

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)

ADVISORY BOARD

AGENDA

THURSDAY, SEPTEMBER 3, 2026 @ 8:30 AM

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



CHAIR

Matthew Davis (Office #3)

VICE-CHAIR

Callan Banos (Office #1)

COMMISSIONERS

Katy Fosselman (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, SEPTEMBER 3, 2026 @ 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. Reorganization for Term 2026-2027
2. People Movement/First Last Mile Update - Valerie Velasquez-Santoya, Assistant Public Works Director
3. City Update – Tiffany Chew, Economic Development Manager / Shantelle Coria, Management Aide
4. Event and Communications Coordinator Update – Megan Kaye, M. Kaye Events
5. Social Media Update – Courtney O'Beacain, OB Media

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.

6. Affirm minutes of August 6, 2026, Regular Meeting
RECOMMENDATION: 1. Affirm the minutes as presented.

7. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2026-2027, through August 31, 2026
RECOMMENDATION: 1. Receive and file the report.

NEW BUSINESS

8. None

OLD BUSINESS

9. Committee Report: Event & Marketing Committee update
- Farmers Market Schedule. Board recommendation and direction.
 - Halloween Walk
 - Holiday Stroll
 - Additional Entertainment in Plaza
10. Committee Report: Social Media Committee update.
11. 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: 8/31/2026

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



Thursday, August 6, 2026
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, & Crystal Manke.

Member(s) Absent: Board Member Katy Fosselman

Staff Present: BID Manager Joe Cina

PLEDGE OF ALLEGIANCE

- The Pledge of Allegiance.

REORDER OF AGENDA

- None

PUBLIC COMMENT

- Terry Merrick, representing Glendora Together, provided an update regarding the organization's recent community forum on investing in public or "third spaces" places outside of home, work, or school where people gather and connect. She encouraged greater engagement with high school students and younger residents in community discussions.
- Steve Flowers added that participants in the forum repeatedly identified the Glendora Village as an important community gathering place and recognized the role of the BID and previous organizations in creating and maintaining the Village as a successful "third space."

AGENDA REVIEW

- No changes

BOARD STATEMENTS/REPORTS

- None

DIRECTOR/STAFF LIAISON STATEMENTS

- None

SPECIAL ITEMS

- **(1) Farmers Market Update:**
 - Representatives of the Farmers Market provided an update on market operations. They reported that the market has been operating smoothly, with strong community support and continued vendor interest. Attendance on extremely hot days tended to occur later in the evening once temperatures cooled. The market's vendor waiting list continues to grow. Market representatives noted that additional prepared-food vendors are awaiting Los Angeles County Health Department permits. Potential future vendors include barbecue, kettle corn, sourdough bread, cannolis, and other specialty food products.
 - The Board discussed the balance between offering prepared food at the market and minimizing direct competition with existing Village restaurants. Market representatives stated that they intentionally limit certain types of prepared food and avoid duplicating offerings already available from Village restaurants when possible.
 - The Board discussed whether the layout of the market could be modified. Market representatives explained that certified farmers' markets require agricultural, non-agricultural, and food vendors to be grouped into separate sections. However, the sections could potentially be relocated. Market representatives agreed to prepare a revised market map showing what a different vendor configuration could look like.
 - Several Village business representatives discussed the market's impact on their businesses. One restaurant representative reported that Wednesday has become the restaurant's busiest day of the week and that the market is attracting customers from outside Glendora. Although additional staffing is required, the increased exposure and traffic were viewed positively.
 - A retail representative reported approximately five times the normal Wednesday foot traffic, although the conversion rate is lower than during normal intentional shopping periods. The increased exposure has also resulted in return customers on subsequent days.

