll through Old Town, enjoying the atmosphere that only Old Town La Verne can provide. The event begins with FREE photos with Santa from 4:00 PM to 6:00 PM followed by the traditional Christmas tree lighting ceremony, with carolers throughout Old Town during the whole event. Come have a merry time with us on this special evening in Old Town La Verne!

Tree Lighting Ceremony

On Monday, December 4th at 6:30 PM the City will be hosting its annual Tree Lighting Ceremony. The ceremony will be held before the City Council meeting in front of City Hall located at 3660 "D" Street, La Verne. There will be entertainment and a special visit by Santa Claus!

18th Annual Winter Wonderland in La Verne

Winter Wonderland in La Verne is on Saturday, December 9th from 9:00 AM to 1:00 PM at Heritage Park, 5001 Via De Mansion. At this event, children can enjoy two snow runs, two snow play lands (with real snow!), arts and crafts, a cup of hot cocoa and a doughnut at Mrs. Claus' Cozy Kitchen and of course visit Santa at the Gazebo!

Parents be sure to bring your cameras for this wonderful photo opportunity. Kids should dress for snow: mittens, gloves, boots, and jackets. Sliding saucers will be provided.

Presale admission is until December 7th and is \$10 per child. Gate admission is \$15. There will also be food and refreshments for purchase and craft vendors for early Christmas shopping. Anyone wishing to have a booth or sponsor a snow play area should contact the La Verne Community Center (909) 596-8776.

LOS ANGELES COUNTY LIBRARY - LA VERNE BRANCH

Library Hours:

Monday, Tuesday: 10 AM – 6 PM

Wednesday, Thursday: 11 AM – 8 PM

Friday, Saturday: 9 AM – 5 PM

Sunday: Closed

The library will be closed on the following dates:

Veterans Day - Friday & Saturday, November 10th and 11th

Thanksgiving Day - Thursday, November 23rd

Day After Thanksgiving - Friday, November 24th

November Events:

Saturday, November 4th, 2017

2:00 PM - 3:00 PM - Red Cross Puppet Show

Saturday, November 18th, 2017

10:00 AM - 11:30 AM Teen Manga Club

12:00 PM - 1:30 PM Advanced Smart Gardening Workshop

Monday, November 27th, 2017

3:00 PM - 4:00 PM Teen Advisory Board

For more information visit the library's website: <http://www.colapublib.org/libs/laverne/index.php>

PUBLIC SAFETY

Thanksgiving Holiday Fire Safety

Thanksgiving Day is quickly approaching, and while giving thanks, spending time with family, and enjoying delicious meals, there are some very important fire safety tips to remember. According to the National Fire Protection Association (NFPA), three times the average number of home structure fires caused by cooking equipment occurs on Thanksgiving Day. The popularity of using turkey fryers has continued to increase, which has resulted in an average of 1,000 fires and over \$15 million in damages each year (NFPA). If you choose to use a turkey fryer, please follow the tips below from the UL brand turkey fryer manufacturers to ensure a safe and tasty holiday for your family.

- When frying your turkey, be sure to cook/fry outdoors on a flat surface away from structures or trees; not in the garage, on the patio, or on a wood deck.

- Do not overfill cooker, oil splatter or overflow could ignite.
- In case of a flare up, do not use water to try to extinguish an oil fire. Have an approved grease fire extinguisher on hand.
- Only thawed turkey should be used in the fryer; do not try to cook frozen turkey—ice and hot oil do not mix!
- When lowering the turkey into the hot fryer, shut off the flame first in case there is any overflow.
- Never leave a frying turkey or a fryer unattended, and instruct children to keep their distance from it.

If you are sticking with the more traditional methods of cooking your Thanksgiving meal inside, make sure that all of your smoke detectors are working properly, just in case. Do not leave items cooking on the stove unattended, and once again, instruct children to stay out of the kitchen away from hot cooking appliances. In case of a cooking fire, call 9-1-1 immediately. La Verne Fire Department wishes everyone a safe Thanksgiving holiday!

No-Shave November

This November you may see some of our male officers sporting moustaches, beards, or goatees. The La Verne Police Department is once again joining the “No-Shave November” movement in an effort to raise community awareness about men’s health issues while raising money for the Prostate Cancer Foundation.

When it comes to their health, too many men don’t talk and don’t take action, all too often with deadly consequences. Prostate cancer is the second most common cancer in men in the United States. When detected early, prostate cancer survival rates are better than 98%, however late detection rates drop to below 26%. The risk of developing prostate cancer increases with age, but those with a family history of the disease are 2.5 times more likely to develop it. Men age 50 and over (45 if there is a family history) should talk to their doctors to see if testing is right for them.

