

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)

ADVISORY BOARD

AGENDA

THURSDAY, JANUARY 8, 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

Kathy 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=SlQXjtFWGuW0CcHiH89nc8a3v5hazA.1>

Meeting ID: 829 1313 9925
Passcode: 005561

Phone: (669) 900-6833

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID) ADVISORY BOARD

AGENDA

THURSDAY, JANUARY 8, 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.

NEW ADVISORY BOARD MEMBER OATH OF OFFICE – KATY FOSSELMAN

BOARD STATEMENTS/REPORTS

DIRECTOR/STAFF LIAISON STATEMENTS

SPECIAL ITEMS

1. City Update – Shantelle Coria, Management Aide / Tiffany Chew, Economic Development Manager
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 of December 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 December 31, 2025

RECOMMENDATION: 1. Receive and file the report.

NEW BUSINESS

6. 2026-2027 Budget Review

RECOMMENDATION: 1. Discuss and review the 26/27 BID budget and advisory board to make recommendations for the Budget Committee.

OLD BUSINESS

7. Committee Report: Event & Marketing Committee update on upcoming events.

8. Committee Report: Social Media Committee update.

9. Committee Report: Beautification Committee Update.

10. Committee Report: Budget 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: 1/2/2026

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



Thursday, December 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 **8:31 AM.**

ROLL CALL

Members Present: Chair Matthew Davis, Vice-Chair Callan Banos, & Board Members, Cathy Jarvis & Crystal Manke

Member(s) Absent:

-

Staff Present: BID Manager Joe Cina

PLEDGE OF ALLEGIANCE

- The Pledge of Allegiance.

Reorder of Agenda

- None

PUBLIC COMMENT

- (1) Karen Garcia – Glendora Coordinating Council details

AGENDA REVIEW

- None

BOARD STATEMENTS/REPORTS

- Banos reported the Holiday Stroll was very fun. She noted it was her first time on stage, which was enjoyable, and she appreciated the opportunity to take photos with Santa.

DIRECTOR/STAFF LIAISON STATEMENTS

Cina reported Chamber Networking Lunch at the Country Club on the 11th. Glendora Christmas Parade on the 13th, start time 9:00 a.m., with just over 100 entries; estimated about an hour to get all entries started. Santa in the Village/Plaza on the 13th, including about one hour of entertainment by the Citrus College Wind

Ensemble while families wait for Santa. Shop Local Contest in partnership with Open Rewards: every \$50 spent in town earns an entry to win prizes collected from local businesses; Chamber member purchases earn double entries. Entries via QR scan or shopglendora.org.

SPECIAL ITEMS

1. **City of Glendora Update:** Management Aide Shantelle Coria & Economic Development Manager Tiffany Chew
 - a. Open Rewards program continues; encouraged shopping local during the holidays. Reminder, of partnership with the Small Business Development Center (SBDC) for one-on-one consulting. Santa Village lights scheduled to turn on at 4:30 p.m. ahead of the 6:30 p.m. program. Utility/examiner boxes were cleaned; painting is not available at this time.
 - b. Business openings/changes:
 - i. Mama Cannella's progressing; signage indicates January, but anticipated opening is more likely February due to staffing/training; target Q1 next year.
 - ii. Luca Bella and Village Eatery remain for sale.
 - iii. Building near Casey's Barbershop continues to be for sale.

2. **Event Coordinator Update:** Megan Kaye, M Kaye Events:

- a. Not present

3. **Social Media Update:** Louise Brewer, Mic Mac Agency:

- a. Not present

CONSENT CALENDAR

4. Affirm minutes from November 6, 2025, Regular Meeting
5. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2024-2025 through November 30, 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. Review unexpired open board position (office #2) expiring June 30, 2027

- a. Cina reported two applications were received and both business owners are present. Lori Shultz owner of Pure Soul and Katy Fosselman, owner of the Ice Cream Shop.
 - Shultz (business owner; 7 years in business; Glendora resident; community involvement)
 - Fosselman (business owner; strong interest in governance/procedure, zoning and business mix, walkability, social media process)

Interview Highlights:

- **Shultz** emphasized community ties, understanding merchant needs, interest in **events** and **social media**, and the need for **better organization** and clearer, centralized event information on social channels. Supported adding vendors particularly **food/market-style vendors** as long as vetting and event layout are organized and not “sloppy.”
- **Fosselman** emphasized being intentional about **business mix** (avoiding oversaturation), improving **walkability**, and partnering with City/building owners to attract targeted businesses. Advocated for **clear social media procedures**, including submission timelines, a monthly content calendar, and approval process. For events, supported vendors that enhance the experience without harming existing merchants (example given: avoid placing direct competitors next to existing businesses).
 - b. **(M/S/A)** A motion was made by board member Banos, seconded by board chair Davis, to appoint Katy Fosselman to the open board position (office #2) expiring June 30, 2027.

7. Holiday Stroll Recap

- a. Cina reported the BID event survey that was conducted after the stroll.
 - i. Overall sentiment: Positive to very positive
 - ii. Foot traffic: generally higher to much higher
 - iii. Perception of organization/promotion: mixed (mostly agree/neutral; one disagrees)
 - iv. Most effective elements: music/atmosphere and special activities
 - v. Improvement themes: more food, entertainment, vendors, better distribution north/south, and trash management.
- b. Additional discussion: Board noted significant trash cleanup needs; members emphasized that cleanup should be properly budgeted and not rely on staff personally handling it.

- c. Need for more trash receptacles and/or a cleanup plan was identified as an action item.

8. Reschedule January 2026 Meeting Date

- a. Due to the January meeting falling on January 1 it was suggested that the meeting be changed to January 8th.
- b. **(M/S/A)** A motion was made by board member Jarvis, seconded by board member Manke, to reschedule the regular meeting to the 8th.

OLD BUSINESS

9. Committee Report: Event & Budget Committee Update.

- a. Report focused on Holiday Stroll vendor-market planning and identified missing procedural elements:
 - i. Need for objective vendor vetting standards, brand alignment, and advance planning timelines.
 - ii. Committee emphasized defining event intent/goals, making plans strategic and measurable, and improving marketing for upcoming Wine Walk (email database use, event listings, SEO, and multi-channel promotion).
- b. Board Discussion / Direction:
 - i. Clarified that committees should make recommendations to the Board for approval (vs. last-minute decision changes).
 - ii. Noted need for a written policy to avoid last-minute deviation and confusion.
- c. **(M/S/A)** A motion was made by chair Davis, seconded by board member Manke, to develop a vendor procedure and bring back to the board.

10. Committee Report: Social Media Committee Update.

- a. The RFP for a Social Media Manager has been issued and will await bids.

11. Committee Report: Beautification Committee Update.

- a. Walk-through completed; list of needed improvements compiled.
- b. Coordination with Public Works ongoing; junction boxes and flowers referenced.
- c. Ongoing discussion about standardizing visual elements (flower arrangements, signage, banners) while balancing merchant preferences.

12. Budget Committee

- a. Budget line-by-line review underway.
- b. Noted prior years have been budgeted to a deficit; committee intends to create a working version that avoids deficit budgeting and aligns spending

with desired activations. At the January meeting we will discuss the budget.

BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS AGENDA

None.