- Another Village business representative expressed concern that the orientation of some vendor booths directs pedestrian traffic away from businesses on one side of Glendora Avenue. The business reported a significant decline following changes to the vendor orientation during the early weeks of the market, although the most recent market showed improvement. The Board discussed encouraging booth configurations that provide greater visibility and pedestrian access to businesses on both sides of the street.
- The Board also discussed the future schedule of the Farmers Market. The current arrangement provides for an initial six-month period, after which continuation or year-round operation can be considered. Market representatives reported that most of their other markets operate year-round. Weather, rain policies, daylight hours, school schedules, and seasonal activities will need to be considered as future operations are evaluated.
- No official action was taken.
- **(2) City of Glendora Update:** Tiffany Chew, Economic Development Manager & Shantelle Coria, Management Aid
 - City staff reported that the Open Rewards program continues and thanked participating businesses for displaying program materials. A new passport feature within the Open Rewards app is expected to launch in the coming month to increase awareness of participating in small businesses and restaurants.
 - The City is also preparing separate business and shopper surveys, with additional information to be released soon.
 - Staff provided an update on the City Council Strategic Plan initiative focused on positioning Glendora as a destination. A working group began meeting in July and is expected to continue through November, with the goal of developing a marketing plan. Upcoming discussions will focus on identifying who visits Glendora and evaluating the City's strengths, challenges, and opportunities as a destination.
- **(3) Event Coordinator Update:** Megan Kaye, M Kaye Events:
 - Not present
- **(4) Social Media Update:** Courtney O'Beacain, OB Media:
 - Courtney provided an update on Glendora Village social media activities since taking over management in June. During June, the Village gained more than 800 followers,

reached more than 47,000 accounts, and experienced a 175% increase in views compared with May. Approximately 72% of the accounts reached were non-followers. During July, the Village gained approximately 325 additional followers and reached more than 34,000 accounts, with approximately 44% of those reached being non-followers.

- Farmers Market content continues to generate particularly strong engagement, with some posts and reels receiving approximately 70,000–80,000 views. The social media strategy is being adjusted to balance Farmers Market promotion with greater exposure for Village brick-and-mortar businesses.
- Recent business spotlights have also performed well, including content featuring Gabacho's and Ed's Place. "Village Voices" content featuring residents and visitors discussing their experiences in the Village has also generated positive engagement.
- Board members complimented the quality and effectiveness of the new social media content and encouraged continued promotion of individual businesses while maintaining an overall Glendora Village identity.

CONSENT CALENDAR

- **(5)** Affirm minutes from June 5, 2026, Regular Meeting
- **(6)** Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2025-2026 through June 30, 2026 & 2026-2027, through July 31, 2026.

(M/S/A) A motion was made by board member Jarvis, seconded by board member Manke, to approve Consent Calendar Item #6&7 as presented. All present approved of the motion.

MEMBER AGENDA ITEMS

None

NEW BUSINESS

- None

OLD BUSINESS

- **Committee Report: Event & Marketing Committee Update.**
 - The Committee reported that planning is underway for the Halloween Walk, including development of sponsorship opportunities. Because the adopted budget was balanced without a deficit, sponsorship revenue will be particularly important for funding popular attractions such as the trains. The Committee is revising the sponsorship strategy so that businesses can financially sponsor attractions without also being required to provide staffing or manage the attraction.

- The Board discussed the potential use of BID reserve funds for events and the need to develop a clearer policy governing when and how reserves should be used. The BID currently has more than \$200,000 in reserve funds. Additional budget discussions will be scheduled.
- Initial planning for the Holiday Stroll is also underway.
- The Committee also discussed the City's Glendora as a Destination working group and the importance of obtaining objective visitor, pedestrian, transportation, and demographic data. Potential data resources and future budget considerations for visitor analytics were discussed.
- **Committee Report: Social Media Committee Update.**
 - The Board reported that a new content planning and approval system utilizing Notion is working well. The process allows ideas, content calendars, creative development, revisions, and approvals to be coordinated among the BID and its social media contractor.
 - The Board discussed the importance of developing a more defined Glendora Village brand, including consistent typography, visual elements, logos, and other brand standards that can guide future marketing.
- **Committee Report: Beautification Committee Update.**
 - The Board discussed ongoing beautification efforts, with particular attention to signage, tree wells, public rights-of-way, and enforcement of existing City codes.
 - The committee met with City staff to review the Village's broader beautification/master plan and discuss signage regulations. City staff explained that items located within the public right-of-way require a consistent approach to enforcement and may also create ADA accessibility considerations. Discussion included A-frame signs, political and promotional signage, signs placed in tree wells, signs attached to buildings, unused sign structures, and other items affecting the appearance of the Village.
 - The Board discussed whether existing City regulations should be enforced consistently, whether certain regulations should eventually be amended, and whether standardized signage could be provided or encouraged for Village businesses.