Please follow us on social media as we will provide information and updates throughout the month.

Facebook: @LaVernePoliceDepartment

Instagram: @LaVernePoliceDepartment

Twitter: @lavernepd

COMMUNITY SERVICES

Senior Dinner Dance Extravaganza – Masquerade Ball

Join us for a “Masquerade Ball” on Friday, November 17th at 5:30 PM to 8:30 PM! This event will be at the La Verne Community Center, 3680 “D” St. There will be dinner, wine, dancing, a live band, a raffle and more all for only \$10! Tickets for this magical evening can be purchased at the Community Services Office in City Hall or online. Seating is limited, so do not delay in purchasing your tickets. For more information call (909) 596-8776.

City of La Verne Youth Basketball Program

The City of La Verne’s most popular youth sports program, Youth Basketball, is back this fall! Registration is currently going on with practices beginning this fall and games beginning January 6, 2018.

Mighty Mites Basketball is a program for girls and boys in kindergarten through second grade. The Mighty Mites season runs from January 6th through February 24th. The Youth Basketball program is for girls and boys in grades third through eighth. A draft is held on Saturday, December 2nd for boys and on Saturday, December 9th for girls. The season runs from January 6th through March 10th.

Volunteer coaches needed! The City is actively seeking volunteer coaches for the Mighty Mites and Youth Basketball programs. Coaches must be at least 18 years of age and be able to spend at least one evening per week and part of a Saturday working with the program. There will be a mandatory coaches’ meeting after

teams are formed and practice times and locations are set up by each individual coach. Coaching forms are available at the Community Services Office and all coaches will be fingerprinted prior to acceptance into the program. If you have any questions you can contact the Community Services Office at 909-596-8700.

La Verne Recreation Classes

The La Verne Community Services Department is currently taking registration for classes and activities. You may register online, in our office, by mail, or you may use the drop box at the rear of City Hall. We are currently taking registration for our fall activities, such as Gymnastics, Youth Basketball, Dance, Tennis, and many more. For more information regarding classes and special events, please call the Community Services Office at 909-596-8700. To register online visit our website at www.cityoflaverne.org or you can come to the La Verne Community Services Office located at 3660 D Street, La Verne, Monday through Thursday, 8:00 PM to 6:00 PM.

PUBLIC WORKS/CONSERVATION

Street Rehabilitation

- Birdie Drive was repaved from Via Entrada to Country Club, and Country Club repaved from Sierra La Verne Golf Course to Eagle Drive. The paving work began on Tuesday, October 24th and has since been completed.
- Wheeler Ave. Street Rehabilitation Project is on its way – with the major construction at Weymouth Treatment Plant now completed, the City is preparing to initiate significant road work for Wheeler Avenue. Plans are currently being put together for reconstruction of all lanes of Wheeler Avenue from Arrow Highway to Foothill Blvd. The schedule is to go out to bid right after the start of the New Year with construction tentatively scheduled to begin once a contractor has been selected. This project is being funded through federal, state, and local dollars and is estimated to take 8 weeks to complete weather permitting. We will keep the residents updated as actual construction gets closer but we encourage patience and to plan for delays once the work begins.

Covina Household Hazardous Waste and Electronic Waste Event

Please collect your hazardous waste (pesticides, old batteries, used automotive fluids, used cleaning products, etc.) and electronic waste products (computers, old televisions, and broken cell phones) for a FREE collection event in Covina on November 4th from 9:00 AM –3:00 PM at Covina City Yard, 534 N. Barranca Avenue, Covina. All LA County residents are welcome to participate.

La Verne Household Hazardous Waste and Electronic Waste Event

If you are unable to go to the Covina Hazardous Waste Event, or you have more items to dispose of, there is another FREE collection event in La Verne on Saturday, December 16th from 9 AM - 3 PM at Brackett Field, near the intersection of Fairplex Drive and W. McKinley Ave. If you can't make it to either of these events, there is a roundup nearly every weekend in LA County. The entire schedule and more details are posted at www.888cleanla.com

La Verne Advanced Smart Gardening Workshop

LA County is offering an Advanced Gardening workshop in La Verne. Advanced workshops teach organic gardening, landscaping with native drought-tolerant plants, and integrated pest management (environmentally-sound ways to control pests). The workshop is on November 18th from 12:00 PM – 1:30 PM at the La Verne Public Library, 3640 D Street.



Storm Water Pollution Prevention in the Rainy Season

With the arrival of fall, California's rainy season has begun. The months between October and April provide the vast majority of rain for most of California. When enough rain falls, the ground saturates and exceeds its normal capacity to hold water. This excess water and water flows from impervious surfaces like roofs, sidewalks, or streets combine to create runoff. This runoff called storm water will then pick up various pollutants as it passes through La Verne's storm water system, our local water ways, and eventually the Pacific Ocean.

