

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)

ADVISORY BOARD

AGENDA

THURSDAY, SEPTEMBER 4, 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, SEPTEMBER 4, 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 August 7, 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 August 31, 2025
RECOMMENDATION: 1. Receive and file the report.

NEW BUSINESS

6. Committee Report: Event & Marketing Committee update on upcoming events.
RECOMMENDATION: 1. Receive and file the report.
7. Committee Report: Social Media Committee update.
RECOMMENDATION: 1. Receive and file the report.
8. Beautification Committee: Set up when the meeting will start and confirm time. RECOMMENDATION: 1. Receive and file the report.

OLD BUSINESS

9. None

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: August 28, 2025

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



Thursday, August 7, 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

Members Absent:

Staff Present: BID Manager Joe Cina

PLEDGE OF ALLEGIANCE

- The Pledge of Allegiance.

PUBLIC COMMENT

- None

AGENDA REVIEW

- None

BOARD STATEMENTS/REPORTS

- None

DIRECTOR/STAFF LIAISON STATEMENTS

- Cina reminded everyone that Flashback is on the 16 and will be a full house. 250 cars, 2 bands, food and more.

SPECIAL ITEMS

1. **Oath of Office & Reorganization:** The oath of office was conducted by Deputy City Clerk/ Recording Manager, Roxanne Breceda and given to new Advisory Board Members Calan Banos and Crystal Manke. After which nominations for

Chair and Vice Chair were motioned with Matthew Davis as Chair and Callan Banos as Vice Chair. **(M/S/A)** A motion was made by board member Manke, seconded by board member Jarvis. Vote was unanimous.

2. **City of Glendora Update:** Management Aide Shantelle Coria
 - a. Parklets are receiving wood treatments weekly; final round to be completed next week.
 - b. City staff preparing for Holiday Stroll; early coordination needed from the BID. Also, no vendors permitted on sidewalks during Holiday Stroll.
3. **Event Coordinator Update:** Megan Kaye, M Kaye Events:
 - a. Friday Night Twilight Concerts: Running June–September; well-attended. Power issues resolved. Photographer scheduled for August/September.
 - b. Halloween Walk (Oct. 31): Planning underway. Budget considerations include candy, activities for children, and restrooms. Possible return of train rides.
 - c. Holiday Stroll: Large attendance expected. Discussion on vendors, safety, and possible street expansion. Carriage rides not feasible due to parklets.
 - d. Small Business Saturday: To follow Holiday Stroll.
4. **Social Media Update:** Louise Brewer, Mic Mac Agency:
 - a. Focus on back-to-school promotions, Friday Night Twilight, and Car Show coverage.
 - b. Transitioning to Halloween-focused content in September.
 - c. Using new professional photos from photographers.

CONSENT CALENDAR

5. Affirm minutes from June 1, 2025, Regular Meeting
6. Affirm cancellation of the July 3, 2025 Regular Meeting
7. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2024-2025 through June 30, 2025 and for the month of July.

(M/S/A) A motion was made by board member Manke, seconded by board member Jarvis, to approve Consent Calendar Item #5 - 7 as presented. All present approved of the motion.

MEMBER AGENDA ITEMS

None

NEW BUSINESS

8. **Review of the 2025-2026 Event Calendar of Glendora Village Events**
 - a. Cina went over the proposed calendar which had all BID events through September 2026 Friday Night Twilights.

RECOMMENDATION: 1. Receive and approve all presented dates and request dates be added to the BID calendar.

(M/S/A) A motion was made by board member Jarvis, seconded by board member Salazar, to receive and file.

9. Committee Report: Event & Budget Committee. Provide updates, assign members, and review meeting time and day of the month.

- a. Meeting time will continue to be the 2nd Tuesday of each month at 9 AM.
- b. Discussion on committee structure
 - i. Proposal to separate into Events & Marketing committee.
- c. Marketing and Events to have subcommittees (e.g., social media).
- d. Budget Committee to focus on annual planning and oversight after first of the year.
- e. Beautification Committee to address landscaping, banners, sidewalks, and Village aesthetics. Meets quarterly and or by project.
- f. Committee Membership:
 - i. Beautification: Jarvis & Davis.
 - ii. Events & Marketing: Manke & Jarvis
 - iii. Budget: Banos & Manke
 - iv. Social Media: Davis & Salazar

RECOMMENDATION: 1. Receive and file the report and adjust committees and publish the changes.

(M/S/A) A motion was made by board member Davis, seconded by board member Manke, to receive and file.

