

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)

ADVISORY BOARD

AGENDA

THURSDAY, MARCH 6, 2025 @ 8:30 AM

BIDWELL FORUM – 140 S. GLENDORA AVE., GLENDORA, CA 91741



CHAIR

Matthew Klingler

VICE-CHAIR

Matthew Davis

COMMISSIONERS

Cathy Jarvis

Veronica Salazar

Dalel Snider

MEETING SCHEDULE

The regular meetings shall be held on the first Thursday of each month at 8:30 a.m. at the Bidwell Forum (140 S. Glendora Ave., Glendora, CA 91741)

BROWN ACT

Agendas are drafted to accurately state what the legislative body is being asked to consider. The legislative body can take action on “all items” listed on the agenda and be in compliance with the open meeting laws.

Pursuant to provisions of the Brown Act, no action may be taken on a matter unless it is listed on the agenda, or unless certain emergency or special circumstances exist. The governing body may direct staff to investigate and/or schedule certain matters for consideration at a future meeting.

COMMUNICATION AND ELECTRONIC DEVICES

To minimize distractions, please be sure all personal communication and electronic devices are turned off or on silent mode.

Meeting will be presented in-person and on ZOOM. Join Zoom Meeting at:

<https://us02web.zoom.us/j/82913139925?pwd=SlQXjtFWGuW0CcHiH89nc8a3v5hazA.1>

Meeting ID: 829 1313 9925
Passcode: 005561

Phone: (669) 900-6833

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AGENDA

THURSDAY, MARCH 6, 2025 @ 8:30 AM

BIDWELL FORUM – 140 S. GLENDORA AVE., GLENDORA, CA 91741

8:30 AM MEETING

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

REORDERING OF AND ADDITIONS TO THE AGENDA

PUBLIC COMMENT

Three (3) Minute speaking time limit, speaking once, unless upon motion, such time is extended by the Governing Board.
Any person may request to address a legislative body during a public meeting by submitting to the meeting administrator a Speakers Request form and stating the topic to be addressed. Public comment can also be delivered via email at bidpubliccomment@glendora-chamber.org with the subject "Public Comment"

Speakers are limited to three (3) minutes, speaking once, on both on- and off- agenda items, unless, upon motion, such time is extended by the legislative body. Such statements shall only be allowed during the Public Comment portion of the agenda. If there are any public hearings scheduled, individuals will be given an additional opportunity to comment under said items. Speakers are not permitted to yield their time to another speaker. Public comment is limited to 30 minutes at each meeting, with the ability to extend if the legislative body chooses by majority vote.

BOARD STATEMENTS/REPORTS

DIRECTOR/STAFF LIAISON STATEMENTS

SPECIAL ITEMS

1. City Update – Alycia Suniga, Management Analyst / Shantelle Coria, Management Aide
2. Event and Communications Coordinator Update – M. Kaye Events, Megan Kaye, Owner
 - Wine Walk Status Report
3. Social Media Update – Mic Mac Agency, Louise Brewer, President
4. BID Manager - Glendora BID Advisory Board terms ending June 30, 2025 announcement.

CONSENT CALENDAR

Items on the Consent Calendar will be enacted by one motion without individual discussion. There will be no separate discussion of these items unless a member of the governing body requests specific item(s) be removed from the Consent Calendar for separate action. Items removed from the Consent Calendar will be considered after the regular items. Anyone wishing to address a Consent Calendar item should do so during the Public Comment Period.

5. Affirm minutes from February 6, 2025, Regular Meeting
RECOMMENDATION: 1. Affirm the minutes as presented.

NEW BUSINESS

6. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2024-2025, through February 28, 2025.
RECOMMENDATION: 1. Receive and file the report.
7. Glendora Village Business Improvement District Fiscal Year 2025-2026 Annual Report
RECOMMENDATION: 1. Review and recommend approval to the City Council of the Business Improvement District's Fiscal Year 2025-2026 Annual Report.

OLD BUSINESS

8. Set a Regularly Scheduled Glendora Village Business Improvement District Committee Meetings for the “Event & Budget Committee” and the “Marketing and Beautification” Committees and assign two BID Board members to each.
RECOMMENDATION: 1. Review and ask staff to set regularly scheduled meetings dates and times, assign two board members to each, add to Village website calendar, and add an announcement to the next email to BID members.
9. Chalk Walk Event Discussion
RECOMMENDATION: 1. Review and discuss April 5 date and provide feedback for next steps.

BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS AGENDA

ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the Glendora City Hall bulletin board at the three established posting locations and on the Glendora Business Improvement District’s website at www.glendoravillage.com/ not less than 72 hours prior to the meeting in accordance with Government Code Section 54954.2.

Dated: February 28, 2025

Joe Cina
BID Manager & President/CEO
Glendora Chamber of Commerce



CALL TO ORDER

The Business Improvement District (BID) Advisory Board meeting was called to order at 8:32 AM.

ROLL CALL

Members Present: Chair Matthew Klingler, Vice-Chair Matthew Davis, & Board Members, Cathy Jarvis and Veronica Salazar

Members Absent: Dalel Snider

Staff Present: Management Analyst Alycia Suniga, Management Aide Shantelle Coria, and BID Manager Joe Cina

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Chair Klinger.

PUBLIC COMMENT

- No comments received in-person. No written comment received and Chair Klinger read it aloud.

BOARD STATEMENTS/REPORTS

- Board member Salazar reported that she would like to discuss the Wine Walk budget during the proper time in the meeting.
- Chair Klinger did a brief update on the Wine Walk. Event Coordinator Kaye also reported what has been done so far including the number of wine stops, marketing efforts, etc.
- Vice Chair Davis requested the board meetings be more streamlined and not a committee meeting. Also, we need to focus more on our marketing efforts, photography, budget work, etc.

DIRECTOR/STAFF LIAISON STATEMENTS

- Cina announced that Cuisines of the Foothills is coming in May and that we are looking for restaurants to participate.

