



# CITY MANAGER'S MONTHLY NEWSLETTER

December 2017



## CITY MANAGER'S MESSAGE

Happy Holidays to our residents and business owners!

This time of year is spent in the company of family and friends. There are many holiday inspired activities in La Verne such as the annual Christmas tree lighting at City Hall and Winter Wonderland at Heritage Park. Please enjoy the festivities throughout the City in the month of December.

The holiday season brings shopping, traveling and delicious baked treats! This issue provides helpful tips to use while doing all of the activities this month entails. Please view the La Verne Police Department's video regarding safe holiday shopping on page four of this newsletter.

We hope your holiday is joyous and safe.

All the best,

*Bob Russi, City Manager*

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

## CALENDAR

**December 2 – 4:00 PM – 8:00 PM**

Old Town Holiday Stroll  
*Old Town La Verne*

**December 4 – 6:30 PM**

City Council Meeting  
*City Hall Council Chambers*

**December 4 – 6:30 PM**

Tree Lighting Ceremony  
*City Hall Council Chambers*

**December 9 – 9:00 AM – 1:00 PM**

Annual Winter Wonderland Event  
*at Heritage Park*

**December 16 – 9:00 AM – 3:00 PM**

Household Hazardous Waste  
Roundup at Brackett Field

**December 21 – All day**

Christmas Eve Observed  
*City Yard closed*

**December 25 – All Day**

Christmas Day  
*City Hall, City Yard and  
Community Center closed*

**January 1 – All Day**

New Year's Day  
*City Hall, City Yard and  
Community Center closed*

**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 November meetings, the City Council:

- Recognized the military service of Nicholas J. Amen and Marcus Fino, both in the army.
- Celebrated the badge pinning of new hires, Police Officer Addiel Julian, Firefighter/ Paramedic Chris Palmer and promotion of Corporal Mark Gutierrez.
- Adjourned in memory of 31 year employee retired La Verne Battalion Chief Ron Sillo, who passed away September 6, 2017.

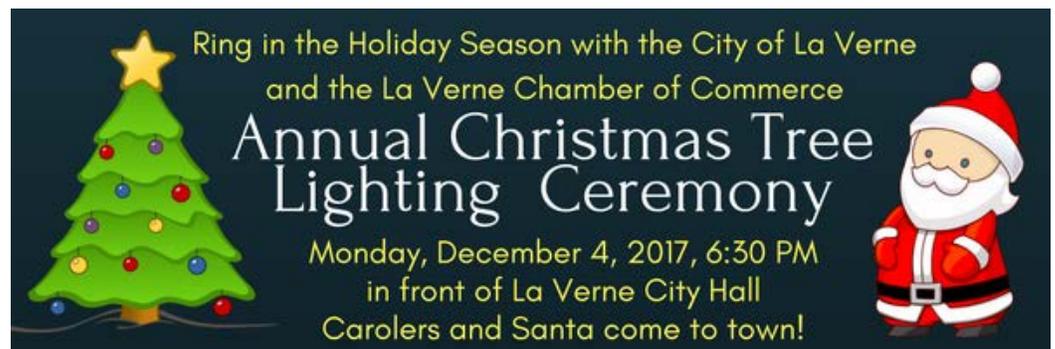
## EVENTS IN LA VERNE

### Revamped Holiday Stroll to Debut

Please join us in Old Town La Verne on Saturday, December 2<sup>nd</sup> 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 check out the new decorations, thanks to the expertise and legwork of Gina T's and Joann Lammens, and have a merry time with us on this special evening in Old Town La Verne!

### Tree Lighting Ceremony

On Monday, December 4<sup>th</sup> 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!



### 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 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. 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.

## **18<sup>th</sup> Annual Winter Wonderland in La Verne**

Winter Wonderland in La Verne is on Saturday, December 9<sup>th</sup> 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 available until December 7<sup>th</sup> 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:

Christmas Day - Monday, December 25  
New Year's Day - Monday, January 1, 2018

### **December Events:**

**Saturday, December 16<sup>th</sup>, 2017**  
2:00 PM - 3:00 PM – Holiday Cookie Decorating

**Saturday, December 23<sup>rd</sup>, 2017**  
2:00 PM - 3:30 PM – Winter Art Day

**Wednesday, December 27<sup>th</sup>, 2017**  
3:00 PM - 4:00 PM – Teen Advisory Board and Adult 101 – Public Speaking

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



## **PUBLIC SAFETY**

### **Operation Yule Push**

This holiday season, the La Verne Police Department will once again roll out Operation Yule Push. Yule Push is a program that provides additional officers in the City's commercial business parks during the evening hours of the weekdays and all day and night on the weekends. Officers may be seen in patrol cars, on bicycles, or on foot. These extra patrols are meant to help deter criminal activity and ensure the residents of La Verne have a happy holiday season. However, we want to encourage you to report suspicious activity. If you see something, say something.

