

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)

ADVISORY BOARD

AGENDA

THURSDAY, OCTOBER 2, 2025 @ 8:30 AM

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



CHAIR

Matthew Davis (Office #3)

VICE-CHAIR

Callan Banos (Office #1)

COMMISSIONERS

Veronica Salazar (Office #2)

Crystal Manke (Office #4)

Cathy Jarvis (Office #5)

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=SlQXjtFWGuW0CcZiH89nc8a3v5hazA.1>

Meeting ID: 829 1313 9925
Passcode: 005561

Phone: (669) 900-6833

**GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)
ADVISORY BOARD**

AGENDA

THURSDAY, OCTOBER 2, 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 – Shantelle Coria, Management Aide
2. Event and Communications Coordinator Update – M. Kaye Events, Megan Kaye, Owner
3. Social Media Update – Mic Mac Agency, Louise Brewer, President

CONSENT CALENDAR

Items on the Consent Calendar (two items) 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.

4. Affirm minutes from September 4, 2025, Regular Meeting
RECOMMENDATION: 1. Affirm the minutes as presented.
5. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2025-2026, through September 30, 2025
RECOMMENDATION: 1. Receive and file the report.

NEW BUSINESS

OLD BUSINESS

6. Committee Report: Event & Marketing Committee update on upcoming events.
7. Committee Report: Social Media Committee update.
8. Committee Report: Beautification Committee Update.

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: September 29, 2025

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



Thursday, September 4, 2025
Bidwell Forum
140 S. Glendora Ave.
Glendora, CA 91741

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 Davis, Vice-Chair Callan Banos, & Board Members, & Cathy Jarvis, (Veronica Salazar, & Crystal Manke: a few minutes late)

Members Absent:

Staff Present: BID Manager Joe Cina

PLEDGE OF ALLEGIANCE

- The Pledge of Allegiance.

PUBLIC COMMENT

- Dalel Snider of Glendora Florist: Thanked team for prior-day marketing/photo effort. Requested scheduling flexibility for future shoots (some businesses closed during posted hours). Asked that photos showcase storefronts/products (avoid back-of-house/trash cans). Requested monitored contact channel beyond Instagram (not all are on IG); clearer instructions (who to contact/phone/guidelines). Asked about Halloween Walk (on agenda).
 - Board Response: Acknowledge need for more sessions and better coordination with restaurants. Future communication will not rely on Instagram; a clearer back-and-forth process to be set. Photos from the flower shop include close-ups and storefront; more sessions may be needed across businesses. We intend to curate a selection and build a library; we will explore a process for business review/approval of images.

AGENDA REVIEW

- None

BOARD STATEMENTS/REPORTS

- None

DIRECTOR/STAFF LIAISON STATEMENTS

- Cina reported: Flashback was successful; appreciation to Village businesses. Also announced upcoming mixers, Women's Expo, and Legislative Action meeting.

SPECIAL ITEMS

1. **City of Glendora Update:** Management Aide Shantelle Coria
 - a. Echoed Sept 19 Expo details; encourages business owner or representative attendance.
2. **Event Coordinator Update:** Megan Kaye, M Kaye Events:
 - a. NP
3. **Social Media Update:** Louise Brewer, Mic Mac Agency:
 - a. NP

CONSENT CALENDAR

4. Affirm minutes from August 7, 2025, Regular Meeting
5. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2024-2025 through August 31, 2025.

(M/S/A) A motion was made by board member Jarvis, seconded by board member Manke, to approve Consent Calendar Item #4&5 as presented. All present approved of the motion.

MEMBER AGENDA ITEMS

None

NEW BUSINESS

6. **Committee Report: Event & Budget Committee Update. (No vote needed)**
 - a. **Halloween Walk**
 - i. **Date/Time:** Friday, Oct 31, event 10:00 a.m.–2:00 p.m.
 - **Candy distribution: 10:00 a.m.–12:00 p.m.** (committee intent: ease staffing strain for businesses).
 - **Additional activities (10–2):** soft play area for little kids, children's train (seeking sponsorship), business-sponsored arts & crafts/activations.
 - Discussion: Strong emphasis that all promotions must clearly state **"Candy only 10–12"** to avoid parent/child

confusion later in the day. Anticipate high demand; businesses should plan for supplemental candy beyond BID's two bags if choosing to continue after noon.

- Consideration raised about older students arriving after school; majority view: event traditionally serves younger children.
- Idea logged for **future**: evaluate an evening version (not for this year).

b. Holiday Stroll (November)

- Carriage rides returning; **first night carriages unavailable, second two nights available**. Exploring additional activities/food options (e.g., food trucks) to alleviate crowding and give restaurants/retail time to reset.
- **Vendor booths**: Ongoing discussion about feasibility, business first right of refusal, and footprint. City guidance: staying **within existing approved footprint** is simplest; using **City parking lots** may be feasible this year. **Expansion past Foothill** not feasible **this year**; for **2026** planning, begin discussions **next summer**.

