



AGENDA

Old Town La Verne Business Improvement District Advisory Board

Monday, November 4, 2019 – 8:30 am – Chase’s - 2079 Bonita

1. WELCOME AND CALL TO ORDER-

Board Members	City Representatives/Others Present
Craig Walters, Chair	Eric Scherer, Com. Dev. Director
Chris Gendreau, Vice Chair	Natalie Hiatt, Com. Dev. Admin. Clerk
Marianne Stark	Dan Keeseey, Assistant City Manager
Jason Miller	
Micky Rehm	
Matt Forgey (Alternate)	

2. APPROVAL OF MINUTES October 7, 2019

3. CALENDAR-

Cruisin La Verne	-Saturday, November 23, 2019***
Holiday Stroll	- Saturday, December 7, 2019
Cool Cruise	- Saturday, April 11, 2020
SGV Bike Event	- Sunday, April 19, 2020
Wine Walk	- Saturday, May 2, 2020

4. NEW BUSINESS

- A. Sales Tax Measure
- B. La Verne on Tap Recap

5. CONTINUED BUSINESS

- A. Cruisin La Verne Update
- B. Holiday Stroll Update

6. COMMITTEE REPORTS/ UPDATES

- A. City Report (Eric Scherer):
- B. University Report (Jason Miller):
- 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 December 2, 2019 – 8:30 am – Chase’s – 2079 Bonita