

**INSTRUCTIONS FOR THE NOVEMBER 2, 2020  
OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT MEETING**

The Old Town La Verne Business Improvement District meeting will be closed to the public in compliance with Governor Newsom's Executive Order to minimize the spread of the COVID-19 Virus. Additionally, the meeting will be conducted via teleconference with members participating remotely. Considering this, the customary meeting format has been modified. Even with this change in format, the City is still encouraging public participation and wishes to make residents aware of the following opportunities for participation:

- 1) View the meeting through the City's website at [www.cityoflaverne.org/stream](http://www.cityoflaverne.org/stream)
- 2) Please submit your written comments via email at [planning@cityoflaverne.org](mailto:planning@cityoflaverne.org). They will be shared with the District Board Members prior to the meeting and will be made part of the permanent record. We ask that you provide those emails before 7:00 p.m. the day before the meeting.
- 3) For individuals that wish to share their comments during the live stream, you may email [planning@cityoflaverne.org](mailto:planning@cityoflaverne.org) by 7:00 a.m. on the day of the meeting with a phone number and the item(s) you wish to speak on. We will call you back at the appropriate time during the meeting for your comment.



# AGENDA

## Old Town La Verne Business Improvement District Advisory Board

Tuesday, November 2, 2020 – 8:30 am –  
[www.cityoflaverne.org/stream](http://www.cityoflaverne.org/stream)

### 1. WELCOME AND CALL TO ORDER-

#### Board Members

Craig Walters, Chair
Chris Gendreau, Vice Chair
Marianne Stark
Jason Miller
Micky Rehm
Matt Forgey (Alternate)

#### City Representatives/Others Present

Eric Scherer, Com. Dev. Director
Natalie Hiatt, Com. Dev. Admin. Clerk
Leah Skinner, Chamber of Commerce
Craig Hoelzel, Car Show Promoter

### 2. CALENDAR-

Cool Cruise	- TBD – Sat. April 3, 2021?

### 3. APPROVAL OF MINUTES October 5, 2020

### 4. NEW BUSINESS

- A. Crusin La Verne Car Show
- B. Verizon Tower at Mainiero Square

### 5. CONTINUED BUSINESS

- A. D Street Closure for Restaurants / Tents
- B. Merchant Parking Permits
- C. Alternate Board Member Interest

### 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:

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

### 7. ADJOURNMENT – Monday December 7, 2020 8:30 am–[www.cityoflaverne.org/stream](http://www.cityoflaverne.org/stream)

**OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT  
MINUTES OF THE REGULAR MEETING  
Monday, October 5, 2020**

1. The teleconference meeting was called to order by Chairperson Craig Walters at 8:32a.m. Mr. Walters stated that questions can be emailed to [planning@cityoflaverne.org](mailto:planning@cityoflaverne.org).

Advisory Board Members present: Craig Walters, Chris Gendreau, Jason Miller, Matt Forgey and Micky Rehm (arrived late). City Representatives present: Mayor Tim Hepburn, Community Development Director Eric Scherer and Administrative Clerk Natalie Hiatt. Others present: Craig Hoelzel.

2. **CALENDAR**

**Car Show** – Saturday, November 21, 2020

Mr. Scherer stated large events are still not allowed and it is unlikely for the event to occur under today's guidelines.

Mayor Hepburn stated that he will continue to make contact with the County Supervisor's Office.

Mr. Hoelzel stated that he needs two week notice to cancel the event. He asked the board to hold off on cancelling the event until November 2<sup>nd</sup>.

It was moved by Mr. Gendreau and seconded by Mr. Miller to hold off on further discussion until the November 2<sup>nd</sup> meeting. Motion carried by a 4-0 vote (Ms. Rehm was not present for the vote).

**Halloween Coloring Contest** – September 10th-October 8<sup>th</sup>

Mr. Scherer stated that the coloring contest application is available online. The entries will be posted in the windows of the downtown businesses.

Mr. Gendreau asked what should be done if there are trick-or-treaters on Halloween.

Mr. Scherer stated that the County backed off on their position of prohibiting trick-or-treating but they do not recommend it. If a business or home wishes to provide candy they may do so at their discretion. The City will be releasing information later this week regarding two Halloween programs being organized by the Community Services Department.

3. **APPROVAL OF MINUTES** - August 3, 2020 and September 8, 2020

Public Comment was received from Jackson Salinas via e-mail.

It was moved by Mr. Gendreau and seconded by Mr. Miller to approve the minutes with a

correction to the public comment. Motion carried by a 4-0 vote (Ms. Rehm was not present for the vote).

**4. NEW BUSINESS**

- A.** Merchant Parking Discussion – Ms. Rehm stated that she emailed the businesses and received no responses. She spoke to George Henderson about possibly utilizing the University parking lot for Downtown employee parking.

Mr. Gendreau asked if the City is writing a letter regarding parking.

