

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)

ADVISORY BOARD

AGENDA

THURSDAY, FEBRUARY 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=SlQXjtFWGuW0CcZiH89nc8a3v5hazA.1>

Meeting ID: 829 1313 9925

Passcode: 005561

Phone: (669) 900-6833

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

AGENDA

THURSDAY, FEBRUARY 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

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.

4. Affirm minutes from January 9, 2025, Special Meeting
RECOMMENDATION: 1. Affirm the minutes as presented.

NEW BUSINESS

5. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2024-2025, through January 31, 2025.

RECOMMENDATION: 1. Receive and file the report.

OLD BUSINESS

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

RECOMMENDATION: 1. Review and adopt the 2025-2026 / 2026-2027 BID budget

2. Discuss and instruction for adjustments; and 3. Instruct staff to include budget with FY 25/26 & 26/27 Annual Plan Report.

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 1, 2025

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

**Glendora Business improvement
District Special Meeting**



Thursday, January 9, 2025
Bidwell Forum
140 S. Glendora Ave.

CALL TO ORDER

The Business Improvement District (BID) Advisory Board meeting was called to order at 8:34 AM.

ROLL CALL

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

Members Absent: Cathy Jarvis & Dalel Snider

Staff Present: Management Analyst Alycia Suniga, Management Aide Shantelle Coria, and City Clerk Specialist Lorena Cordova., and BID Manager Joe Cina

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Chair Klinger.

PUBLIC COMMENT

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

BOARD STATEMENTS/REPORTS

- None.

DIRECTOR/STAFF LIAISON STATEMENTS

- None.

SPECIAL ITEMS

1. **City of Glendora Update:** Management Analyst Alycia Suniga:
 - a. Suniga announced that the BID Bylaws will be presented at the January 14th Council Meeting for approval. Also, the BID budget and assessment plan will be going to Council March 25th.
 - b. Suniga also clarified the Metro visioning work that was brought up in December. There was a People Mover meeting on December 14 regarding the work that has been in process for some time now and that the city is working with Metro. There are several surveys out for public input on the City's website.
2. **Event Coordinator Update:** Megan Kaye, M Kaye Events:
 - a. Wine Walk planning and pour station information will go out very soon.
3. **Social Media Update:** Louise Brewer, Mic Mac Agency:
 - a. Brewer gave an update regarding the social media reach this quarter describing a 5% growth and 250,000 reach.

CONSENT CALENDAR

4. Affirm minutes from December 5, 2024, Regular Meeting
5. Affirm cancellation of the January 2, 2025, Regular Meeting

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

MEMBER AGENDA ITEMS

None

NEW BUSINESS

6. 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 Vice-Chair Davis, seconded by Chair Klinger, to receive and file.

7. 2025-2026 BID Budget Workshop

RECOMMENDATION: 1. Accept the report as presented.

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

- Discussion revolving around the BID boundaries, assessed & non- assessed businesses.
- Possible rebranding of the BID logo to match the city's new brand.
- Marketing was discussed most of all. Increasing the marketing budget, reviewing and enhancing the social media budget and scope of work of the BID contractors including days to post, how often, what to post, etc. Double the budget.
- A subcommittee to meet (Davis, Salazar, Cina, Kaye, & Brewer) to go over budget numbers for the February meeting review and approval.
- VC Davis presented an idea of a vendor booth fair including diagrams, items required and other details. After some discussion it was mentioned this can be used at the Stroll to enhance the event and include more activities for families.

OLD BUSINESS

None

BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS AGENDA

- Board Member Salzar requested the BID should do something for the local fire victims. Cina mentioned that several Village businesses and others around town are in the process of collecting items and donating them to where they are needed. Also, the Citrus College Jazz Band will be playing in the Plaza on the 17th at lunch and collecting donations for fire victims. Nothing was decided to be done officially through the BID. Did not have enough board members in the meeting to approve any activities.

ADJOURNMENT

No further business. Meeting was adjourned at 9:55 AM.