- There was general discussion regarding the importance of communicating directly with property and business owners before pursuing enforcement measures and balancing business promotional needs with the goal of maintaining a clean and attractive Village.
- The Board will continue working with City staff on signage, right-of-way, ADA, beautification, and potential policy options.

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

- Cina provided an update regarding the upcoming Flashback Classic Car Show, scheduled for Saturday, August 15, from 4:00–9:00 p.m. The new event hours were noted. Approximately 246 vehicles were registered at the time of the meeting. The expanded event footprint allows substantially more vehicles, booths, and vendors than in previous years.

ADJOURNMENT

No further business. Meeting was adjourned at **9:50 AM**.

Joe Cina

BID Manager & President/CEO

Glendora Chamber of Commerce

Glendora Business Improvement District

Summary of Financial Activity

07/01/26 - 8/31/2026

CHECKING ACCOUNT	\$43,596.28
HIGH YIELD ACCOUNT	\$164,921.60
TOTAL	\$208,517.88

ACCOUNTS	FY 27 YTD	FY 26 ADOPTED BUDGET	AVAILABLE BUDGET
REVENUE			
ASSESSMENTS	\$5,200.00	\$48,000.00	\$42,800.00
CHALK WALK INCOME		\$0.00	\$0.00
HALLOWEEN WALK INCOME		\$1,500.00	\$1,500.00
WINE WALK INCOME		\$75,000.00	\$75,000.00
INTEREST/MISCELLANEOUS INCOME		\$2,000.00	\$2,000.00
REVENUE Total	\$5,200.00	\$126,500.00	\$121,300.00
EXPENDITURE			
MARKETING & PROMOTION			
PRINT ADS NEWSPAPER		\$0.00	\$0.00
SOCIAL MEDIA & WEB COORDINATOR	\$4,000.00	\$16,000.00	\$12,000.00
WEB DOMAINS & HOSTING	\$424.87	\$1,000.00	\$575.13
MISCELLANEOUS - STREET BANNERS, PROMOTIONAL ITEMS, ETC.		\$5,000.00	\$5,000.00
SOCIAL MEDIA ADS, WEB ADS, SPECIAL MARKETING, ETC.	\$106.20	\$8,000.00	\$7,893.80
TOTAL MARKETING & PROMOTION	\$4,531.07	\$30,000.00	\$25,468.93
BID EVENTS			
HALLOWEEN WALK	\$50.00	\$4,000.00	\$3,950.00
WINE WALK		\$36,000.00	\$36,000.00
CHALK WALK		\$2,000.00	\$2,000.00
HOLIDAY STROLL	\$50.00	\$6,000.00	\$5,950.00
SANTA IN THE VILLAGE		\$4,000.00	\$4,000.00
SMALL BUSINESS SATURDAY		\$1,000.00	\$1,000.00
FRIDAY NIGHT TWILIGHT	\$1,900.00	\$8,000.00	\$6,100.00
MISC. SPECIAL EVENT		\$7,706.00	\$7,706.00
EVENT & COMMUNICATION COORDINATOR	\$550.00	\$15,000.00	\$14,450.00
TOTAL BID EVENT EXPENSES	\$2,550.00	\$83,706.00	\$81,156.00
OTHER EXPENDITURE			
SEASONAL BANNERS	\$255.00	\$2,500.00	\$2,245.00
MISC. OTHER EXPENSES (MUSIC/BANK FEES/OTHER)		\$5,650.00	
STORAGE UNIT	\$844.00	\$4,644.00	\$3,800.00
LANDSCAPING		\$0.00	\$0.00
TOTAL OTHER EXPENDITURE	\$1,099.00	\$12,794.00	\$6,045.00
EXPENDITURE Total	\$8,180.07	\$126,500.00	\$112,669.93
Net Revenue	(\$2,980.07)	\$0.00	\$233,969.93