SPECIAL ITEMS

1. **City of Glendora Update:** Management Analyst Alycia Suniga:
 - a. Suniga announced that the BID Bylaws were presented at the January 14th Council Meeting and were approved.
 - b. The city is starting annual parklet inspections.
 - c. At the March meeting the BID's annual plan will be presented.
2. **Event Coordinator Update:** Megan Kaye, M Kaye Events:
 - a. Kay continued Wine Walk planning and pour station update.

3. **Social Media Update:** Louise Brewer, Mic Mac Agency:
 - a. Brewer gave an update regarding the social media reach and will be working with the Wine Walk committee to post.

CONSENT CALENDAR

4. Affirm minutes from January 9, 2025, Special Meeting

(M/S/A) A motion was made by Vice-Chair Davis, seconded by Board Member Salazar, to approve Consent Calendar Item # 4 & 5 as presented. All present approved of the motion.

MEMBER AGENDA ITEMS

None

NEW BUSINESS

5. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2023-2024 Year-to-Date

RECOMMENDATION: 1. Receive and file the report.

(M/S/A) A motion was made by Board Member Jarvis Davis, seconded by Vice-Chair Davis, to receive and file.

OLD BUSINESS

6. 2025-2026 & 2026-2027 BID Budget Review & Adoption

RECOMMENDATION: 1. Accept the report as presented.

(M/S/A) A motion was made by Vice-Chair Davis, seconded by Board Member Salazar, to adopt the 25/26 & 26/27 budget and instruct staff to include the budget with FY 25/26 & 26/27 Annual Plan Report.

- The subcommittee met (Davis, Salazar, Cina, Kaye, & Brewer) to go over budget numbers presented. The budget had increases in marketing to include social media ads, photography, and more.

BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS AGENDA

None

ADJOURNMENT

No further business. Meeting was adjourned at 9:21 AM.

Joe Cina
BID Manager & President/CEO
Glendora Chamber of Commerce

| Glendora Business Improvement District | | | |
|---|---------------|----------------------|------------------|
| Summary of Financial Activity | | | |
| FY 2025 07/01/24 - 2/28/2025 | | | |
| | | | |
| | | | |
| Cash On Hand | \$173,723.51 | | |
| | | | |
| | | | |
| ACCOUNTS | FY 25 YTD | FY 25 ADOPTED BUDGET | AVAILABLE BUDGET |
| REVENUE | | | |
| CHALK WALK INCOME | \$0.00 | \$5,000.00 | \$5,000.00 |
| HALLOWEEN WALK INCOME | \$0.00 | \$2,000.00 | \$2,000.00 |
| WINE WALK INCOME | \$4,800.00 | \$50,000.00 | \$45,200.00 |
| INTEREST/MISCELLANEOUS INCOME | \$0.00 | \$800.00 | \$800.00 |
| ASSESSMENTS | \$28,063.17 | \$45,700.00 | \$17,636.83 |
| REVENUE Total | \$32,863.17 | \$103,500.00 | \$70,636.83 |
| EXPENDITURE | | | |
| MARKETING & PROMOTION | | | |
| PRINT ADS NEWSPAPER | \$0.00 | \$3,500.00 | \$3,500.00 |
| SOCIAL MEDIA & WEB COORDINATOR | \$7,000.00 | \$16,000.00 | \$9,000.00 |
| WEB DOMAINS, HOSTING, STREET BANNERS, ETC. | \$137.51 | \$5,000.00 | \$4,862.49 |
| TOTAL MARKETING & PROMOTION | \$7,137.51 | \$24,500.00 | \$17,362.49 |
| BID EVENTS | | | |
| HALLOWEEN WALK | \$4,518.50 | \$6,500.00 | \$1,981.50 |
| WINE WALK | \$11,135.37 | \$27,000.00 | \$15,864.63 |
| CHALK WALK | \$0.00 | \$8,000.00 | \$8,000.00 |
| HOLIDAY STROLL & SANTA IN THE VILLAGE | \$9,832.09 | \$20,000.00 | \$10,167.91 |
| SMALL BUSINESS SATURDAY | \$748.40 | \$4,000.00 | \$3,251.60 |
| FRIDAY NIGHT TWILIGHT | \$3,700.00 | \$15,000.00 | \$11,300.00 |
| NEW EVENT/SERVICE | \$0.00 | \$10,000.00 | \$10,000.00 |
| EVENT & COMMUNICATION COORDINATOR | \$3,950.00 | \$17,000.00 | \$13,050.00 |
| TOTAL BID EVENT EXPENSES | \$33,884.36 | \$107,500.00 | \$73,615.64 |
| OTHER EXPENDITURE | | | |
| MISC: SEANSONAL BANNERS/MUSIC/STORAGE/OTHER | \$7,324.82 | \$10,250.00 | \$2,925.18 |
| LANDSCAPING | \$0.00 | \$10,000.00 | \$10,000.00 |
| TOTAL OTHER EXPENDITURE | \$7,324.82 | \$20,250.00 | \$12,925.18 |
| EXPENDITURE Total | \$48,346.69 | \$152,250.00 | \$103,903.31 |
| Net Revenue | (\$15,483.52) | (\$48,750.00) | \$174,540.14 |