ADJOURNMENT

No further business. Meeting was adjourned at **10:04 AM.**

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

Glendora Business Improvement District

Summary of Financial Activity 07/01/25 - 12/31/2025

CHECKING ACCOUNT	\$9,965.77
HIGH YIELD ACCOUNT	\$182,297.71
TOTAL	\$192,263.48

ACCOUNTS	FY 26 YTD	FY 26 ADOPTED BUDGET	AVAILABLE BUDGET
REVENUE			
ASSESSMENTS	\$27,773.25	\$45,000.00	\$17,226.75
CHALK WALK INCOME		\$3,000.00	\$3,000.00
HALLOWEEN WALK INCOME	\$1,398.00	\$2,000.00	\$602.00
WINE WALK INCOME		\$70,000.00	\$70,000.00
INTEREST/MISCELLANEOUS INCOME	\$1,071.73	\$800.00	(\$271.73)
REVENUE Total	\$30,242.98	\$120,800.00	\$90,557.02
EXPENDITURE			
MARKETING & PROMOTION			
PRINT ADS NEWSPAPER		\$2,000.00	\$2,000.00
SOCIAL MEDIA & WEB COORDINATOR	\$6,000.00	\$16,000.00	\$10,000.00
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	\$7,191.19	\$45,000.00	\$37,808.81
BID EVENTS			
HALLOWEEN WALK	\$9,208.12	\$5,500.00	(\$3,708.12)
WINE WALK		\$27,000.00	\$27,000.00
CHALK WALK		\$3,000.00	\$3,000.00
HOLIDAY STROLL & SANTA IN THE VILLAGE	\$12,046.95	\$17,000.00	\$4,953.05
SMALL BUSINESS SATURDAY	\$913.55	\$1,000.00	\$86.45
FRIDAY NIGHT TWILIGHT	\$5,105.00	\$10,000.00	\$4,895.00
NEW EVENT/SERVICE		\$10,000.00	\$10,000.00
EVENT & COMMUNICATION COORDINATOR	\$4,350.00	\$17,000.00	\$12,650.00
TOTAL BID EVENT EXPENSES	\$31,623.62	\$90,500.00	\$58,876.38
OTHER EXPENDITURE			
MISC: SEASONAL BANNERS/MUSIC/BANK FEES/OTHER	\$474.73	\$5,550.00	\$5,075.27
STORAGE UNIT	\$2,322.00	\$4,644.00	\$2,322.00
LANDSCAPING		\$10,000.00	\$10,000.00
TOTAL OTHER EXPENDITURE	\$2,796.73	\$20,194.00	\$17,397.27
EXPENDITURE Total	\$41,611.54	\$155,694.00	\$114,082.46
Net Revenue	(\$11,368.56)	(\$34,894.00)	\$204,639.48