10. Committee Report: Marketing and Beautification. Provide updates, assign members, and review meeting times and day of the month.

- a. After some discussion this committee changed to social media and will meet on the same day and at the time of the 4th Wednesday at 8:30 AM. Social Media members will be Davis & Salazar. This committee will focus on social media, photography, and video production. Photographer feedback: asked to capture tighter shots of people, smiling faces, and business activity. Subcommittee may provide additional photo guidelines.

RECOMMENDATION: 1. Receive and file the report and adjust committees and publish the changes.

(M/S/A) A motion was made by board member Manke, seconded by board member Davis, to receive and file.

OLD BUSINESS

11. Farmers Market Update

- a. Cina reported on the attempts to restart market faced roadblocks due to cost of street closures and lot rentals. The final attempt was to rent Nelson's lot but they declined our offer. Current options: City-owned lots or private lots (to be explored later).

RECOMMENDATION: 1. Receive and file the report.

(M/S/A) A motion was made by board member Jarvis, seconded by board member Banos, to receive and file.

BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS
AGENDA

None

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 (BID)ADVISORY BOARD AGENDA

THURSDAY, AUGUST 7, 2025

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

CHAIR

-

VICE-CHAIR

-

BOARD MEMBERS

Callan Banos

Veronica Salazar

Matthew Davis

Crystal Manke

Cathy Jarvis





- **CALL TO ORDER**
- **ROLL CALL**
- **PLEDGE OF ALLEGIANCE**
- **REORDERING OF AND ADDITIONS TO THE AGENDA**



Settings

Click to start



PUBLIC COMMENT

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- **BOARD STATEMENTS/REPORTS**
- **DIRECTOR/STAFF LIAISON STATEMENTS**
- **SPECIAL ITEMS**
 1. ADMINISTER OATH OF OFFICE & REORGANIZATION
 2. CITY UPDATE
 3. EVENT AND COMMUNICATIONS COORDINATOR UPDATE
 4. SOCIAL MEDIA UPDATE



CONSENT CALENDAR

5. Affirm minutes from the June 1, 2025, Regular Meeting

RECOMMENDATION: AFFIRM THE MINUTES AS PRESENTED.

6. Business improvement district (BID) advisory board – BID expenditures for fiscal year 2024-2025, through May 31, 2025.

RECOMMENDATION: 1. RECEIVE AND FILE THE REPORT.

7. Business improvement district (BID) advisory board – BID expenditures for fiscal year 2024-2025, through June 30, 2025 & for the month of July 2025.

RECOMMENDATION: 1. RECEIVE AND FILE THE REPORT.



NEW BUSINESS

8. Review 2025-2026 Event Calendar of Glendora Village Events

RECOMMENDATION: 1. Receive and approve presented dates and request all dates are added to the Village calendar.

2025-2026 Event Worksheet

<u>BID Event</u>	<u>2024-25</u>	<u>2025-26</u>
Halloween Walk	Thursday, October 31, 10 AM to 2 PM	Friday, October 31
Holiday Stroll	Friday, November 22, 6 PM to 9 PM	Friday, November 21
Small Business Saturday	Saturday, November 30	Saturday, November 29
Santa In the Village	December 7, 14, & 21, 5 PM to 7 PM	December 6, 13, 20
Wine Walk	Saturday, March 22, 6 PM to 9 PM	Saturday, March 21
Chalk Walk & Vendor Pop-Up	Saturday, May 10, 10 AM to 4 PM	Saturday, May 9
Friday Night Twilight	6 PM to 8 PM	
	June 6, 13, 20, 27	June 5, 12, 19, 26
	July (4 holiday) 11, 18, 25	July 3, 10, 17, 24, 31
	August 1, 8, 15, 22, 29	August 7, 14, 21, 28
	September 5, 12, 19, 26	September 4, 11, 18, 25



NEW BUSINESS

9. Committee Report: Event & Budget Committee. Provide updates, assign members, and review meeting time and day of the month.

RECOMMENDATION: 1. Receive and file the report.

Second Tuesday at 9:00 AM



NEW BUSINESS

**10. Committee Report: Marketing and Beautification.
Provide updates, assign members, and review meeting
time and day of the month.**

RECOMMENDATION: 1. Receive and file the report.

Fourth Wednesday at 8:30 AM



OLD BUSINESS

11. Farmer Market Update.

RECOMMENDATION: 1. Receive and file the report.



