



AGENDA

Old Town La Verne Business Improvement District
Advisory Board

Monday, August 7, 2023 – 8:30 am
2316 D Street– Cafe Wang

1. WELCOME AND CALL TO ORDER-

Board Members	City Representatives/Others Present
Craig Walters, Chair	Eric Scherer, Com. Dev. Director
Marianne Stark	Natalie Hiatt, Com. Dev. Admin. Secretary
Micky Rehm	Cindy Vallejo, University of La Verne
Zuhey Espinoza	
George Henderson	

2. CALENDAR-

E and 2 nd Street Project Ceremony	Tue. Aug. 15 th - 9am
Halloween	Tue. Oct. 31 st – 3pm
Cruisin La Verne Car Show	Sat. Nov. 18 th – 10am – 4pm
Holiday Stroll	Sat. Dec. 2 nd - 3pm-7pm

3. APPROVAL OF MINUTES June 19, 2023

4. NEW BUSINESS

- A. University Dinner Crawl
- B. Cool Cruise Date – March 30, 2024 or April 6, 2024

5. CONTINUED BUSINESS

A.

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):
- F. 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, September 11, 2023 at 8:30 am at Café Wang – 2316 D Street

**OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT
MINUTES OF THE SPECIAL MEETING
Monday, June 19, 2023**

1. WELCOME AND CALL TO ORDER

Chairperson Walters called the meeting to order at 8:30am. The following board members were present: Craig Walters, Micky Rehm, Marianne Stark, and George Henderson. Not Present: Zuhey Espinoza.

2. CALENDAR

Gold (A) Line Track Completion – Saturday, June 24, 2023 – 9:30am
Beer Walk – Saturday, September 23, 2023 – 5pm-8:30pm

3. APPROVAL OF THE MINUTES April 3, 2023

It was moved by Ms. Rehm and seconded by Mr. Henderson to approve the minutes for the April 3rd meeting. Motion carried by a 4-0 vote.

4. NEW BUSINESS

A. Discussion on City/Association Duties – City Manger Ken Domer and Eric Scherer provided an overview of potential opportunities for modifying the responsibilities of the District to provide professional oversight to help strengthen the promotion of the District and to organize the events. It was discussed that it would be beneficial to hear from an outside source who might be able to provide these types of services. The Board was supportive of exploring options on this matter.

B. Post Wine Walk Action Items – The Board discussed the amount to donate to this year’s nonprofit group, the San Dimas/La Verne Soroptimist, deciding on \$2,500. The group also established the ticket prices for the 2024 event at \$65 for participants and \$35 for non-drinkers and confirmed the date to be held on April 27, 2024. They also agreed to donate the surplus wine to the Wine and Shine events.

It was moved by Ms. Stark and seconded by Mr. Henderson to support these changes as described above. Motion carried by a 4-0 vote.

C. Beer Walk Committee – It was discussed that there had been no interest expressed in coordinating the planned Beer Walk event in September. As the date was fast approaching, it was determined that this year’s event would be postponed until someone can be identified or hired to plan the event.

D. Farmer’s Market Interest – Mr. Scherer indicated that he had received an inquiry from the University on hosting a Farmers Market. The issues with the previous market

were discussed, however, the Board expressed support should the University wish to move forward with hosting a market on their property. Any proposals would come back to the Board for review.

- E. University Dinner Crawl – Mr. Schere indicated that Cindy Vallejo from the University could not attend the meeting but had asked for the Board to consider sponsoring the band for the annual Dinner Crawl in August. Mr. Scherer explained that this year’s event would include not just new students, but also returning students and faculty.

It was moved by Ms. Stark and seconded by Ms. Rehm to support these changes as described above. Motion carried by a 4-0 vote.

- F. Cancellation of the July 3rd Board Meeting – Mr. Scherer noted that the next regular meeting would be on July 3rd, and that due to the holiday and lack of business, the meeting will be cancelled.

5. **CONTINUED BUSINESS**

- A. None

6. **COMMITTEE REPORTS/ UPDATES**

- A. City Report (Eric Scherer): None
- B. University Report (Zuhey Espinoza): None
- C. Marketing (Micky Rehm): Access is needed to the website for updating
- 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)

None

8. **ADJOURNMENT**

Meeting was adjourned at 9:31 a.m., the next regular meeting to be held on Monday, August 7, 2023 at 8:30 a.m. at Café Wang Restaurant.

Respectively submitted,

Eric Scherer