7. Committee Report: Social Media Committee Update. (No vote needed)

- a. First session completed: covered approx. 15 businesses (e.g., Hilltop Flower Shop, Salon 218, Destiny Jewelers, Kathy's Wishing Well, Ice Cream Shop, Stubborn Mule. There was limited Plaza activity due to heat. Pure Soul, Frisella's smoking shots to be done in the AM, Reformation, Luminous Nails, Craft, Kaleo, Ramones will be done at a later date.
- b. Additional businesses were closed or declined photos; some restaurants need scheduled coordination due to service.
- c. Next session: Sat the 20th (morning); later Friday night session also planned.
- d. A shared Dropbox link of selects will be provided to Board and businesses.
- e. Some declines due to misunderstanding; improved advance notice will be used.

OLD BUSINESS**8. Committee Report: Beautification Committee Update. (No vote needed)**

- a. Committee has not officially met; it will start this month after Social Media Committee meeting.
- b. There were additional discussions and questions:
 - i. Davis asked who handles the Village Banners: Three vertical banners at each end of the Village are BID's; RNR Signs stores/changes them seasonally (approx. \$250 to change out). Reprint/re-design incurs additional cost. We should look into these.
 - ii. Signage (dogs, skateboards, etc.): Enforcement depends on municipal code; some items fall in gray areas. Staff to follow up on any specific sign questions.
 - iii. Power Washing / Landscaping Coordination: Athens contract schedules quarterly sidewalk power washing; exact dates to be shared monthly when available.
 - iv. Businesses requested better notice/coordination to avoid conflicts with window cleaning; recent mismatch caused re-clean costs. Landscaping leaf-blowing is Tuesdays; concerns raised about water/dust on windows ahead of events (e.g., car show).

**BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS
AGENDA**

None

ADJOURNMENT

No further business. Meeting was adjourned at **9:35 AM**.

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

Glendora Business Improvement District

Summary of Financial Activity

07/01/25 - 9/30/2025

CHECKING ACCOUNT	\$15,949.87
HIGH YIELD ACCOUNT	\$191,225.98
TOTAL	\$207,175.85

ACCOUNTS	FY 26 YTD	FY 26 ADOPTED BUDGET	AVAILABLE BUDGET
REVENUE			
ASSESSMENTS	\$14,763.00	\$45,000.00	\$30,237.00
CHALK WALK INCOME		\$3,000.00	\$3,000.00
HALLOWEEN WALK INCOME	\$198.00	\$2,000.00	\$1,802.00
WINE WALK INCOME		\$70,000.00	\$70,000.00
INTEREST/MISCELLANEOUS INCOME		\$800.00	\$800.00
REVENUE Total	\$14,961.00	\$120,800.00	\$105,839.00
EXPENDITURE			
MARKETING & PROMOTION			
PRINT ADS NEWSPAPER		\$2,000.00	\$2,000.00
SOCIAL MEDIA & WEB COORDINATOR	\$3,000.00	\$16,000.00	\$13,000.00
WEB DOMAINS & HOSTING	\$46.19	\$1,000.00	\$953.81
MISCELLANEOUS - STREET BANNERS, PROMOTIONAL ITEMS, ETC.		\$2,000.00	\$2,000.00
SOCIAL MEDIA ADS, WEB ADS, SPECIAL MARKETING, ETC.	\$1,145.00	\$24,000.00	\$22,855.00
TOTAL MARKETING & PROMOTION	\$4,191.19	\$45,000.00	\$40,808.81
BID EVENTS			
HALLOWEEN WALK	\$350.00	\$5,500.00	\$5,150.00
WINE WALK		\$27,000.00	\$27,000.00
CHALK WALK		\$3,000.00	\$3,000.00
HOLIDAY STROLL & SANTA IN THE VILLAGE	\$400.00	\$17,000.00	\$16,600.00
SMALL BUSINESS SATURDAY		\$1,000.00	\$1,000.00
FRIDAY NIGHT TWILIGHT	\$5,105.00	\$10,000.00	\$4,895.00
NEW EVENT/SERVICE		\$10,000.00	\$10,000.00
EVENT & COMMUNICATION COORDINATOR		\$17,000.00	\$17,000.00
TOTAL BID EVENT EXPENSES	\$5,855.00	\$90,500.00	\$84,645.00
OTHER EXPENDITURE			
MISC: SEASONAL BANNERS/MUSIC/BANK FEES/OTHER	\$460.00	\$5,550.00	\$5,090.00
STORAGE UNIT	\$1,161.00	\$4,644.00	\$3,483.00
LANDSCAPING		\$10,000.00	\$10,000.00
TOTAL OTHER EXPENDITURE	\$1,621.00	\$20,194.00	\$18,573.00
EXPENDITURE Total	\$11,667.19	\$155,694.00	\$144,026.81
Net Revenue	\$3,293.81	(\$34,894.00)	\$249,865.81