Glendora Chamber
Statement of Activity Detail
July 2024 - February 2025

| Ordinary Revenue/Expenditures | Date | Transaction Type | Nam | Name | Memo/Description | Split | Amount | Balance |
|---|------------|------------------|------------|---|---|----------------------------|--------------|-----------|
| Revenue | | | | | | | | |
| 100 - BID Assessments | | | | | | | | |
| | 09/04/2024 | Deposit | | | BID FEES FROM 07/01/24-07/31/24 | Banner Bank Checking (BID) | 3,400.00 | 3,400.00 |
| | 09/13/2024 | Deposit | | City of Glendora | BID FEES FROM 08/01/2024 - 08/31/2024 | Banner Bank Checking (BID) | 2,900.00 | 6,300.00 |
| | 10/15/2024 | Deposit | | City of Glendora | ACH CITY OF GLENDORA GLENDORA ACH CITY OF GLENDORA GLENDORA CCD 11 XXXXXX0715 | Banner Bank Checking (BID) | 4,166.67 | 10,466.67 |
| | 11/08/2024 | Deposit | | City of Glendora | ACH CITY OF GLENDORA GLENDORA ACH CITY OF GLENDORA GLENDORA CCD 11 XXXXXX0715 | Banner Bank Checking (BID) | 4,596.50 | 15,063.17 |
| | 11/15/2024 | Deposit | | City of Glendora | ACH CITY OF GLENDORA GLENDORA ACH CITY OF GLENDORA GLENDORA CCD 11 XXXXXX0715 | Banner Bank Checking (BID) | 5,100.00 | 20,163.17 |
| | 12/13/2024 | Deposit | | City of Glendora | ACH CITY OF GLENDORA GLENDORA ACH CITY OF GLENDORA GLENDORA CCD 11 XXXXXX0715 | Banner Bank Checking (BID) | 1,600.00 | 21,763.17 |
| | 01/17/2025 | Deposit | | City of Glendora | ACH CITY OF GLENDORA GLENDORA ACH CITY OF GLENDORA GLENDORA CCD 11 XXXXXX0715 | Banner Bank Checking (BID) | 2,100.00 | 23,863.17 |
| | 02/14/2025 | Deposit | | City of Glendora | BID FEES FROM 01/01/2025 - 01/31/2025 | Banner Bank Checking (BID) | 4,200.00 | 28,063.17 |
| Total for 100 - BID Assessments | | | | | | | \$ 28,063.17 | |
| 200 - BID Events | | | | | | | | |
| 202 - Wine Walk Revenue | | | | | | | | |
| | 02/03/2025 | Deposit | 1128 | | Village Fit Pour fee | Banner Bank Checking (BID) | 200.00 | 200.00 |
| | 02/03/2025 | Deposit | 2184002038 | | Pour station Amparo Saints | Banner Bank Checking (BID) | 200.00 | 400.00 |
| | 02/03/2025 | Deposit | 2569 | | Desire Pour | Banner Bank Checking (BID) | 200.00 | 600.00 |
| | 02/03/2025 | Deposit | 1600 | | Hill Top Pour fee | Banner Bank Checking (BID) | 200.00 | 800.00 |
| | 02/03/2025 | Deposit | 1002 | | Mags Pour fee | Banner Bank Checking (BID) | 200.00 | 1,000.00 |
| | 02/03/2025 | Deposit | 1582 | | Craft Pour fee | Banner Bank Checking (BID) | 200.00 | 1,200.00 |
| | 02/03/2025 | Receipt | 1003 | | Reformation Refill | Petty Cash | 200.00 | 1,400.00 |
| | 02/03/2025 | Receipt | 1008 | | Kaleo | Banner Bank Checking (BID) | 200.00 | 1,600.00 |
| | 02/03/2025 | Deposit | 1660 | | Placere Jewelry Pour Station Payment | Banner Bank Checking (BID) | 200.00 | 1,800.00 |
| | 02/03/2025 | Deposit | 1105 | | Niki's Pour Fee | Banner Bank Checking (BID) | 200.00 | 2,000.00 |
| | 02/03/2025 | Pledge | 1007 | JohnHart Real Estate | Wine Walk Pour Station | Accounts Receivable (A/R) | 200.00 | 2,200.00 |
| | 02/03/2025 | Pledge | 1006 | Casey's Barbershop | Wine Walk Pour Station Fee | Accounts Receivable (A/R) | 200.00 | 2,400.00 |
| | 02/03/2025 | Pledge | 1005 | Cindy Jane Boutique | Wine Walk Pour Station | Accounts Receivable (A/R) | 200.00 | 2,600.00 |
| | 02/03/2025 | Pledge | 1004 | Southland Properties | Wine Walk Pour Station Fee | Accounts Receivable (A/R) | 200.00 | 2,800.00 |
| | 02/06/2025 | Receipt | 1009 | Glendora Florist | Wine Walk Sponsorship | Banner Bank Checking (BID) | 500.00 | 3,300.00 |
| | 02/11/2025 | Pledge | 1010 | Mercantile Collective & BeSpoke Hat Bar | Pour Station Fee - Wine Walk | Accounts Receivable (A/R) | 200.00 | 3,500.00 |
| | 02/11/2025 | Deposit | 165 | | Pure Soul Pour Station | Banner Bank Checking (BID) | 200.00 | 3,700.00 |
| | 02/11/2025 | Deposit | 2845 | | Warner Pour Station | Banner Bank Checking (BID) | 200.00 | 3,900.00 |
| | 02/11/2025 | Deposit | 442 | Rev'd Up | Pour Spot - Rev'd | Banner Bank Checking (BID) | 200.00 | 4,100.00 |
| | 02/14/2025 | Receipt | 1012 | Cindy Carava, Real Estate | Wine Walk Sponsorship Silver | Payments to deposit | 500.00 | 4,600.00 |
| | 02/14/2025 | Pledge | 1011 | New American Funding | Wine Walk Pour Station Fee | Accounts Receivable (A/R) | 200.00 | 4,800.00 |
| Total for 202 - Wine Walk Revenue | | | | | | | \$ 4,800.00 | |
| Total for 200 - BID Events | | | | | | | \$ 4,800.00 | |
| Sales | | | | | | | | |
| | 07/16/2024 | Deposit | | | Deposit to open account | Banner Bank Checking (BID) | 100.00 | 100.00 |
| | 08/02/2024 | Check | 1003 | Glendora Chamber | Reimbursement | Banner Bank Checking (BID) | -100.00 | 0.00 |
| Total for Sales | | | | | | | \$ 0.00 | |
| Total for Revenue | | | | | | | \$ 32,863.17 | |
| Expenditures | | | | | | | | |
| 400 - Marketing and Promotions | | | | | | | | |
| 402 - Louise Brewer (dba Mic MAC) | | | | | | | | |
| | 08/02/2024 | Check | 1004 | Louise Brewer | Invoice: #08012024 | Banner Bank Checking (BID) | 1,000.00 | 1,000.00 |
| | 09/06/2024 | Check | 1013 | Louise Brewer | Invoice#: 09012024 | Banner Bank Checking (BID) | 1,000.00 | 2,000.00 |
| | 10/03/2024 | Expenditure | DD | Louise Brewer | Invoice: #100124 | Banner Bank Checking (BID) | 1,000.00 | 3,000.00 |
| | 10/07/2024 | Expenditure | DD | Louise Brewer | Redraw | Banner Bank Checking (BID) | 1,000.00 | 4,000.00 |
| | 10/08/2024 | Deposit | | Louise Brewer | Returned draw | Banner Bank Checking (BID) | -1,000.00 | 3,000.00 |
| | 11/12/2024 | Check | 1021 | Louise Brewer | Invoice#: 110124 | Banner Bank Checking (BID) | 1,000.00 | 4,000.00 |
| | 12/09/2024 | Expenditure | DD | Louise Brewer | Invoice: #120124 | Banner Bank Checking (BID) | 1,000.00 | 5,000.00 |
| | 01/07/2025 | Expenditure | DD | Louise Brewer | December 2024 | Banner Bank Checking (BID) | 1,000.00 | 6,000.00 |
| | 02/05/2025 | Expenditure | DD | Louise Brewer | Invoice: #020125 | Banner Bank Checking (BID) | 1,000.00 | 7,000.00 |
| Total for 402 - Louise Brewer (dba Mic MAC) | | | | | | | \$ 7,000.00 | |
| 403 - Web Domains & Hosting | | | | | | | | |