## Holiday Safety Tips from La Verne Police Department

La Verne Police Department wants to protect you during the holidays! Here are our top 10 tips.

1. The holidays are a great time to get to know your neighbors.

The holiday season is a great time to get to know your neighbors. This includes the people who live next door, across the street and over the back fence. Neighbors watching out for neighbors and reporting suspicious activity to the police help make our community safer.

2. Keep alert in parking lots during holiday shopping.

Always lock your vehicle and keep valuables out of sight, preferably in the trunk or locked compartment. Park and walk in well-lit areas and carry keys in your hand. Stay alert to your surroundings and take a moment to glance around for possible suspicious persons, vehicles, or activity. Prior to getting into your vehicle take a look inside and around before entering.

3. When you're out shopping for the holidays, stay alert to surroundings.

When in crowded places, be alert for potential thieves. The holiday season is notorious for con artists who may attempt to distract you with the intention of taking your money or belongings. Don't overload yourself with packages. Avoid wearing expensive, flashy jewelry and carrying large amounts of cash. Never leave personal belongings, including your purse, unattended. Keep a record of all your credit card numbers in a secure place at home.

4. Shop with friends; there is safety in numbers.

There is safety in numbers. Arrange to shop with friends and relatives instead of going out alone. Make sure everyone remains vigilant and looks out for each other.

5. Know that shopping online is not risk-free.

The ease and convenience of online shopping has made this form of shopping extremely popular. However, there are risks associated so it is important to take steps to protect yourself when shopping online. The National Cyber Security Alliance recommends that you make sure you have a security suite (firewall, anti-virus and anti-spyware) installed and updated before shopping online. Keeping your operating system and Web browser up-to-date is also recommended. Before you enter your personal and financial information for an online transaction, look for signs that the site is secure. This includes a closed padlock on your Web browser's address bar or a URL address that begins with [https](https://) or [https](https://). This indicates that the purchase is encrypted or secured. Never use unsecured wireless networks to make an online purchase.

6. Be a savvy online shopper.

Before providing personal or financial information, check the websites privacy policy. Make sure you understand how your information will be stored and used. When possible shop at known, trusted websites. Print and save records of your online transactions. Read your credit card statements as soon as you get them to make sure there are no unauthorized charges. If there is a discrepancy, report it immediately. Have items delivered to work or a friend's house who will be home to retrieve them. Don't leave packages on your porch or in visible areas.

Below is a link to a video that gives a few tips that can be used to prevent becoming a victim of package theft. The Holiday Season is upon us and many of us will be making online purchases. We suggest that when possible, schedule delivery for a day when you expect be home. Have your packages delivered to work, a neighbor, or a friend's house. Request packages be placed at a side or back door, instead of the front porch.



<https://lumen5.com/v/jin8/>

7. Keep your home safe throughout the holidays.

Lock and secure all windows and doors, including sliding glass or French doors when leaving for any length of time. We suggest keeping the entrance points into your house secured while you're at home as well. Set indoor and outdoor lights on timers and think about doing the same with a television to make it appear as if someone is home. Never keep gifts or valuable objects in plain view from any window. Deter potential burglars by closing blinds, shutters, drapes, and curtains. If a person knocks at your door and you don't recognize them, don't feel obligated to open your door. Do not ignore the knock though, make it known that you are home, but unavailable to open the door. Teach your children that by no means will they open the door to anyone prior to your knowledge and authorization.

8. Staying informed helps increase home security year-round.

Following the La Verne Police Department on social media (Facebook and Instagram @LaVernePoliceDepartment, Twitter @lavernepd, and Nixle @ La Verne Police Department) provides you with up to date information. You may also visit the La Verne Police Department website at [www.lvpd.org](http://www.lvpd.org) for information and safety tips.

9. Let someone you trust know if you're traveling during the holidays.

If planning to travel during the holiday season, inform a trusted neighbor about your plans, including where you will be and when you might be expected back to your residence. Ask a neighbor or other dependable persons to watch your house and retrieve your newspapers and mail if possible, or place those services on hold. The La Verne Police Department offers "Vacation House Checks" while you are out of town. More information on this service as well as the Vacation House Check form may be found on our website at [www.lvpd.org](http://www.lvpd.org) or obtained at the Public Safety Building located at 2061 Third Street, La Verne, CA 91750. The completed form must be returned to the Public Safety Building.