Glendora Village BID

Statement of Activity Detail

July - September, 2025

DATE	TRANSACTION TYPE	NUM	NAME	AMOUNT	MEMO/DESCRIPTION
Ordinary Revenue/Expenditures					
Revenue					
100 - BID Assessments					
07/08/2025	Deposit	07/08/2025		6,300.00	June 2025
08/15/2025	Deposit		City of Glendora	5,063.00	ACH CITY OF GLENDORA GLENDORA ACH CITY OF GLENDORA GLENDORA CCD 11 XXXXXX0715
09/12/2025	Deposit	20460460- 57220	City of Glendora	3,400.00	BID FEES FROM 08/01/2025-08/31/2025
Total for 100 - BID Assessments				\$14,763.00	
200 - BID Events					
201 - Halloween Walk Income					
09/30/2025	Deposit	11080		98.00	Top Billing Photo Sponsor
09/30/2025	Deposit	9474		100.00	Visiting Angels Photo Sponsor
Total for 201 - Halloween Walk Income				\$198.00	
Total for 200 - BID Events				\$198.00	
Total for Revenue				\$14,961.00	
Expenditures					
400 - Marketing and Promotions					
402 - Louise Brewer (dba Mic MAC)					
07/02/2025	Expenditure	DD	Louise Brewer	1,000.00	Invoice: #07012026
08/05/2025	Expenditure	DD	Louise Brewer	1,000.00	#08012025
09/12/2025	Expenditure	DD	Louise Brewer	1,000.00	invoice for August services rendered.
Total for 402 - Louise Brewer (dba Mic MAC)				\$3,000.00	
403 - Web Domains & Hosting					
09/30/2025	Expenditure		Banner Bank Credit Card	46.19	
Total for 403 - Web Domains & Hosting				\$46.19	
405 - Social Media Ads, Web Ads, Special Marketing, etc.					
08/20/2025	Expenditure	DD	Ashley Kesicbasian	210.00	7/25 Photos
08/27/2025	Expenditure	DD	Ashley Kesicbasian	210.00	In: 41727 8/29/25 photos
09/12/2025	Expenditure	DD	Ashley Kesicbasian	550.00	First half of photo shoot. In: 41732
09/29/2025	Expenditure	DD	Ashley Kesicbasian	175.00	Invoice# 41738
Total for 405 - Social Media Ads, Web Ads, Special Marketing, etc.				\$1,145.00	
Total for 400 - Marketing and Promotions				\$4,191.19	
500 - BID Event Expenses					
501 - Halloween Walk Expenses					
08/26/2025	Check	1073	City of Glendora	50.00	Halloween Walk Permit Fee
09/09/2025	Check	1076	Glendora Community Services Foundation	100.00	Halloween Banner
09/30/2025	Expenditure		Banner Bank Credit Card	200.00	Train Deposit
Total for 501 - Halloween Walk Expenses				\$350.00	
504 - Holiday Stroll Expenses					
08/26/2025	Check	1073	City of Glendora	50.00	Santa in the Village Permit fee
08/26/2025	Check	1073	City of Glendora	50.00	Stroll Permit Fee
09/09/2025	Check	1076	Glendora Community Services Foundation	100.00	Stroll Banner
09/09/2025	Check	1076	Glendora Community Services Foundation	200.00	Santa in the Village Banner
Total for 504 - Holiday Stroll Expenses				\$400.00	
506 - Friday Night Twilight Expenses					
07/10/2025	Check	1063	Ray McNamara	300.00	Ray McNamara Music 07/11/2025
07/17/2025	Check	1064	Renee Anchondo	250.00	Music performance July 18, 2025
07/25/2025	Check	1065	Robert Fontaine Band	650.00	Invoice # 236
08/01/2025	Check	1069	Mark Herring	500.00	In: 081625
08/08/2025	Check	1070	Loraine Moxham Music	200.00	8/8/2025 Performance
08/14/2025	Check	1071	Ray McNamara	300.00	Ray McNamara Music 08/14/2025
08/22/2025	Check	1072	Ricky Parish	600.00	(1) Band Performance for Glendora Chamber of Commerce BID (2) hours show for August 22, 6 PM.
08/28/2025	Check	1074	Elizabeth Villa	375.00	My Pet Rock: 8/28/2025
09/05/2025	Check	1075	Renee Anchondo	805.00	Music performance September 5, 2025