| | | | | | | | | |
|--|------------|-------------|------|--|---|----------------------------|-----------|------------------|
| | 11/25/2024 | Expenditure | | Banner Bank Credit Card | Websolutions Domaine | Banner Bank Checking (BID) | 45.17 | 45.17 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | Websolutions Domaine | Banner Bank Checking (BID) | 92.34 | 137.51 |
| Total for 403 - Web Domains & Hosting | | | | | | | \$ | 137.51 |
| Total for 400 - Marketing and Promotions | | | | | | | \$ | 7,137.51 |
| 500 - BID Event Expenses | | | | | | | | |
| 501 - Halloween Walk Expenses | | | | | | | | |
| | 08/28/2024 | Check | 1009 | Glendora Community Services | Glendora Ave. Banner | Banner Bank Checking (BID) | 100.00 | 100.00 |
| | 09/19/2024 | Check | 1018 | City of Glendora | Event Permit Fee | Banner Bank Checking (BID) | 50.00 | 150.00 |
| | 10/22/2024 | Expenditure | | Banner Bank Credit Card | Candy for Businesses | Banner Bank Checking (BID) | 3,448.50 | 3,598.50 |
| | 11/25/2024 | Check | 1027 | SIGN CONTRACTORS, INC. | Date cutouts for street banners | Banner Bank Checking (BID) | 70.00 | 3,668.50 |
| | 11/25/2024 | Check | 1026 | San Gabriel Valley Examiner | October 24 - 30, 2024 Halloween Full Page Color Ad | Banner Bank Checking (BID) | 500.00 | 4,168.50 |
| | 11/25/2024 | Check | 1026 | San Gabriel Valley Examiner | October 17 - 23, 2024 Halloween Half Page Color Ad | Banner Bank Checking (BID) | 350.00 | 4,518.50 |
| Total for 501 - Halloween Walk Expenses | | | | | | | \$ | 4,518.50 |
| 502 - Wine Walk Expenses | | | | | | | | |
| | 01/14/2025 | Check | 1036 | Glendora Community Services Foundation | Wine Walk Banner March 3 - April 7 | Banner Bank Checking (BID) | 200.00 | 200.00 |
| | 02/11/2025 | Check | 1037 | CASH | ABC License (ABC) | Banner Bank Checking (BID) | 50.00 | 250.00 |
| | 02/11/2025 | Check | 1038 | City of Glendora | Event Permit Fee | Banner Bank Checking (BID) | 50.00 | 300.00 |
| | 02/13/2025 | Check | 1039 | Cocovino LA | Wine Purchase for Wine Walk | Banner Bank Checking (BID) | 10,835.37 | 11,135.37 |
| Total for 502 - Wine Walk Expenses | | | | | | | \$ | 11,135.37 |
| 504 - Holiday Stroll Expenses | | | | | | | | |
| | 08/28/2024 | Check | 1009 | Glendora Community Services | Glendora Ave. Banner | Banner Bank Checking (BID) | 100.00 | 100.00 |
| | 11/12/2024 | Check | 1022 | The Candlelight Carolers | 3 Hours of Caroling | Banner Bank Checking (BID) | 1,050.00 | 1,150.00 |
| | 11/19/2024 | Check | 1023 | SIGN CONTRACTORS, INC. | Street Banner Inv. 229941 | Banner Bank Checking (BID) | 474.98 | 1,624.98 |
| | 11/21/2024 | Check | 1025 | GHS Show Choir Boosters | Show Choir Performance Donation 11/22/2024 | Banner Bank Checking (BID) | 1,000.00 | 2,624.98 |
| | 11/21/2024 | Check | 1024 | Terry M. Howick | Stroll Pictures - In S111339 | Banner Bank Checking (BID) | 350.00 | 2,974.98 |
| | 11/25/2024 | Expenditure | | Banner Bank Credit Card | Porto Potties - Socal Sanitation | Banner Bank Checking (BID) | 1,618.65 | 4,593.63 |
| | 11/25/2024 | Expenditure | | Banner Bank Credit Card | Poster and card printing for stroll | Banner Bank Checking (BID) | 217.76 | 4,811.39 |
| | 11/25/2024 | Check | 1026 | San Gabriel Valley Examiner | November 21 - 27, 2024 Holiday Stroll Full Page Color Ad | Banner Bank Checking (BID) | 500.00 | 5,311.39 |
| | 11/25/2024 | Check | 1026 | San Gabriel Valley Examiner | November 14 - 20, 2024 Holiday Stroll Half Page Color Ad | Banner Bank Checking (BID) | 350.00 | 5,661.39 |
