



# AGENDA

## Old Town La Verne Business Improvement District Advisory Board

**Monday, September 13, 2021 – 8:30 am  
2079 Bonita Ave – Chase’s Patio**

### 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

Eric Scherer, Com. Dev. Director
Natalie Hiatt, Com. Dev. Admin. Clerk
Leah Skinner, Chamber of Commerce
Craig Hoelzel, Flying Deuces
Lt. Jason Prows, LVPD

### 2. CALENDAR-

Halloween	Sat. October 30, 2021 @ 2pm
Cruisin La Verne	Sat. November 20, 2021
Holiday Stroll	Sat. December 4, 2021

### 3. APPROVAL OF MINUTES July 12, 2021

### 4. NEW BUISNESS

- A. Cool Cruise Update – Craig Hoelzel
- B. Public Safety Expansion Project – Lt. Jason Prows
- C. Christmas Tree Volunteer

### 5. CONTINUED BUSINESS

A.

### 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 October 4, 2021 8:30 am– 2079 Bonita Ave., Chase’s

**OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT  
MINUTES OF THE REGULAR MEETING  
Monday, July 12, 2021**

1. The teleconference meeting was called to order by Chairperson Craig Walters at 8:31 a.m. Mr. Walters stated that questions can be emailed to [planning@cityoflaverne.org](mailto:planning@cityoflaverne.org).

Advisory Board Members present: Craig Walters, Jason Miller, Marianne Stark, Micky Rehm, and Matt Forgey (arrived late). City Representative present: Mayor Tim Hepburn, Community Development Director Eric Scherer, and Secretary Natalie Hiatt. Others present: Leah Skinner, Craig Hoelzel, and Cindy Vallejo.

2. **CALENDAR**

Cool Cruise – Saturday, September 11, 2021

Cruisin La Verne – Saturday, November 20, 2021- Mr. Hoelzel stated that the event is scheduled for the weekend before Thanksgiving instead of the weekend after and requested approval from the Board.

It was moved by Mr. Miller and seconded by Ms. Stark to confirm the Cruisin La Verne event for November 20, 2021. Motion was carried by a 5-0 vote.

3. **APPROVAL OF THE MINUTES** June 7, 2021

It was moved by Mr. Miller and seconded by Ms. Stark to approve the minutes with changes regarding the discussion of the D Street Closure. Motion carried by a 4-0 vote.

4. **NEW BUSINESS**

A. Beer Walk Event – Ms. Rehm stated that an event in September might be too soon and it may be a better idea to hold a Wine Walk in October or a combined Beer and Wine Walk.

Mr. Scherer stated that he is not sure what regulations are in place for this type of event.

Chairperson Walters stated that he prefers holding the Wine Walk in the spring and holding an outdoor Beer Walk in the fall.

Ms. Stark and Mr. Forgey agreed that they should keep the Wine Walk for the spring.

Ms. Rehm stated that it's a struggle to get breweries to participate in October due to Oktoberfest events.

Mr. Scherer stated that he will make contact with County for more direction.

- B.** Cool Cruise Update – Mr. Hoelzel stated that 500 cars are registered for the show and the band The Answer is playing. Proceeds of the event will benefit the La Verne K-9 Foundation. Mr. Hoelzel stated that the food vendors will include peanut brittle, shaved ice, and baked potato.

Ms. Stark asked if shaved ice is too similar to Granny’s Yogurt. The board decided that it would be okay if they were placed further away from the shop.

Mr. Hoelzel stated that he is working with the Fire Department to get September 11<sup>th</sup> memorabilia to display. He asked if it would be appropriate to invite the Health Department to set-up a vaccination booth.

Mr. Miller stated that the Health Department is looking for more outreach and opportunities to promote the vaccine.

- C.** University of La Verne – Freshmen Welcome Dinner – Cindy Vallejo of University of La Verne stated that the restaurant crawl is scheduled for Monday, August 16<sup>th</sup> from 5:00-7:00pm and that she is hopeful to have the band perform at Mainiero Square.

