

**INSTRUCTIONS FOR THE JULY 12, 2021
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
- 2) Please submit your written comments via email at 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. **Please be advised that public comments submitted by emails or any other format to the City are public records that will be made available for public viewing.**
- 3) For individuals that wish to share their comments during the live stream, you may email 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.
- 4) Additionally, if you wish to participate via Zoom, you will need to register before 8:00 a.m. on the date of the meeting and please be aware that space is limited.

https://us02web.zoom.us/webinar/register/WN_knXkZiqjRj2aNo3avUr-Lg

You will be provided a link after registering and will have the ability to watch the meeting live. If you wish to speak during the meeting, you can "raise your hand" as appropriate on the current agenda item(s). Once it is your turn to speak, you will be brought into the meeting and have the ability to speak and turn on your video when called upon.



AGENDA

Old Town La Verne Business Improvement District Advisory Board

Monday, July 12, 2021 – 8:30 am – www.cityoflaverne.org/stream

1. WELCOME AND CALL TO ORDER-

Board Members

Craig Walters, Chair
Marianne Stark
Jason Miller
Micky Rehm
Matt Forgey
Sean Franco (Alternate)

City Representatives/Others Present

Tim Hepburn, Mayor
Eric Scherer, Com. Dev. Director
Natalie Hiatt, Com. Dev. Admin. Clerk
Leah Skinner, Chamber of Commerce
Craig Hoelzel, Flying Deuces
Cindy Vallejo, University of La Verne

2. CALENDAR-

Cool Cruise	Sat. September 11, 2021
Cruisin La Verne	Sat. November 20, 2021

3. APPROVAL OF MINUTES June 7, 2021

4. NEW BUSINESS

- A. Beer Walk Event
- B. Cool Cruise Update – Craig Hoelzel
- C. University of La Verne – Freshmen Welcome Dinner – Cindy Vallejo
- D. Future Board Meeting Logistics

5. CONTINUED BUSINESS

- A. D Street Closure

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 August 2, 2021 8:30 am – www.cityoflaverne.org/stream

**OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT
MINUTES OF THE REGULAR MEETING
Monday, June 7, 2021**

1. The teleconference meeting was called to order by Chairperson Craig Walters at 8:30a.m. Mr. Walters stated that questions can be emailed to planning@cityoflaverne.org.

Advisory Board Members present: Craig Walters, Jason Miller, Matt Forgey, Micky Rehm, and Marianne Stark (late). City Representative present: Community Development Director Eric Scherer. Others present: Leah Skinner.

Mr. Scherer congratulated Chairperson Walters for serving on the Board for 25 years.

2. **CALENDAR**

City Council Public Protest Hearing – Monday, June 7, 2021 @ 6:30p.m.

Mr. Scherer stated that he and Chairperson will be presenting to City Council tonight.

Mr. Scherer stated that reappointments are due for Chairperson Walters, Ms. Rehm, Ms. Stark.

Cool Cruise – Saturday, September 11, 2021

Cruisin La Verne – Saturday, November 20, 2021

3. **APPROVAL OF THE MINUTES** May 3, 2021

It was moved by Mr. Miller and seconded by Ms. Rehm to approve the minutes as submitted. Motion carried by a 4-0 vote.

4. **NEW BUSINESS**

- A. Election of Officers for Remainder of the Year - Vice-Chair, Secretary, Treasurer – It was moved by Chairperson Walters and seconded by Mr. Miller to elect Ms. Rehm as Vice-Chairperson, Ms. Stark as Treasurer, and Mr. Forgey as Secretary. Motion carried by a 4-0 vote.

Mr. Scherer stated that the elections must take place during the first meeting of the calendar year.

- B. Annual Report of the District – Mr. Scherer attached a copy of the report that will be presented at the City Council meeting.
- C. Proposal for Craft Fair – Carmel Plotkin presented a proposal for an Artisan Fair for local artisans. Board members asked questions regarding the vendor criteria

and location. The Board expressed support for the event. Ms. Plotkin will prepare more information and present a potential date in the future.

- D. Cool Cruise Update – Mr. Scherer stated that he has not received any updates from Craig Hoelzel.

5. **CONTINUED BUSINESS**

- A. D Street Closure – Update and Comments Received – Mr. Scherer attached emails received from two Old Town business owners. Both expressed concerns with the continued street closure scheduled in the beginning of August.

The board discussed the timing for re-opening “D” Street. Mr. Scherer suggested aligning the re-opening with the Gold Line’s closure at the “D” Street railroad crossing.

The board agreed that it’s best to keep the street closure in place until mid to late August. Mr. Forgey asked if it’s possible to explore a permanent street closure. Mr. Scherer stated that Public Works would not support a closure due to traffic circulation but it can be placed on the agenda and discussed with Council if the Board wished to advance the concept.