| | 11/25/2024 | Check | 1028 | Megan Kaye | Glendora Christmas Stroll/Santa in the Village | Banner Bank Checking (BID) | 950.00 | 6,611.39 |
| | 11/29/2024 | Expenditure | DD | Evan Turunen | Sound | Banner Bank Checking (BID) | 920.70 | 7,532.09 |
| | 12/06/2024 | Check | 1032 | William Yee | Saturday, December 14, from 4:00-6:00 p.m. Carolers | Banner Bank Checking (BID) | 400.00 | 7,932.09 |
| | 12/06/2024 | Check | 1029 | Glendora Community Services | Santa the Village Street Banner | Banner Bank Checking (BID) | 200.00 | 8,132.09 |
| | 12/06/2024 | Check | 1030 | Justin Cadzow | Santa for Santa in the Village 12/7, 14, and 21 | Banner Bank Checking (BID) | 900.00 | 9,032.09 |
| | 12/06/2024 | Check | 1031 | Karen Rodberg | Saturday, December 7, from 4:00-6:00 p.m. Carolers | Banner Bank Checking (BID) | 400.00 | 9,432.09 |
| | 12/06/2024 | Check | 1033 | Yolanda L. Ochoa | Saturday, December 21, from 4:00-6:00 p.m. | Banner Bank Checking (BID) | 400.00 | 9,832.09 |
| Total for 504 - Holiday Stroll Expenses | | | | | | | \$ | 9,832.09 |
| 505 - Small Business Saturday Expenses | | | | | | | | |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 98.50 | 98.50 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 85.65 | 184.15 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 25.00 | 209.15 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 50.72 | 259.87 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 50.00 | 309.87 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 25.75 | 335.62 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 50.00 | 385.62 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 50.00 | 435.62 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 65.00 | 500.62 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 118.07 | 618.69 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 72.64 | 691.33 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 37.07 | 728.40 |
| | 12/16/2024 | Expenditure | | Banner Bank Credit Card | SBS Basket items for drawing | Banner Bank Checking (BID) | 20.00 | 748.40 |
| Total for 505 - Small Business Saturday Expenses | | | | | | | \$ | 748.40 |
| 506 - Friday Night Twilight Expenses | | | | | | | | |
| | 08/02/2024 | Check | 1002 | Ray McNamara | Ray McNamara Music 08/02/2024 | Banner Bank Checking (BID) | 300.00 | 300.00 |
| | 08/09/2024 | Check | 1005 | Alexis Winkle | Music in the Plaza August 9, 2024 | Banner Bank Checking (BID) | 350.00 | 650.00 |
| | 08/16/2024 | Check | 1007 | Mark Herring | In: 081624 | Banner Bank Checking (BID) | 500.00 | 1,150.00 |
| | 08/21/2024 | Check | 1008 | Ray McNamara | Ray McNamara Music 08/23/2024 | Banner Bank Checking (BID) | 300.00 | 1,450.00 |
| | 09/06/2024 | Check | 1011 | Julie Paschall | Music exp for August 30, 2024 | Banner Bank Checking (BID) | 500.00 | 1,950.00 |
| | 09/06/2024 | Check | 1012 | Glendora Chamber | 9/6/2024 Glendora Village Performance reimbursement. Chamber sent \$200 via their Venmo | Banner Bank Checking (BID) | 200.00 | 2,150.00 |
| | 09/13/2024 | Check | 1014 | Alexis Winkle | Music in the Plaza September 13, 2024 | Banner Bank Checking (BID) | 350.00 | 2,500.00 |
| | 09/20/2024 | Check | 1015 | Abigail Fierce | Music performance 9/20/24 | Banner Bank Checking (BID) | 500.00 | 3,000.00 |
| | 09/26/2024 | Check | 1016 | Renee Anchondo | Music performance September 27, 2024 | Banner Bank Checking (BID) | 700.00 | 3,700.00 |
| Total for 506 - Friday Night Twilight Expenses | | | | | | | \$ | 3,700.00 |