Mr. Scherer reminded the Board that the band is in the budget for this year.

Ms. Rehm requested that the event be changed from a Monday due to several businesses being closed that day.

Ms. Vallejo stated that she would look into another date and email the group with more information.

Ms. Rehm suggested that she email everyone because the retail businesses may be interested in offering special discounts to the students.

Mr. Scherer requested sending the email from the City on behalf of Ms. Vallejo.

- D.** Future Board Meeting Logistics – Mr. Scherer discussed in-person meetings versus virtual and hybrid options.

The Board agreed upon an in-person meeting going forward. Ms. Stark suggested an outdoor meeting on Chase’s patio and Ms. Rehm suggested Roberta’s or her shop as a back-up.

Mr. Scherer stated that he would research holding the meeting on Chase’s patio.

## **5. CONTINUED BUSINESS**

- A.** D Street Closure – Chairperson Walters stated that at the last meeting they extended the closure no longer than the opening of the University. The situation

has since changed and on June 28<sup>th</sup> the Association met and discussed reopening sooner.

Mr. Scherer stated that he has added this item to go before the City Council on July 19<sup>th</sup>. In anticipation to the Board and Council's vote the businesses will be notified of the reopening. Mr. Scherer expects that the Public Works Department can have the street open as early as Thursday, July 22<sup>nd</sup>. Mr. Scherer stated that because the closure is meant to be a final decision and due to potential negative community comments, we want the item to be discussed at an open meeting.

Mayor Hepburn stated that the survival of the businesses is most important and if the businesses want to reopen the street he would be in support.

Mr. Scherer stated that the merchant parking passes will resume once the University returns. He will notify businesses and they can obtain their permit by August 23<sup>rd</sup>.

Ms. Rehm noted that there have been many negative comments from customers in the past 2-3 weeks complaining about parking and the street not being utilized. Ms. Rehm stated that we need to pay attention to these complaints and open as soon as possible.

Mr. Scherer stated that there is still an option for interested restaurants to build out into parking spaces.

Mr. Forgey stated that he would be in favor of a permanent closure but not in its current state.

It was moved by Mr. Forgey and seconded by Mr. Miller to recommend the immediate reopening of D Street to City Council. Motion was carried by a 5-0 vote.

After further discussion of permanent closure it was decided that more information is needed before proceeding. The Board will continue the discussion at a later date.

## **6. COMMITTEE REPORTS/ UPDATES**

- A.** City Report (Eric Scherer): Mr. Scherer stated that Carmel Plotkin will not be moving forward with the craft fair at this time. The Mainiero Square project is close to going out to bid and construction will hopefully begin in the New Year.
- B.** University Report (Jason Miller): None
- C.** Marketing (Micky Rehm): Ms. Rehm asked if the Board wants to continue offering free ads on Facebook to promote the businesses. All agreed to continue with the free ad boosts.

The Board discussed the Holiday Stroll and Halloween event. Mr. Scherer stated that the events are included in the budget and are expected to continue as normal. Ms. Rehm asked for a volunteer organize the delivery and decorating of the Christmas tree. Mr. Scherer will add this item to the next agenda for further discussion.

- D. Chamber Report (Leah Skinner): Ms. Skinner stated the Chamber has partnered with the California Offices of Emergency Services to offer free masks to businesses. The Community Yard Sale is scheduled for Saturday, July 31<sup>st</sup> at Bonita High School. Ribbon cutting and open house for In Motion Dental on Friday, July 16<sup>th</sup>. In person Happy Hour Networking at Third Street Wine Shop on Thursday, July 22<sup>nd</sup>. Taste of La Verne will be held Wednesday, October 20<sup>th</sup> followed by Restaurant Week from October 21<sup>st</sup> through October 24<sup>th</sup>.
- 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 comments received.

8. **ADJOURNMENT**

Meeting was adjourned at 9:39 a.m., to the next meeting to be held on Monday, August 2, 2021 at 8:30 a.m.

Respectively submitted,

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Natalie M. Hiatt