Joe Cina

BID Manager & President/CEO

Glendora Chamber of Commerce

Glendora Business Improvement District

Summary of Financial Activity FY 2025 07/01/24 - 1/31/2025

Cash On Hand	\$177,275.30
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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	\$0.00	\$50,000.00	\$50,000.00
INTEREST/MISCELLANEOUS INCOME	\$0.00	\$800.00	\$800.00
ASSESSMENTS	\$23,863.17	\$45,700.00	\$21,836.83
REVENUE Total	\$23,863.17	\$103,500.00	\$79,636.83
EXPENDITURE			
MARKETING & PROMOTION			
PRINT ADS NEWSPAPER	\$0.00	\$3,500.00	\$3,500.00
SOCIAL MEDIA & WEB COORDINATOR	\$6,000.00	\$16,000.00	\$10,000.00
WEB DOMAINS, HOSTING, STREET BANNERS, ETC.	\$137.51	\$5,000.00	\$4,862.49
TOTAL MARKETING & PROMOTION	\$6,137.51	\$24,500.00	\$18,362.49
BID EVENTS			
HALLOWEEN WALK	\$4,518.50	\$6,500.00	\$1,981.50
WINE WALK	\$200.00	\$27,000.00	\$26,800.00
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	\$22,948.99	\$107,500.00	\$84,551.01
OTHER EXPENDITURE			
MISC: SEASONAL BANNERS/MUSIC/STORAGE/OTHER	\$6,908.40	\$10,250.00	\$3,341.60
LANDSCAPING	\$0.00	\$10,000.00	\$10,000.00
TOTAL OTHER EXPENDITURE	\$6,908.40	\$20,250.00	\$13,341.60
EXPENDITURE Total	\$35,994.90	\$152,250.00	\$116,255.10
Net Revenue	(\$12,131.73)	(\$48,750.00)	\$195,891.93

Glendora Village Business Improvement District

Budget Draft

2024 Actual Compare 24/25 & 25/26

	2023/2024 Actual	2024/2025 Actual	2024/2025 Budget	2025/2026 Draft Budget
Revenue				
100 - BID Assessments	32,481.00	23,863.14	45,700.00	45,000.00
200 - BID Events				
201 - Halloween Walk Income	1,050.00		2,000.00	2,000.00
202 - Wine Walk Revenue	70,302.00		50,000.00	70,000.00
203 - Chalk Walk Revenue	0.00		5,000.00	3,000.00
Total 200 - BID Events	71,352.00	0.00	57,000.00	75,000.00
300 - Miscellaneous BID Income	5,000.00		700.00	700.00
301 - Interest Income	2,742.00		100.00	100.00
Total Revenue	111,575.00	23,863.14	103,500.00	120,800.00
Gross Profit	111,575.00	23,863.14	103,500.00	120,800.00
Expenditures				
400 - Marketing and Promotions				
401 - Print Ads (News Paper)	1,500.00		3,500.00	2,000.00
402 - Louise Brewer (dba Mic MAC)	10,500.00	6,000.00	16,000.00	16,000.00
- Social Media, Web Ads, etc.				24,000.00
403 - Web Domains & Hosting	89.98	137.51	2,000.00	1,000.00
404 - Miscellaneous - Street Banners, Promotional Items, etc.	828.29		3,000.00	2,000.00
Total 400 - Marketing and Promotions	12,918.27	6,137.51	24,500.00	45,000.00
500 - BID Event Expenses				
501 - Halloween Walk Expenses	4,075.00	4,518.50	6,500.00	5,500.00
502 - Wine Walk Expenses	28,736.00	200.00	27,000.00	27,000.00
503 - Chalk Walk Expenses	0.00		8,000.00	3,000.00
504 - Holiday Stroll Expenses	19,112.00	9,832.09	20,000.00	17,000.00
505 - Small Business Saturday Expenses	4,123.00	748.40	4,000.00	1,000.00
506 - Friday Night Twilight Expenses	0.00	3,700.00	15,000.00	10,000.00
506 - Special Event Other	3,950.00		10,000.00	10,000.00
507 - Event & Communication Coordinator	9,350.00	3,950.00	17,000.00	17,000.00
Total 500 - BID Event Expenses	69,346.00	22,948.99	107,500.00	90,500.00
600 - Other Expenses				
601 - Other Expenses	0.00	258.22	750.00	1,000.00
603 - Village Seasonal Banners	1,262.84	3,997.50	4,000.00	2,500.00
604 - Storage Unit Expense (\$372/mo)	3,610.00	2,232.00	4,500.00	4,500.00
605 - Music System	1,537.89	405.68	1,000.00	2,000.00
Total 600 - Other Expenses	6,410.73	6,893.40	10,250.00	10,000.00
700 - Landscaping	5,112.00		10,000.00	10,000.00
General business expenses				
Bank fees & service charges	0.00	15.00		50.00
Total General business expenses	0.00	15.00	0.00	50.00
Total Expenditures	93,787.00	35,994.90	152,250.00	155,550.00
Net Operating Revenue	17,788.00	(12,131.76)	(48,750.00)	(34,750.00)
Net Revenue	17,788.00	(12,131.76)	(48,750.00)	(34,750.00)