| | | | | | | | | | |
|---|------------|-------------|------|------------------------------------|--|----------------------------|------------|------------------|--|
| 507 - Event & Communication Coordinator | | | | | | | | | |
| | 10/28/2024 | Expenditure | DD | Megan Kaye | 2024 Glendora Village Halloween Walk | Banner Bank Checking (BID) | 1,750.00 | 1,750.00 | |
| | 10/28/2024 | Expenditure | DD | Megan Kaye | Monthly Communications Coordinator Fee (September & October 2024) | Banner Bank Checking (BID) | 700.00 | 2,450.00 | |
| | 11/25/2024 | Check | 1028 | Megan Kaye | Monthly Communications Coordinator Fee (November 2024) | Banner Bank Checking (BID) | 350.00 | 2,800.00 | |
| | 12/05/2024 | Check | 1034 | Megan Kaye | SB Saturday Event | Banner Bank Checking (BID) | 1,150.00 | 3,950.00 | |
| Total for 507 - Event & Communication Coordinator | | | | | | | <u>\$</u> | <u>3,950.00</u> | |
| Total for 500 - BID Event Expenses | | | | | | | <u>\$</u> | <u>33,884.36</u> | |
| 600 - Other Expenses | | | | | | | | | |
| 601- Other Expenses | | | | | | | | | |
| | 09/17/2024 | Check | 1017 | Glendora Chamber | Blank check purchase reimbursement | Banner Bank Checking (BID) | 258.22 | 258.22 | |
| Total for 601- Other Expenses | | | | | | | <u>\$</u> | <u>258.22</u> | |
| 603 - Village Seasonal Banners | | | | | | | | | |
| | 08/14/2024 | Check | 1006 | SIGN CONTRACTORS, INC. | INSTALL 2ND SET OF SUMMER BANNERS | Banner Bank Checking (BID) | 230.00 | 230.00 | |
| | 09/23/2024 | Check | 1019 | SIGN CONTRACTORS, INC. | INSTALL INSTALL FALL BANNERS | Banner Bank Checking (BID) | 230.00 | 460.00 | |
| | 10/04/2024 | Check | 1020 | SIGN CONTRACTORS, INC. | PRINT FALL BANNERS | Banner Bank Checking (BID) | 3,307.50 | 3,767.50 | |
| | 11/25/2024 | Check | 1027 | SIGN CONTRACTORS, INC. | INSTALL WINTER BANNERS | Banner Bank Checking (BID) | 230.00 | 3,997.50 | |
| Total for 603 - Village Seasonal Banners | | | | | | | <u>\$</u> | <u>3,997.50</u> | |
| 604 - Storage Unit Expense | | | | | | | | | |
| | 08/26/2024 | Expenditure | | Security Public Storage - Glendora | ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741 | Banner Bank Checking (BID) | 372.00 | 372.00 | |
| | 09/24/2024 | Expenditure | | Security Public Storage - Glendora | ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741 | Banner Bank Checking (BID) | 372.00 | 744.00 | |
| | 10/24/2024 | Expenditure | | Security Public Storage - Glendora | ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741 | Banner Bank Checking (BID) | 372.00 | 1,116.00 | |
| | 11/25/2024 | Expenditure | | Security Public Storage - Glendora | ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741 | Banner Bank Checking (BID) | 372.00 | 1,488.00 | |
| | 12/24/2024 | Expenditure | | Security Public Storage - Glendora | ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741 | Banner Bank Checking (BID) | 372.00 | 1,860.00 | |
| | 01/24/2025 | Expenditure | | Security Public Storage - Glendora | ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741 | Banner Bank Checking (BID) | 372.00 | 2,232.00 | |
| | 02/25/2025 | Expenditure | | | ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741 | Banner Bank Checking (BID) | 372.00 | 2,604.00 | |
| Total for 604 - Storage Unit Expense | | | | | | | <u>\$</u> | <u>2,604.00</u> | |
| 605 - Music System | | | | | | | | | |
| | 01/13/2025 | Check | 1035 | Tri-Xecutex Corporation | Invoice: 13512 | Banner Bank Checking (BID) | 405.68 | 405.68 | |
| Total for 605 - Music System | | | | | | | <u>\$</u> | <u>405.68</u> | |
| Total for 600 - Other Expenses | | | | | | | <u>\$</u> | <u>7,265.40</u> | |
| General business expenses | | | | | | | | | |
| Bank fees & service charges | | | | | | | | | |
| | 09/03/2024 | Expenditure | | | Paper Statement Fee | Banner Bank Checking (BID) | 3.00 | 3.00 | |
| | 10/01/2024 | Expenditure | | | Paper Statement Fee | Banner Bank Checking (BID) | 3.00 | 6.00 | |
| | 11/01/2024 | Expenditure | | | Paper Statement Fee | Banner Bank Checking (BID) | 3.00 | 9.00 | |
| | 12/02/2024 | Expenditure | | | Paper Statement Fee | Banner Bank Checking (BID) | 3.00 | 12.00 | |
| | 01/02/2025 | Expenditure | | | Paper Statement Fee | Banner Bank Checking (BID) | 3.00 | 15.00 | |
| | 02/03/2025 | Expenditure | | | Paper Statement Fee | Banner Bank Checking (BID) | 3.00 | 18.00 | |
| Total for Bank fees & service charges | | | | | | | <u>\$</u> | <u>18.00</u> | |
| Total for General business expenses | | | | | | | <u>\$</u> | <u>18.00</u> | |
| QuickBooks Payments Fees | | | | | | | | | |
| | 02/03/2025 | Expenditure | | QuickBooks Payments | System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily. | Banner Bank Checking (BID) | 5.98 | 5.98 | |
| | 02/05/2025 | Expenditure | | QuickBooks Payments | System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily. | Banner Bank Checking (BID) | 5.98 | 11.96 | |
| | 02/06/2025 | Expenditure | | QuickBooks Payments | System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily. | Banner Bank Checking (BID) | 5.98 | 17.94 | |
| | 02/11/2025 | Expenditure | | QuickBooks Payments | System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily. | Banner Bank Checking (BID) | 5.98 | 23.92 | |
| | 02/14/2025 | Expenditure | | QuickBooks Payments | System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily. | Banner Bank Checking (BID) | 17.50 | 41.42 | |
| Total for QuickBooks Payments Fees | | | | | | | <u>\$</u> | <u>41.42</u> | |
| void | | | | | | | | | |
| | 07/23/2024 | Check | 1001 | VOIDED CHECK | Void | Banner Bank Checking (BID) | 0 | 0 | |
| | 08/29/2024 | Check | 1010 | VOIDED CHECK | Void | Banner Bank Checking (BID) | 0.00 | 0.00 | |
| Total for void | | | | | | | <u>\$</u> | <u>0.00</u> | |
| Total for Expenditures | | | | | | | <u>\$</u> | <u>48,346.69</u> | |
| Net Revenue | | | | | | | <u>-\$</u> | <u>15,483.52</u> | |