- **BOARD/STAFF CLOSING COMMENTS**
- **ADJOURNMENT**

Glendora Business Improvement District

Summary of Financial Activity

07/01/25 - 8/31/2025

CHECKING ACCOUNT	\$17,657.06
HIGH YIELD ACCOUNT	\$191,225.98
TOTAL	\$208,883.04

ACCOUNTS	FY 26 YTD	FY 26 ADOPTED BUDGET	AVAILABLE BUDGET
REVENUE			
ASSESSMENTS	\$11,363.00	\$45,000.00	\$33,637.00
CHALK WALK INCOME		\$3,000.00	\$3,000.00
HALLOWEEN WALK INCOME		\$2,000.00	\$2,000.00
WINE WALK INCOME		\$70,000.00	\$70,000.00
INTEREST/MISCELLANEOUS INCOME		\$800.00	\$800.00
REVENUE Total	\$11,363.00	\$120,800.00	\$109,437.00
EXPENDITURE			
MARKETING & PROMOTION			
PRINT ADS NEWSPAPER		\$2,000.00	\$2,000.00
SOCIAL MEDIA & WEB COORDINATOR	\$2,000.00	\$16,000.00	\$14,000.00
WEB DOMAINS & HOSTING		\$1,000.00	\$1,000.00
MISCELLANEOUS - STREET BANNERS, PROMOTIONAL ITEMS, ETC.		\$2,000.00	\$2,000.00
SOCIAL MEDIA ADS, WEB ADS, SPECIAL MARKETING, ETC.	\$420.00	\$24,000.00	\$23,580.00
TOTAL MARKETING & PROMOTION	\$2,420.00	\$45,000.00	\$42,580.00
BID EVENTS			
HALLOWEEN WALK	\$50.00	\$5,500.00	\$5,450.00
WINE WALK		\$27,000.00	\$27,000.00
CHALK WALK		\$3,000.00	\$3,000.00
HOLIDAY STROLL & SANTA IN THE VILLAGE	\$100.00	\$17,000.00	\$16,900.00
SMALL BUSINESS SATURDAY		\$1,000.00	\$1,000.00
FRIDAY NIGHT TWILIGHT	\$3,175.00	\$10,000.00	\$6,825.00
NEW EVENT/SERVICE		\$10,000.00	\$10,000.00
EVENT & COMMUNICATION COORDINATOR		\$17,000.00	\$17,000.00
TOTAL BID EVENT EXPENSES	\$3,325.00	\$90,500.00	\$87,175.00
OTHER EXPENDITURE			
MISC: SEASONAL BANNERS/MUSIC/BANK FEES/OTHER	\$230.00	\$5,550.00	\$5,320.00
STORAGE UNIT	\$387.00	\$4,644.00	\$4,257.00
LANDSCAPING		\$10,000.00	\$10,000.00
TOTAL OTHER EXPENDITURE	\$617.00	\$20,194.00	\$19,577.00
EXPENDITURE Total	\$6,362.00	\$155,694.00	\$149,332.00
Net Revenue	\$5,001.00	(\$34,894.00)	\$258,769.00

Glendora Village BID

Statement of Activity Detail

July 1 - August 28, 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
Total for 100 - BID Assessments				\$11,363.00	
Total for Revenue				\$11,363.00	
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
Total for 402 - Louise Brewer (dba Mic MAC)				\$2,000.00	
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
Total for 405 - Social Media Ads, Web Ads, Special Marketing, etc.				\$420.00	
Total for 400 - Marketing and Promotions				\$2,420.00	
500 - BID Event Expenses					
501 - Halloween Walk Expenses					
08/26/2025	Check	1073	City of Glendora	50.00	Halloween Walk Permit Fee
Total for 501 - Halloween Walk Expenses				\$50.00	
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
Total for 504 - Holiday Stroll Expenses				\$100.00	
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
Total for 506 - Friday Night Twilight Expenses				\$3,175.00	
Total for 500 - BID Event Expenses				\$3,325.00	
600 - Other Expenses					
603 - Village Seasonal Banners					
07/28/2025	Check	1068	SIGN CONTRACTORS, INC.	230.00	Summer banner install: IN# 230294
Total for 603 - Village Seasonal Banners				\$230.00	
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 XXXXXX9741
Total for 604 - Storage Unit Expense				\$387.00	
Total for 600 - Other Expenses				\$617.00	
void					
07/28/2025	Check	1067	Ashley Kesicbasian	0.00	Voided check. Did DD
07/28/2025	Check	1066		0.00	VOID: Misprint
Total for void				\$0.00	
Total for Expenditures				\$6,362.00	
Net Revenue				\$5,001.00	