10. When celebrating the holidays, celebrate responsibly.

Many people celebrate the season by attending holiday parties with family and friends. Enjoy these gatherings responsibly so this time of joy does not become a time of tragedy. Watch how much you drink. Never drink and then drive. Assign a designated driver, or call a taxi or ride share service. The Police Department recommends you plan ahead if you plan on consuming alcoholic beverages.

## **Fire Engines Bring Santa to La Verne on Christmas Morning**

Did you happen to hear we celebrate Christmas morning in La Verne? Every year we have a few new residents who wake up to sirens on their street not knowing about this yearly event. If you have a new neighbor, please let them know! Here are some FAQs about our 92-year-old tradition:

- *Can you tell me what time you will be on our street Christmas morning?*

Unfortunately, no. Approximately 100 Fire Department members, their families, city staff, and volunteers work to deliver bags to the 500+ streets in La Verne. The city is divided into seven separate routes with Santa and his crew working to complete the deliveries on each route by 2:00 p.m. (6 hours). Each year adjustments are made to the routes to make the delivery process more efficient. This means that you could see Santa early in the morning one year, and not until noon the next. The only way to know for sure is to listen for the sirens on your street.

- *How did the tradition of the fire department bringing Santa to every child in La Verne begin?*

In 1925, this long-time La Verne tradition began. Initially, the firemen distributed food to needy families on Christmas morning. It has grown to a citywide event where firefighters, family members, and volunteers deliver bags of candy, peanuts, and fruit to each and every child in the city on Christmas morning.

- *Do you buy the candy, nuts, and fruit? How many do you deliver on Christmas?*

The Fire Department buys the fruit, nuts, and candy. We purchase from La Verne companies when possible. The cost is budgeted by the Fire Department and we also receive donations every year from members of the community which go towards the items. This year we will fill 12,000 bags with a total of 2,150 pounds of peanuts, 865 pounds of candy, and one apple each.

## **COMMUNITY SERVICES**

### **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 6<sup>th</sup> through February 24<sup>th</sup>. The Youth Basketball program is for girls and boys in grades third through eighth. A draft is held on Saturday, December 2<sup>nd</sup> for boys and on Saturday, December 9<sup>th</sup> for girls. The season runs from January 6<sup>th</sup> through March 10<sup>th</sup>.

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](http://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**

### **Reducing Holiday Waste**

This holiday season, small steps can help a lot when you consider that according to the EPA, household waste increases 25% each year between Thanksgiving and New Year's Day, amounting to about 1 million extra tons. As our La Verne families host local holiday gatherings, they can incorporate a few of these ideas to reduce waste at home, protect the environment, and conserve natural resources. For your holiday meals consider using reusable utensils, plates, glasses, napkins, and table coverings instead of disposable ones. Remember to bring your reusable bag when you are out shopping for gifts and food.

Another important step is to have recycling containers available for cans, bottles, paper, and other recyclables. Remember to have reusable containers available for any leftovers. You can also consider a compost bin for food scraps to use in a garden. Composting will turn yard and food waste into valuable organic fertilizer to reuse in a home garden.

### **La Verne Household Hazardous Waste and Electronic Waste Event**

There will be a FREE collection event in La Verne on Saturday, December 16<sup>th</sup> 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](http://www.888cleanla.com)

### **Christmas Tree Recycling**

On December 26th and January 2nd, Waste Management will pick up Christmas trees that have been placed curbside for recycling. If your tree is six feet or more, please cut it in half and avoid flocked trees if possible, as they cannot be recycled.

## **COMMUNITY DEVELOPMENT**

### **Enhanced Infrastructure Financing District**

Over the last 2 years, the City of La Verne has been working on establishing an Enhanced Infrastructure Financing District (EIFD) near the future Gold Line Station at Arrow Highway and E Street. An EIFD allows for the dedication of future property tax increment to pay for identified infrastructure improvements that are needed in an area. There are no new property taxes created with this process, as it only collects the increment, or the amount above the baseline year (now), to pay for future bonds. The City focused this effort around the Gold Line Station as it has the best opportunity for redevelopment, which would generate the property tax increment needed to pay the bonds to construct the 14 identified projects at an expected cost of \$33 million. We are excited to announce that La Verne is one of the first cities in the state to have their EIFD approved by the State Board of Equalization, ensuring that the property tax increment will begin to be collected with the 2018/2019 fiscal year. We will keep the community updated as projects move forward.

*Happy Holidays from the  
City of La Verne!*