GLENDDORA VILLAGE BUSINESS IMPROVEMENT DISTRICT (BID)
ANNUAL REPORT FOR FISCAL YEAR 2025-2026

This annual report includes a proposed assessment levy and program budget for the fiscal year covering July 1, 2025 through June 30, 2026.

Boundaries and Assessments

There are no proposed changes to the BID boundaries or the assessment methodology. The assessment methodology adopted for the current fiscal year (FY) 2024-2025 will continue to be utilized into the FY 2025-2026. The BID boundary map and assessment methodology are included as Exhibits A and B, respectively.

Improvements and Activities

A line-item budget incorporating the cost of improvements and activities is included with this report as Exhibit C.

Method and basis of levying the assessment

All businesses within the BID are subject to the assessments. Charities, resident farmers, ministers, employees of licensees, certain manual laborers, persons under court order, students, and veterans, as those terms are defined in Glendora Municipal Code Section 5.04.060, shall be exempt from paying the charges and assessments imposed pursuant to this chapter.

The assessment methodology is included with this report as Exhibit B.

Surplus revenue to be carried over from 2024-25 year

Each year the surplus balance within the BID fund carries forward as a reserve account to be utilized in the event that expenditures exceed revenue. The proposed FY 2025-2026 budget (Exhibit C) includes expenditures greater than revenues by approximately \$34,750, therefore the surplus balance within the BID fund will be reduced by that amount in FY 26.

Funding sources other than assessments

As illustrated in Exhibit C, the BID anticipates generating \$45,000 from assessments, \$75,000 from events and \$800 from interest and miscellaneous income. Event revenue is primarily comprised of ticket sales from the Wine Walk Event.

Exhibit A – Glendora Village Business Improvement District Boundary Map

Exhibit B – Assessment Methodology

Exhibit C – BID Budget FY 2025-2026

EXHIBIT A – BID BOUNDARY MAP

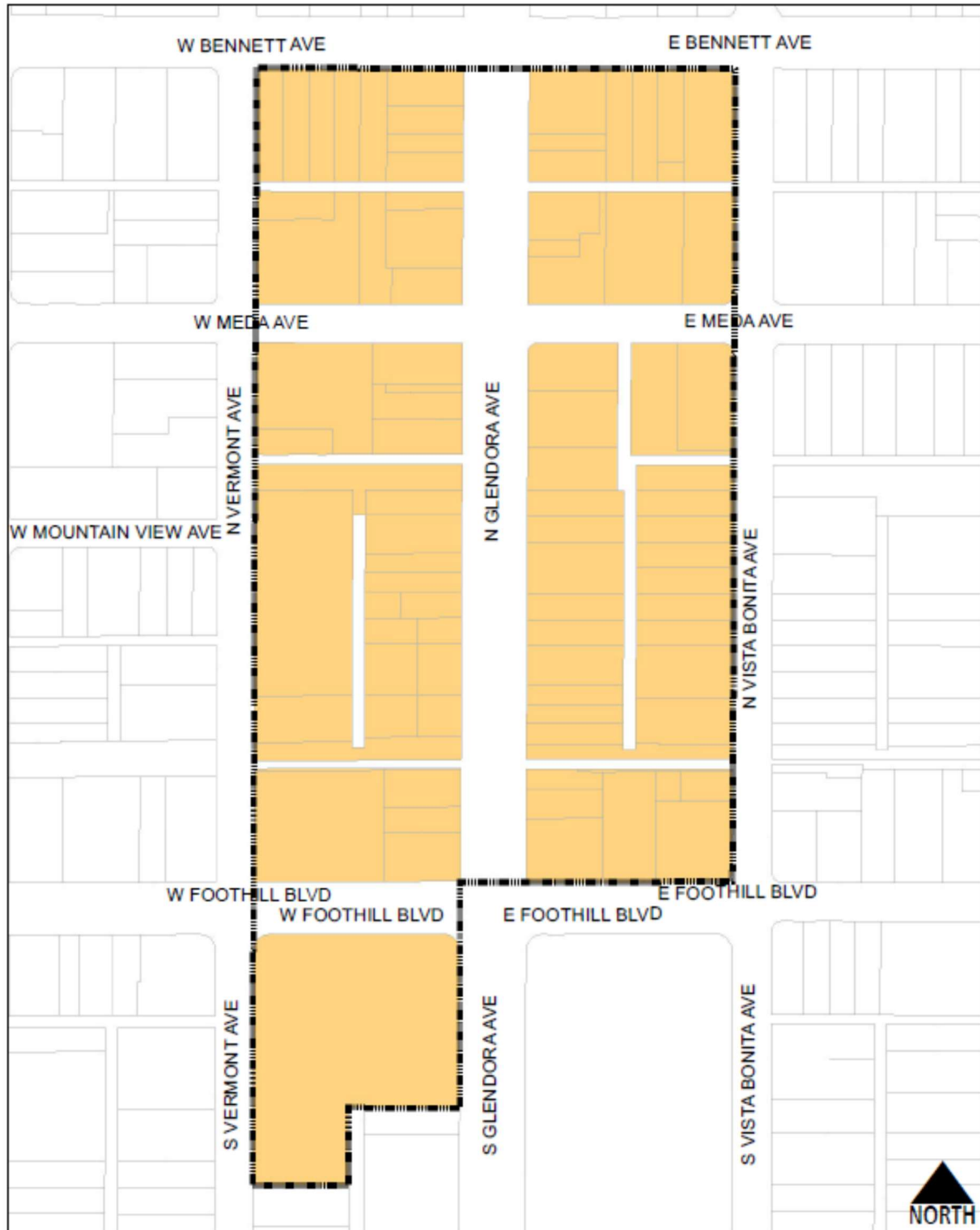


EXHIBIT B – ASSESSMENT METHODOLOGY

Primary Businesses

1. Each “Primary Business” shall be assessed \$200 per year. A “Primary Business” is the principal business at a particular address or location.
2. A “Primary Business” shall be subject to additional assessments based on the following factors:
 - a. “Business Category”
 - i. Retail and food services classified as a category 210 business pursuant to the City’s business license regulations shall be assessed \$200 per year.
 - ii. All other business categories shall be assessed \$100 per year.
 - b. “Business Location”
 - i. (Tier 1) Businesses with a first floor entrance or storefront, and located with an address on Glendora Avenue shall be assessed \$200 per year.
 - ii. (Tier 2)
 1. Businesses with a first floor entrance or storefront, and located with an address on Foothill Boulevard shall be assessed \$100 per year.
 2. Businesses with a Glendora Avenue address, but without a direct entry or storefront fronting on Glendora Avenue (e.g. fronting on the Plaza) shall be assessed \$100 per year.
 - iii. (Tier 3) Businesses with a second floor location shall have their “Primary Business” assessment reduced by \$100.
 - iv. (Tier 4) Commercial property owners subject to the business license tax, and without a physical office location in the BID, shall not be assessed a Business Location component as part of their annual assessment.