These pollutants come from places that residents live, work, travel, and recreate. Typical pollutants include yard trimmings, leaves, automobile fluids, sediment, pet waste, metals, soap, garbage, paint, fertilizers, and pesticides. While some of these pollutants are naturally occurring, when activities citywide accidentally add them to the water, it can create unhealthy concentrations of the pollutant. The City of La Verne is continuously working to prevent pollution in our storm water, but every resident can be mindful of ways to improve the health of local waterways and reduce accidental contribution of common pollutants. Preventing these pollutants from reaching local waters such as Puddingstone, the San Gabriel River, or the Pacific Ocean can reduce water treatment costs, provide more opportunities for recreation, and improve the habitat for wildlife.

DEVELOPMENT UPDATE



Foothill Gold Line from Glendora to Montclair
Groundbreaking Ceremony
Saturday, December 2, 2017 - 9:30 AM

save the date

Foothill Gold Line

Citrus College
1000 W. Foothill Blvd, Glendora, CA 91741
S2 Parking Lot - Corner of Citrus Avenue/Campus Drive
www.foothillgoldline.org

The poster features a central illustration of a train on a track, a clock with 'GOLD LINE' on its face, and a building with a red roof. The background shows a landscape with hills and a sunset sky. The text 'save the date' is written vertically on the left side.

COMMUNITY DEVELOPMENT

La Verne is Updating the City's General Plan

The City of La Verne has started the process of updating the City's General Plan. A General Plan is the document that identifies the community's vision for the city over the next 20 years. La Verne's current General Plan was adopted in 1998. With the update, a massive community outreach program is being put in place to allow all residents and business owners to participate in the process. A dedicated website (<https://laverne.generalplan.org/>) will provide updated information as the multi-year process of updating the General Plan is underway. Please visit the website for information and future workshops. While you are there,

fill out your contact information in the "Contact Us" section to stay updated! The City wants to hear from you, so if you missed the first visioning workshops we held on September 26th and October 19th, the next one will be at the La Verne Community Center, 3680 D Street, on Thursday, November 30th, 5:30-7:30 PM. Please join us if you can and we will continue to keep you updated as we move forward on this exciting project.



New Retail News

In recent weeks there have been several future additions planned for the Target center at Foothill Boulevard and White Avenue.

- The City has received plans for a Broken Yolk Café to occupy the former Round Table Pizza space. Broken Yolk Café specializes in breakfast and lunch, with several locations in southern California (mostly in San Diego and Orange Counties). It is expected that the location in La Verne will be late 2017 or early 2018.
- The Planning Commission recently approved an application for beer and wine sales for Blaze Pizza, a fast-casual chain serving individual custom pizzas in 90 seconds. They will be located in the former Hallmark store location along Foothill Boulevard. The expected opening date has not been provided.
- The Building Department also received tenant improvement plans for New China Mongolian BBQ to occupy the former Cash Plus location near Marshalls. They specialize in build-your-own dish, cooked in a giant wok right in front of you. The opening date has not yet been announced.
- Lastly, Bangkok Blue is changing owners and will be renamed Mama's Thai Cuisine.

Small Business Saturday

Small Business Saturday is an American shopping holiday held on the Saturday after Thanksgiving, during one of the busiest shopping periods of the year. The aim of Small Business Saturday is to boost support of small businesses across the country and to act as a shopping alternative to Black Friday and Cyber Monday.

This year your La Verne Chamber of Commerce is rallying the neighborhood to Shop Small by inviting the community to join us for a scavenger hunt on Small Business Saturday. On Saturday, November 25th, La Verneians will have a chance to test their knowledge of their neighborhood, enjoy shopping at fun and unique stores and restaurants and have a chance to win some great prizes!



The rules are simple; pick up your Shop Small La Verne Scavenger Hunt Map at the La Verne Chamber, City Hall, La Verne Library or participating retailers on or before Saturday, November 25th. Based on the clues, find the “scavenger” item in the store and list it on the map. Every 5 correct answers will earn you 1 raffle entry. Post a picture* to Facebook, Twitter or Instagram with #shopsmallLaVerne and earn an additional entry. Turn in your completed map to the La Verne Library by Sunday December 3rd for a chance to win gift cards from participating retailers!

Why go out of the community for your basic needs when you can shop right here in La Verne? Join the movement and support as many businesses in the community as possible and remember that when you shop small, it can lead to big things!

*Posts must be set to public for submission.