6. **COMMITTEE REPORTS/ UPDATES**

- A. City Report (Eric Scherer): Modified 4th of July parade and fireworks show. The parade will take place on Saturday, July 3rd in respect for the churches.
- B. University Report (Jason Miller): More information will be provided after June 15th but he anticipates a greater number of students on campus and in the classrooms.
- C. Marketing (Micky Rehm): Ms. Rehm asked if the Beer and Wine Walk will be added to the calendar. Mr. Scherer stated that more guidance is needed from the County and OSHA.
- 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 public comments were received.

8. **ADJOURNMENT**

Meeting was adjourned at 9:22 a.m., to the next meeting to be held on Monday, July 12, 2021 at 8:30 a.m.

Respectively submitted,

Natalie M. Hiatt

ATTACHMENTS: ANNUAL REPORT, 2021/22 BUDGET, AND EMAILS RECEIVED.

ATTACHMENT A

ANNUAL REPORT OF THE OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT FOR THE 2021-2022 FISCAL YEAR

FINANCE

During the 2020-2021 fiscal year the Old Town La Verne Business Improvement District (“District”) received approximately \$14,000 from the District fees paid by the businesses within the District. While the budget was prepared at the beginning of COVID, the events were budgeted as normal, but virtually no events occurred during the year. The reduction of revenue in 2020/2021 from not having these events resulted in the use of approximately \$6,000 of the \$126,000 in reserves. The proposed 2021-2022 annual budget provides for approximately \$40,000 in ongoing annual expenditures and \$42,000 in capital projects, with projected revenues of \$46,500. These Capital Improvement projects (Mainiero Square and Tree Lights) were postponed in the last fiscal year due to COVID. These figures are assuming that only a modified (reduced) Wine Walk could occur in the spring. It is now expected that later this year a budget amendment request will be made to include more events which will increase the expenditures but also the revenues the District will receive.

PROMOTIONS

Unfortunately, due to the COVID pandemic, almost no events were allowed to occur. While the District was hopeful that in the fall of 2020 events might have been able to occur, these were all cancelled as a result of State and County orders, restricting mass gatherings. In the summer of 2020, D Street was closed to vehicles to allow for restaurant expansion into the street. Many of these restaurants have shared that without this change, many of them wouldn't have survived the pandemic. At this time, it is expected that the closure will remain in place until the University begins their fall semester in August 2021.

The positive news is at this time it appears that the restrictions will be lifted as soon as June 15, 2021, allowing for the planning of events, potentially modified slightly, to occur as they would in a normal year. The 2020 Cool Cruise event has been postponed multiple times, but now looks to be locked-in for the current announced date of Saturday, September 11, 2021. It is also likely that a Beer Walk event in the fall, Halloween event in October, Cruisin La Verne Car Show in November, and the Holiday Stroll in December will all occur.

Support for all of these events includes logistics, advertising and other publicity, which in turn brings the public and new businesses to Old Town. The continued business growth in Old Town is a result of these efforts. The Old Town La Verne Business Improvement Association has taken on more of the responsibilities of marketing the Old Town businesses and events. They continue to use social media and their website, www.oldtownlaverne.org, to help promote the area.

ANNUAL BREAKFAST MEETING

The Annual Meeting of the OTLVBID was held virtually on March 1, 2021. The District Board heard an update on the Gold (“L”) Line project and the Mayor’s State of the City address.

ONGOING SERVICE/MAINTENANCE

The District provides ongoing service for Old Town businesses by way of regular sidewalk cleaning, landscape maintenance and replacement, and through funding of the electrical costs for the lights in Old Town street trees.

MAJOR PROJECTS

This year it was expected that Phase 2 of the tree lights would occur, which would have included the expansion of electrical and irrigation primarily on Bonita Avenue in order to plant new trees and expand the tree lights in the future. The other major project that was expected to occur was the Mainiero Square re-design. Both of these projects were placed on hold as a result of COVID. Both are, however, scheduled to proceed in the next fiscal year and are listed in the City’s Capital Improvement Program.



OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT 2021/2022 BUDGET

REVENUES	2020/2021 Budget	2020/2021 Est. Year End	2021/2022 Budget	
Business License Fees	\$16,000	\$14,000	\$15,000	32%
Interest	\$1,500	\$1,500	\$1,500	3%
Wine Walk	\$60,000	\$0	\$30,000	65%
Beer Walk	\$40,000	\$0	\$0	0%
REVENUES - TOTAL	\$117,500	\$15,500	\$46,500	100%
EXPENDITURES	2020/2021 Budget	2020/2021 Est. Year End	2021/2022 Budget	
OPERATIONAL (Div 1)				
Sidewalk/Trash/Cleaning/Landscaping	\$7,000	\$7,000	\$7,000	8%
ULV Dinner Crawl Entertainment	\$500	\$0	\$500	1%
Edison	\$800	\$800	\$800	1%
Annual Meeting	\$800	\$0	\$800	1%
Street Light Banners	\$2,000	\$0	\$1,000	1%
Contingency	\$900	\$0	\$900	1%
Transfer to Association	\$20,000	\$12,000	\$6,000	7%
Capital Outlay (Mainiero, Street/Tree Lights)	\$40,000	\$0	\$40,000	49%
OPERATIONAL SUBTOTAL	\$72,000	\$19,800	\$57,000	69%
EVENTS				
Cool Cruise Auto Show (Div 2)	\$3,000	\$0	\$1,750	2%
Future Old Town Event (Div 4)	\$3,000	\$0	\$0	0%
Holiday Stroll (Div 5)	\$6,300	\$1,700	\$3,500	4%
Wine Walk Event (Div 6)	\$33,150	\$0	\$18,100	22%
Fall Event- Halloween (Div 7)	\$300	\$300	\$300	0%
Cruisin La Verne Auto Show (Div 8)	\$3,000	\$0	\$1,750	2%
Beer Walk (Div 9)	\$22,500	\$0	\$0	0%
EVENTS SUBTOTAL	\$71,250	\$2,000	\$25,400	31%
EXPENDITURES TOTAL	\$143,250	\$21,800	\$82,400	100%

Note: Beginning Fund Balance on July 1, 2020 was \$126,500

From: [REDACTED] (Philippe Sigal)
Sent: Wednesday, June 02, 2021 12:12 PM
To: Eric Scherer
Subject: Hi Eric

This is Philippe sigal from sigal diamonds
I would like to know what the status of these tents that look like a homeless shelter is
I saw the petition to keep this but none of these people are even from around here.

----- Original message -----

From: Eric Scherer <escherer@cityoflaverne.org>
Date: 6/2/21 12:23 PM (GMT-08:00)
To: dymnd13 <dymnd13@aol.com>
Subject: RE: Hi Eric

Hi Phillipe:

The Board discussed this at their meeting last month, and indicated support for keeping it through the summer. They will be discussing it again at their meeting on Monday morning at 8:30am virtually.

The agenda with instructions on how you can participate to let them know your thoughts about it directly will be posted on the City's website tomorrow, and an email will go out from Natalie tomorrow afternoon with the direct link. I will make sure you are on that email list with this email address.

-Eric

From: [REDACTED] (Philippe Sigal)
Sent: Wednesday, June 02, 2021 1:00 PM
To: Eric Scherer
Subject: RE: Hi Eric

Thank u for your quick response but these tables r not being used and the trash is everywhere and not safe for our businesses lot of drunk people this street is discussing know body comes here from city to look. It's a shelter for homeless at night
Unexeptable
Most people from laverne do NOt WANT THIS.

From: [REDACTED] (Frank Farraj)
Sent: Wednesday, June 02, 2021 1:33 PM
To: Eric Scherer
Subject: Re: FW: Old Town La Verne Business Improvement District Meeting

Hi Mr. Eric I'm sending you this email follow the meeting tomorrow I hope everybody OK Mr. Eric the situation here and downtown it's bad we can't handle it the street to be close that's

enough We Hope guys you understand our situation like you understand the other side it's not fair for us to lose our business more and more to keep another people going we must be shared and fair for all of us we was help them With covid But now what do we see guys you don't Pay attention for us If you guys come and look nobody used in this table we are here all the time one table or 2 table so it's mean No necessary to close the street They can Service inside the restaurant plus I'm gonna send you picture for the trash the food everywhere in the street it's blocks disgusting And we talk to everyone from the list the one I sent you all of them they agree to open the street and i talk to Spooner the one you tell me she agreed to be to close the street she showed me the email the one she sent it for you she agreed to open the street not close it anymore we Are all Shock when we see the list you send us with this signature from the people they agreed to keep the street to close most of these people they are not to from Laverne I don't know how you guys you take the decision from people they don't have the right to vote this is not legal What we ask we need the street to be open as soon as possible we are dying here Mr. Eric and Mr. Bob and who can't read this email thank you if you work with us Like a part From downtown business thank you have a beautiful day day



From: Eric Scherer
Sent: Wednesday, June 02, 2021 1:37 PM
To: 'smoke shop'
Subject: RE: FW: Old Town La Verne Business Improvement District Meeting

Hi Frank:

I will share your email with the Board. Their meeting is this coming Monday at 8:30am. I encourage you to participate to let them know your thoughts, as this is the Board's direction.

You will receive an email from Natalie tomorrow afternoon with a link to the agenda which has the instructions on how you can participate on Zoom or over the phone.

-Eric