



# AGENDA

Old Town La Verne Business Improvement District  
Advisory Board

Monday, April 3, 2023 – 8:30 am  
2316 D Street– Cafe Wang

1. **WELCOME AND CALL TO ORDER-**

**Board Members**

|  |                      |
|--|----------------------|
|  | Craig Walters, Chair |
|  | Marianne Stark       |
|  | Micky Rehm           |
|  | Zuhey Espinoza       |
|  | George Henderson     |

**City Representatives/Others Present**

|  |                                       |
|--|---------------------------------------|
|  | Eric Scherer, Com. Dev. Director      |
|  | Natalie Hiatt, Com. Dev. Admin. Clerk |
|  | Cindy Vallejo, University of La Verne |
|  |                                       |
|  |                                       |

2. **CALENDAR-**

|                                     |                                    |
|-------------------------------------|------------------------------------|
| Cool Cruise                         | Sat. April 8, 2023 10am-4pm        |
| Heart of the Foothills Open Streets | Sun. April 23, 2023 9am – 4pm      |
| Wine Walk                           | Sat. April 29, 2023 5pm-8:30pm     |
| City Council Annual Report          | Mon. May 15, 2023 6:30pm           |
| Beer Walk                           | Sat. September 23, 2023 5pm-8:30pm |

3. **APPROVAL OF MINUTES** December 5, 2022 and March 13, 2023

4. **NEW BUSINESS**

- A. University of La Verne Dinner Crawl
- B. Budget Overview and Recommendation

5. **CONTINUED BUSINESS**

- A. Mainiero Square/ E and 2nd Updates

6. **COMMITTEE REPORTS/ UPDATES**

- A. City Report (Eric Scherer):
- B. University Report (Zuhey Espinoza):
- C. Marketing (Micky Rehm):
- D. Chamber Report (Leah Skinner):
- E. Social Media Update (Micky Rehm):
- B. Financial Report:

7. **PUBLIC COMMENT** (Any discussion or action on non-agendized items must be deferred to the following meeting, as required by California Brown Act Law)

8. **ADJOURNMENT** – Monday, May 1, 2023 at 8:30 am at Café Wang – 2316 D Street

**OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT  
MINUTES OF THE REGULAR MEETING  
Monday, December 5, 2022**

1. The meeting was called to order by Chairperson Craig Walters at 8:38 a.m.

Advisory Board Members present: Craig Walters, Micky Rehm, George Henderson, and Marianne Stark. City Representative present: Community Development Director Eric Scherer and Secretary Natalie Hiatt. Others present: Fang Wang and Ken Valmonte.

2. **CALENDAR**

Heart of the Foothills Open Streets – Sunday, April 23, 2023 – Mr. Scherer stated that the one-day street closure will allow for pedestrian traffic only. The event organizers will be invited to attend the next District meeting in February.

3. **APPROVAL OF THE MINUTES**

It was moved by Ms. Stark and seconded by Mr. Henderson to approve the minutes of the November 7, 2022. Motion carried by a 3-0 vote (Ms. Rehm abstained).

4. **NEW BUSINESS**

- A. Cruisin La Verne Recap – It was stated that the turnout seemed lower than expected but overall, a good event.
- B. Holiday Stroll Recap – It was stated that the extra room at Mainiero Square was great, but that there needed to be improvements with the lights and audio system. It was discussed that the event should be moved to a 3pm start to allow more photos with Santa, with the tree lighting at 6pm, and the event over at 7pm.
- C. Annual Meeting Date – It was agreed that the annual meeting would be held in March.
- D. January Meeting – It was agreed that the January meeting would be cancelled due to lack of business.

5. **CONTINUED BUSINESS**

None

6. **COMMITTEE REPORTS/ UPDATES**

- A. City Report (Eric Scherer): None
- B. University Report (Zuhey Espinoza): None

- C. Marketing (Micky Rehm): None.
- D. Chamber Report (Leah Skinner): None
- E. Social Media Update (Micky Rehm): None
- F. Financial Report: None.

7. **PUBLIC COMMENT**

(Any discussion or action on non-agendized items must be deferred to the following meeting, as required by California Brown Act Law)

No comments received.

8. **ADJOURNMENT**

Meeting was adjourned at 9:01 a.m., to the next meeting to be held on Monday, February 6, 2023, at 8:30 a.m. at Café Wang.

Respectively submitted,

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Natalie Hiatt

**OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT  
2023 MINUTES OF THE ANNUAL MEETING  
Monday, March 13, 2023**

**1. WELCOME AND CALL TO ORDER**

Chairman Craig Walters welcomed attendees. The following board members were present: Craig Walters, Micky Rehm, Zuhey Espinoza, and George Henderson. Not Present: Marianne Stark.

**2. CALENDAR**

**Cool Cruise Car Show – Saturday, April 8, 2023 – 10am-4pm**  
**Heart of the Foothills – Sunday, April 23, 2023 – 9am-4pm**  
**Wine Walk – Saturday, April 29, 2023 – 5pm-8:30pm**  
**Beer Walk – Saturday, September 23, 2023 – 5pm-8:30pm**

**3. PRESENTATIONS**

**Gold Line Update**

Lisa Levy Buch of the Gold Line Construction Authority presented a construction update.

**Mayor's City Update**

Mayor Tim Hepburn introduced City Staff and University of La Verne President Dr. Devorah Lieberman. Mayor Hepburn provided updates for each department, staffing, and introduced the newest City Council members.

**University of La Verne Update**

Dr. Devorah Lieberman introduced the Leadership Team, provided an update on University events, and discussed the partnership between the University and the City.

**Old Town District & Association Report**

Chairman Craig Walters discussed upcoming events such as the Wine Walk on April 29<sup>th</sup>. He also discussed the recent update at Mainiero Square and announced plans for live entertainment during the summer.

4. **PUBLIC COMMENT** (Any discussion or action on non-agendized items must be deferred to the following meeting, as required by California Brown Act Law)

None

5. **ADJOURNMENT**

Meeting was adjourned at 9:16 a.m., the next regular meeting to be held on Monday, April 3, 2023 at 8:30 a.m. at Café Wang Restaurant.

Respectively submitted,

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Natalie M. Hiatt