Glendora Village BID

Statement of Activity Detail

July - August, 2026

DATE	TRANSACTION TYPE	NUM	NAME	AMOUNT	MEMO/DESCRIPTION
Ordinary Revenue/Expenditures					
Revenue					
100 - BID Assessments					
07/17/2026	Deposit		City of Glendora	5,200.00	ACH CITY OF GLENDORA GLENDORA ACH CITY OF GLENDORA GLENDORA CCD 11 XXXXXX0715
Total for 100 - BID Assessments				\$5,200.00	
Total for Revenue				\$5,200.00	
Expenditures					
400 - Marketing and Promotions					
402 - Social Media Manager					
07/30/2026	Expenditure	DD	Courtney OBracain	2,000.00	Invoice 53
08/27/2026	Expenditure	DD	Courtney OBracain	2,000.00	In: 65
Total for 402 - Social Media Manager				\$4,000.00	
403 - Web Domains & Hosting					
07/16/2026	Check	1126	Louise Brewer	64.99	domain reimbursement
07/21/2026	Expenditure		Banner Bank Credit Card	359.88	godaddy
Total for 403 - Web Domains & Hosting				\$424.87	
405 - Social Media Ads, Web Ads, Special Marketing, etc.					
07/21/2026	Expenditure		Banner Bank Credit Card	70.40	Notion
08/17/2026	Deposit			-24.20	ACH Square Inc SQ260817 ACH Square Inc SQ260817 PPD XXXXXX0002
08/24/2026	Expenditure		Banner Bank Credit Card	60.00	Notion
Total for 405 - Social Media Ads, Web Ads, Special Marketing, etc.				\$106.20	
Total for 400 - Marketing and Promotions				\$4,531.07	
500 - BID Event Expenses					
501 - Halloween Walk Expenses					
08/19/2026	Check	1129	City of Glendora	50.00	Permit
Total for 501 - Halloween Walk Expenses				\$50.00	
504 - Holiday Stroll Expenses					
08/19/2026	Check	1129	City of Glendora	50.00	Permit
Total for 504 - Holiday Stroll Expenses				\$50.00	
506 - Friday Night Twilight Expenses					
07/24/2026	Check	1127	Elizabeth Villa	400.00	My Pet Rock: 7/24/26 Show
08/20/2026	Check	1130	Glendora Chamber	1,500.00	Reimbursement for 8-21 Venmo Payment for FNT Music
Total for 506 - Friday Night Twilight Expenses				\$1,900.00	
507 - Event & Communication Coordinator					
08/21/2026	Expenditure	DD	Megan Kaye	550.00	FNT
Total for 507 - Event & Communication Coordinator				\$550.00	
Total for 500 - BID Event Expenses				\$2,550.00	
600 - Other Expenses					
603 - Village Seasonal Banners					
08/05/2026	Check	1128	SIGN CONTRACTORS, INC.	255.00	Installation of Summer Banners IN: 230814
Total for 603 - Village Seasonal Banners				\$255.00	
604 - Storage Unit Expense					
07/24/2026	Expenditure		Security Public Storage - Glendora	422.00	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741
08/24/2026	Expenditure		Security Public Storage - Glendora	422.00	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741
Total for 604 - Storage Unit Expense				\$844.00	
Total for 600 - Other Expenses				\$1,099.00	
Total for Expenditures				\$8,180.07	
Net Revenue				\$ - 2,980.07	