Glendora Village BID

Statement of Activity Detail

July - September, 2025

DATE	TRANSACTION TYPE	NUM	NAME	AMOUNT	MEMO/DESCRIPTION
09/11/2025	Check	1077	Mark Herring	500.00	In: 091225
09/19/2025	Check	1078	Renee Anchondo	250.00	Music performance September 19, 2025
09/26/2025	Check	1079	Elizabeth Villa	375.00	My Pet Rock: 9/26/2025 Show

Glendora Village BID

Statement of Activity Detail

July - September, 2025

DATE	TRANSACTION TYPE	NUM	NAME	AMOUNT	MEMO/DESCRIPTION
Total for 506 - Friday Night Twilight Expenses				\$5,105.00	
Total for 500 - BID Event Expenses				\$5,855.00	
600 - Other Expenses					
603 - Village Seasonal Banners					
07/28/2025	Check	1068	SIGN CONTRACTORS, INC.	230.00	Summer banner install: IN# 230294
09/30/2025	Check	1080	SIGN CONTRACTORS, INC.	230.00	Fall banner install: IN# 230387
Total for 603 - Village Seasonal Banners				\$460.00	
604 - Storage Unit Expense					
07/24/2025	Expenditure		Security Public Storage - Glendora	387.00	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXXXX9741
08/25/2025	Expenditure		Security Public Storage - Glendora	387.00	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXXXX9741
09/24/2025	Expenditure		Security Public Storage - Glendora	387.00	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXXXX9741
Total for 604 - Storage Unit Expense				\$1,161.00	
Total for 600 - Other Expenses				\$1,621.00	
void					
07/28/2025	Check	1066		0.00	VOID: Misprint
07/28/2025	Check	1067	Ashley Kesicbasian	0.00	Voided check. Did DD
Total for void				\$0.00	
Total for Expenditures				\$11,667.19	
Net Revenue				\$3,293.81	



GLENDORA VILLAGE



ANNUAL HALLOWEEN TRICK-OR-TREAT

OCTOBER 31ST | 10:00AM-2:00PM

JOIN US FOR TRICK OR TREATING, CRAFT STATIONS, TRAIN
RIDES, CHARACTER MEET AND GREETINGS AND MORE!

WWW.GLENDORAVILLAGE.COM |  GLENDORAVILLAGE

GLENDORA VILLAGE'S HOLIDAY STROLL

CHRISTMAS ★ MARKET ★

Dear BID Member,

The Glendora Village BID would like to invite you to participate in our **1st Annual Christmas Market**. This event will be held in the parking lot between Nelson's Pharmacy and The Village Vault during the Holiday Stroll on Friday, November 21, 2025 from 6:00-9:00pm. We are seeking a diversified show of art and craft vendors offering high quality, unique, handcrafted items including apparel, jewelry, home decors and much more.

LIMITED TO ONE BOOTH PER BID BUSINESS. DEADLINE OCTOBER 10, 2025.

Any spaces not reserved by BID members by the deadline will be opened to outside businesses.

NAME: _____

BUSINESS NAME: _____ PHONE: _____

EMAIL: _____

BUSINESS WEBSITE : _____

BUSINESS SOCIAL MEDIA : _____

EXHIBITOR GUIDELINES

1. Display area – 10" x 10" square to suit an easy up and one to two tables with space to walk around.
2. Set-up begins at 4:00pm
3. Breakdown begins at 9:00 pm. No early breakdowns will be allowed. Anyone doing so will not be permitted to return.
4. Participants are to provide their own tables and chairs.
5. There is no overhead electricity or special lighting (with the exception of safety overhead lighting for patrons). Electricity for your table must be provided by the vendor.
6. The exhibitor is responsible for maintaining the cleanliness of his or her display. Please clean up and remove all trash at the end of the event.
7. We CANNOT guarantee the location of your space, but we can assure you that you will be placed in accordance with your products to assist with your sales. All spots are good & if you have any concerns please contact us.



GLENDORA VILLAGE'S HOLIDAY STROLL

CHRISTMAS ✦ MARKET ✦

LIABILITY: Vendor certifies it holds adequate liability insurance to cover any occurrences resulting in damage or injury. Vendor agrees to indemnify and hold harmless the City of Glendora, Glendora Village, their employees, and agents from any and all claims, actions, and judgments, including all cost of attorney fees.

ADDITIONAL INFORMATION: You are responsible for set up and tear down of your space. Each vendor is responsible for their own property.

PHOTOS: By participating, you allow the City of Glendora and the Glendora Village to use your likeness in any photos and videos taken at the event for use in promotion without limitation.

I, the undersigned, have read and agree to comply with all rules, regulations, and guidelines, terms and agreements set forth by the Village of Glendora Chalk Festival + Vendor Fair Committee.

SIGNATURE: _____ DATE: _____