Glendora Village Business Improvement District 2026/2027 Budget Workshop DRAFT									
	Actual Totals					Budgets	Actual Averages	Current	
	Actuals 2021/2022	Actuals 2022/2023	Actuals 2023/2024	Actuals 2024/2025	Actual 2025/2026 through December	2021/2026 Budget Range	Averages	2025/2026 Budget	2026/2027 Budget (DRAFT - BUDGET COMMITTEE)
Revenue									
100 - BID Assessments	\$47,721.00	\$32,481.00	\$32,481.00	\$47,900.17	\$27,773.25	\$45000 to \$53,000	\$40,145.79	\$45,000.00	\$ 48,000.00
200 - BID Events									
201 - Halloween Walk Income	\$1,000.00	\$1,000.00	\$1,050.00	\$0.00	\$1,398.00	0 to \$2,000	\$1,000.00	\$2,000.00	\$ 1,500.00
202 - Wine Walk Revenue	\$24,330.00	\$70,302.00	\$70,302.00	\$55,497.90		\$40,000 to \$50,000	\$55,107.98	\$70,000.00	\$ 60,000.00
203 - Chalk Walk Revenue				\$1,204.03		\$5,000.00	\$1,200.00	\$3,000.00	-
Total 200 - BID Events	\$25,330.00	\$71,302.00	\$71,352.00	\$56,701.93	\$1,398.00	-		\$75,000.00	\$ 61,500.00
300 - Miscellaneous BID Income		\$5,000.00	\$5,000.00			\$700 to \$800	\$5,000.00	\$700.00	\$ -
301 - Interest Income	\$978.00	\$2,700.00	\$2,742.00	\$1,225.98	\$1,071.73	\$800 to \$1,000	\$1,743.54	\$100.00	\$ 1,000.00
Total Revenue	\$74,029.00	\$111,483.00	\$111,575.00	\$105,828.08	\$30,242.98	-		\$120,800.00	\$ 110,500.00
Gross Profit	\$74,029.00	\$111,483.00	\$111,575.00	\$105,828.08	\$30,242.98	-		\$120,800.00	\$ 110,500.00
Expenditures									
400 - Marketing and Promotions									
401 - Print Ads (News Paper)				\$500.00			\$500.00	\$2,000.00	\$ -
402 - Louise Brewer (dba Mic MAC)	\$15,078.00	\$13,407.00	\$17,090.00	\$11,520.41	\$6,000.00	\$17,000 to \$26,000	\$14,273.85	\$16,000.00	\$ 14,000.00
403 - Web Domains & Hosting				\$1,103.19	\$46.19		\$1,103.19	\$1,000.00	\$ 1,000.00
404 - Miscellaneous - Street Banners, Promotional Items, etc.	\$10,990.00	\$6,126.00		\$1,258.32			\$6,124.77	\$2,000.00	\$ 5,000.00
405 - Social Media Ads, Web Ads, Special Marketing, etc.					\$1,145.00		\$24,000.00	\$24,000.00	\$ 5,000.00
Total 400 - Marketing and Promotions	\$26,068.00	\$19,533.00	\$17,090.00	\$14,381.92	\$7,191.19	-		\$45,000.00	\$ 25,000.00
500 - BID Event Expenses									
501 - Halloween Walk Expenses	\$3,341.00	\$4,075.00	\$4,075.00	\$4,518.50	\$9,208.12	\$3,500 to \$6,500	\$5,043.52	\$5,500.00	\$ 4,000.00
502 - Wine Walk Expenses	\$18,352.00	\$18,965.00	\$19,625.00	\$31,291.96		\$20,000 to \$27,000	\$22,058.49	\$27,000.00	\$ 30,000.00
503 - Chalk Walk Expenses				\$1,738.13		\$8,000.00	\$1,738.13	\$3,000.00	\$ -
504 - Holiday Stroll Expenses (Break up two Events)	\$15,394.00	\$18,568.00	\$18,254.00	\$9,832.09	\$12,046.95	\$15,000 to \$20,000	\$14,819.01	\$17,000.00	\$ 6,000.00
505 - Small Business Saturday Expenses	\$1,560.00	\$1,648.00	\$4,123.00	\$748.40	\$913.55	\$1,000 to \$4,000	\$1,798.59	\$1,000.00	\$ 1,000.00
506 - Friday Night Twilight Expenses	\$800.00	\$400.00		\$5,615.50	\$5,105.00	\$4,000 to \$15,000	\$5,000.00	\$10,000.00	\$ 6,000.00
506 - Special Event Other		\$3,950.00	\$3,950.00			\$10,000 to \$50,000	\$3,950.00	\$10,000.00	\$ 6,706.00
507 - Event & Communication Coordinator				\$12,200.00	\$4,350.00	\$0 to \$17,000	\$8,275.00	\$17,000.00	\$ 15,000.00
Total 500 - BID Event Expenses	\$39,447.00	\$47,606.00	\$50,027.00	\$65,944.58	\$31,623.62	-		\$90,500.00	\$ 72,706.00
600 - Other Expenses									
601 - Other Expenses			\$6,446.00	\$317.64		\$10,000 to \$23,000	\$3,381.82	\$1,000.00	\$ 5,650.00
603 - Village Seasonal Banners				\$6,181.25	\$460.00		\$3,320.63	\$2,500.00	\$ 2,500.00
604 - Storage Unit Expense				\$4,122.00	\$2,322.00		\$3,222.00	\$4,644.00	\$ 4,644.00
605 - Music System				\$405.68			\$405.68	\$2,000.00	\$ -
Total 600 - Other Expenses	\$0.00	\$0.00	\$6,446.00	\$11,026.57	\$2,782.00	-		\$10,144.00	\$ 12,794.00
700 - Landscaping	\$5,775.00	\$2,556.00	\$5,112.00	\$0.00		\$10,000.00	\$3,360.75	\$10,000.00	-
General business expenses									
Bank fees & service charges					\$14.73	\$50.00	\$15.00	\$50.00	\$ -
Total General business expenses	\$0.00	\$0.00	\$0.00	\$0.00	\$14.73	\$50.00		\$50.00	-
QuickBooks Payments CC Fees									
Total Expenditures	\$71,290.00	\$69,695.00	\$78,675.00	\$91,353.07	\$41,611.54	-		\$155,694.00	\$ 110,500.00
Net Operating Revenue	\$2,739.00	\$41,788.00	\$32,900.00	\$14,475.01	(\$11,368.56)	-		(\$34,894.00)	\$ -
Net Revenue	\$2,739.00	\$41,788.00	\$32,900.00	\$14,475.01	(\$11,368.56)	-		(\$34,894.00)	\$ -