Secondary Businesses

1. Each “Secondary Business” at a particular address or location shall be assessed \$100 per year. A “Secondary Business” is a business that, operates at the same location, but is subordinate to a “Primary Business.”

\$0 Assessment Businesses

1. The following businesses shall pay \$0 BID assessments
 - a. Independent Contractors including individuals working under contract for a Primary or Secondary Business, who is required to have a business license. Examples include hair salon stylists and real estate agents.
 - b. Businesses and apartment buildings identified in the attached map.

Glendora Business Improvement District \$0 – Exempt Assessment Location Map



EXHIBIT C – BID BUDGET FY 2025-2026

| REVENUES | |
|---|----------------|
| Assessments | 45,000 |
| Halloween Walk | 2,000 |
| Wine Walk | 70,000 |
| Chalk Festival | 3,000 |
| Interest/Miscellaneous Income | 800 |
| Total | 120,800 |
| EXPENDITURES | |
| Marketing/Promotions (\$45,000) | |
| Consultant – Website, Graphics, Social Media | 16,000 |
| Social Media Marketing | 24,000 |
| Print Ads (Newspaper) | 2,000 |
| Miscellaneous - Street Banners, Promotional Items, etc. | 2,000 |
| Web Domains & Hosting | 1,000 |
| Landscaping: Maintenance (2x / week) | 10,000 |
| Special Events (\$90,500) | |
| Wine Walk – WW | 27,000 |
| Chalk Festival – CF | 3,000 |
| Small Business Saturday | 1,000 |
| Friday Night Twilight - FNT | 10,000 |
| Halloween Walk | 5,500 |
| Holiday Stroll and Santa in the Village | 17,000 |
| New Event/Service | 10,000 |
| *Event and Communication Coordinator | 17,000 |
| Miscellaneous (\$10,000) | |
| Seasonal Banners | 2,500 |
| Music System | 2,000 |
| Storage Rental | 4,500 |
| Other Expenses | 1,000 |
| Total | 155,550 |



STAFF REPORT

TO: Chair and Advisory Board Members **DATE:** March 6, 2025
FROM: Community Development **DISTRICT(S):** 3
SUBJECT: Glendora Village Business Improvement District Fiscal Year 2025-2026 Annual Report.

RECOMMENDATION

That the Business Improvement District (BID) Advisory Board:

1. Review and Recommend Approval to the City Council of the Business Improvement District's Fiscal Year 2025-2026 Annual Report.

STRATEGIC FOCUS AREAS

- Goal 1: Implement Strategic Economic Development (ISED)
- Goal 2: Maintain Financial Stability and Sustainability (MFSS)

EXECUTIVE SUMMARY

State Law and the Glendora Municipal Code require that the Business Improvement District (BID) file an "Annual Report" with the City Council. The BID recommended an assessment schedule and budget for City Council review and approval at their February 6, 2025, meeting. The Annual Report consolidates the recommended budget, assessment information and boundaries into one document. City Council's approval of the Annual Report commences the required annual process of renewing the collection of annual BID assessments.

LEGISLATIVE HISTORY / PREVIOUS ACTIONS

The Glendora BID was established as provided by the Parking and Business Improvement Area Law of 1989 (California Streets and Highway Code Section 36500 et seq.). State Law and the Glendora Municipal Code require that the Business Improvement District (BID) file an "Annual Report" with the City Council, as the initial step to renewing annual assessments each year.

DISCUSSION

The Glendora Municipal Code requires that an Annual Report be submitted to the City Council no later than June 1 of each year. The Annual Report must contain information regarding the assessment methodology, boundaries, and a planned budget which includes activities for the upcoming fiscal year pursuant to California Government Code § 36533.

On February 6, 2025, the BID Board approved a program budget encompassing an assessment schedule based on continuing the current assessment methodology. Revenues and expenditures are similar to prior years; however, adjustments were made to the FY26 budget to better reflect past years actuals at the Board's recommendation

Upon approval by the BID Board, the Annual Report will be submitted to the City Council. Based on the Annual Report, the Council will consider a Resolution of Intent to levy the proposed assessments for the Fiscal Year (FY) 2025-2026. Approval of the Resolution of Intent is followed by a "Public Meeting" and "Public Hearing" where public testimony can be given on the proposed assessment levy and budget. At the Public Hearing, the City Council will hear and consider protests against the activity and or assessments. If

protests received from the owners of businesses in the BID exceed 50 percent of the total assessments, the proposal shall not be adopted.

ASSESSMENT/BUDGET ADOPTION SCHEDULE

- March 6 BID approves the Annual Report.
- March 25 City Council adopts Resolution of Intent to levy assessments for FY26.
- April 1 Letter and Resolution of Intent mailed to all affected businesses.
- May 13 City Council Public Meeting to receive testimony on assessments.
- May 27 City Council Public Hearing; protests will be considered.

A letter to all affected business owners will be sent out by first class mail within seven days of the Council adopting the Resolution of Intent. The letter will include a copy of the Resolution of Intent, Public Meeting and Public Hearing dates and times, and information regarding how to submit protests verbally or in writing.

FISCAL IMPACT

The proposed budget for Fiscal Year 2025-2026 includes line-item changes to expenditures without increasing the total budget. Total revenue is also increased. The BID Fund Balance is projected to be approximately \$142,516 at the end of FY25.

ENVIRONMENTAL DETERMINATION

Not applicable.

| | |
|--------------|--|
| Prepared By | Shantelle Coria, Management Aide |
| Concurs With | Not Applicable |
| Reviewed By | Jeff Kugel, Community Development Director |

CEQA Review Not Applicable

ATTACHMENTS:

- A. Annual Report
- B. PowerPoint