Mr. Scherer stated a letter will be sent. Mr. Scherer reviewed the previous parking analysis and the consultant recommended not allowing employees to park in 90 minute parking spots.

Mr. Miller stated that Lot F at the University is also available for parking.

Mr. Scherer will encourage business owners and employees to park in Lots E and F.

- B.** **Discussion on Upcoming Events** – Mr. Scherer stated that as of now it does not look like the County will allow events like the Holiday Stroll. He asked Ms. Rehm if the post card is still being mailed.

Ms. Rehm stated that the post card should be sent even if the Holiday Stroll does not take place.

Public Comment received from Jackson Salinas via email.

Chairperson Walters stated that the post card will be further discussed at the Association meeting.

- C.** **Anticipated Board Changes** – Mr. Gendreau stated that he will still be able to serve on the board through January 2021.

Chairperson Walters asked that the City appoint a new alternate and make Matt Forgey a board member.

Mr. Scherer stated that he will include notice of the open alternate position and an application in the parking letter.

Public Comment received from Jackson Salinas via email.

It was moved by Mr. Miller and seconded by Ms. Rehm to recommend the move of Mr. Forgey from alternate to full-time board member. Motion carried by a 4-0 vote.

**5. CONTINUED BUSINESS**

- A.** D Street Closure for Restaurants – Mr. Scherer stated that the city has made no changes to the set-up since the last meeting.

Mayor Hepburn stated that in his personal opinion 50-60% occupancy is needed before D Street can be opened. He stated that people feel safer outdoors.

Chairperson Walters asked if heaters and tenting with side walls will be allowed.

Mr. Scherer stated that significant upgrades to the tenting are needed to allow for heaters in order to meet the Fire Department's rules and regulations.

Ms. Rehm was concerned about having the street closed if the businesses do not utilize outdoor dining during the cold weather.

Public Comment received by Jackson Salinas via e-mail.

Mr. Scherer asked the board if they wanted to address the Public Comments received by Jackson Salinas.

Mr. Gendreau stated that the Board will not disregard County and Governor Order.

Mayor Hepburn stated we are doing well following the guidelines and we need to prepare for the change in weather.

Chairperson Walters addressed the comment regarding the Board's ability to plan a political event for Major Williams.

Mr. Scherer stated that this is a non-political board and cannot endorse any one candidate for seat or office. The only involvement the board has is hosting a candidate's forum for City Council elections.

**6. COMMITTEE REPORTS/ UPDATES**

- A.** City Report (Eric Scherer): None
- B.** University Report (Jason Miller): Mr. Miller stated that the winter term will be remote. Enrollment is up this school year due to an increase in marketing last year.
- C.** Marketing (Micky Rehm): None
- D.** Chamber Report (Leah Skinner): Mr. Scherer stated the La Verne and San Dimas Chambers will host the Bonita Unified School Board forum on Tuesday, October 20<sup>th</sup> 6:00p.m.

La Verne Restaurant Week will be October 21-25<sup>th</sup> in place of the Taste of La Verne. Participating restaurants will offer specials during the event.

**E.** Social Media Update (Micky Rehm): Ms. Rehm encouraged everyone to support all business posts on social media and tag the Old Town page.

**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)

Public Comment received from Jackson Salinas via e-mail.

**8.** **ADJOURNMENT**

Meeting was adjourned at 9:18 a.m., to the next meeting to be held on Monday, November 3, 2020 at 8:30 a.m.

Respectively submitted,

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Natalie M. Hiatt

ATTACHMENT: PUBLIC COMMENT RECEIVED.

**From:** Jackson Salinas <[jaxsalinas@gmail.com](mailto:jaxsalinas@gmail.com)>

**Sent:** Friday, October 2, 2020 3:04:15 PM

**To:** [planning@cityoflaverne.org](mailto:planning@cityoflaverne.org) <[planning@cityoflaverne.org](mailto:planning@cityoflaverne.org)>

**Subject:** OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT MEETING Public Comment  
10/05/2020

3. APPROVAL OF MINUTES September 8, 2020: In the minutes it shows that I sent two public comments through email but when I looked at the comments it only showed the one I sent on Saturday, September 5th. I am asking that it be fixed by including the one I sent on Friday, September 4th.

#### 4. NEW BUSINESS

B: Have you guys looked into inviting Major Williams Republican Candidate for Governor to have an event here as I mentioned in my public comment at the last meeting?

C: What are these changes to the board? Are you guys going to have new people as part of this?

#### 5. CONTINUED BUSINESS

A: Have you guys brought this up to the City Council if we can have it permanently on Friday, Saturday, and Sundays.

6. PUBLIC COMMENT: I would like to ask everyone on this board to support President Trump for reelection. He has fought to get our businesses reopened. I also want everyone to support the campaign to recall Governor Newsom he needs to be voted out. He has done a terrible job as Governor he needs to go.

Jackson Salinas