

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)

ADVISORY BOARD

AGENDA

THURSDAY, OCTOBER 1, 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, OCTOBER 1, 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. Village Event Review/Support Report – Rare Market
- City Update – Tiffany Chew, Economic Development Manager / Shantelle Coria,
3. 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 September, 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 September 30, 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
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: 9/25/2026

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



Thursday, September 3, 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 **8:30 AM**.

ROLL CALL

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

Member(s) Absent: Board Member Katy Fosselman & Crystal Manke

Staff Present: BID Manager Joe Cina

PLEDGE OF ALLEGIANCE

- The Pledge of Allegiance.

REORDER OF AGENDA

- None

PUBLIC COMMENT

- None

AGENDA REVIEW

- No changes

BOARD STATEMENTS/REPORTS

Board members discussed recent Village activities and noted the continued improvement and effectiveness of the BID's social media efforts.

Positive comments were also made regarding communication surrounding the recent sidewalk pressure washing and coordination of Village maintenance activities.

DIRECTOR/STAFF LIAISON STATEMENTS

Cina announced upcoming Glendora Chamber of Commerce candidate forums:

City Council Candidate Forum – September 14 at 6:00 PM

School Board Candidate Forum – September 16 at 6:00 PM

The City of Glendora's third community meeting regarding City facilities was also noted for September 15

SPECIAL ITEMS

1. Reorganization for Term 2026-2027

- a. The Board discussed the annual reorganization of the Chair and Vice Chair positions. Because two Board members were absent, the consensus was to postpone the reorganization to allow the full Board an opportunity to participate. The Chair indicated a willingness to continue serving but encouraged any Board member interested in serving as Chair or Vice Chair to express interest. Bring the Board reorganization back for consideration at the October meeting.

2. People Movement/First Last Mile Update

- a. Valerie provided an update regarding the City's People Movement Project, including the First-Last Mile improvements connecting the A Line station, Glendora Village, and Citrus College.
- b. The project is being completed in partnership with the San Gabriel Valley Council of Governments and includes urban trail improvements along the San Dimas, Little Dalton, and Big Dalton washes, as well as First-Last Mile improvements along Glendora Avenue and Foothill Boulevard.
- c. Approximately \$21.7 million in funding has been secured for funded project segments, with much of the funding coming from grants and restricted transportation funds. The City's CIP contribution is approximately \$1 million.
- d. The First-Last Mile project includes:
 - i. Protected bicycle facilities;
 - ii. Pedestrian and ADA improvements;
 - iii. A roundabout at Glendora Avenue and Ada Avenue;
 - iv. Antique-style streetlights along Glendora Avenue between Route 66 and Foothill Boulevard;
 - v. Traffic signal and intersection improvements;
 - vi. Repaving portions of Glendora Avenue;
 - vii. Enhanced crosswalks and protected intersections;
 - viii. Changes to vehicle travel lanes along Glendora Avenue and Foothill Boulevard and streetscape and hardscape improvements.
- e. The project is intended to improve connections between the A Line station, Glendora Village, and Citrus College while providing safer options for pedestrians and bicyclists.

- f. The Board was informed that landscaping originally depicted in conceptual renderings has largely been removed from the current plans because of installation, irrigation, and ongoing maintenance costs.
- g. City Council had delayed approval of the 100% design plans to allow for additional public outreach. The City scheduled a People Movement Project Open House for September 10 from 6:00–8:00 PM at the Bidwell Forum. Public feedback gathered at the open house will be provided to the City Council before the plans return for consideration.
- h. Board members discussed the proposed landscaping, bicycle connectivity, future paving needs on Glendora Avenue, and the lighting proposed for the antique streetlights. Particular concern was expressed about maintaining the Village's warm lighting character rather than installing bright or cool-colored LED lighting.
- i. City staff agreed that lighting temperature and similar design details were appropriate topics for public feedback.
- j. Construction is anticipated to begin in 2027, subject to final approvals and contracting.

3. City of Glendora Update: Tiffany Chew, Economic Development Manager & Shantelle Coria, Management Aid

- a. Sister City Exchange
 - i. City staff introduced two college students visiting from Moka, Japan, through Glendora's Sister City Exchange program. The students have been job-shadowing various City departments and learning about the Glendora community, including visits to Glendora Village and the Farmers Market.
- b. Community Development Update
 - i. City staff reported that fall seasonal garland is expected to be installed on poles in the Bus Plaza by the end of September. The Board was reminded to begin preparing for the upcoming BID budget process. The City has also launched a business survey seeking feedback from Glendora businesses regarding local business conditions, concerns, and needs. Board members were encouraged to complete the survey and distribute information to other business owners.

4. Event Coordinator Update: Megan Kaye, M Kaye Events:

- o Not present

5. Social Media Update: Courtney O'Beacain, OB Media:

- o Not present

CONSENT CALENDAR

6. Affirm minutes from August 6, 2026, Regular Meeting
7. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2026-2027, through August 31, 2026.

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

MEMBER AGENDA ITEMS

None

NEW BUSINESS

8. None

OLD BUSINESS**9. Committee Report: Event & Marketing Committee Update.****a. Farmers Market**

- i. The Board discussed changes made to the Farmers Market layout the previous evening. Food vendors were moved toward the southern portion of the market, produce/farm vendors were concentrated farther north, and artisan/retail vendors occupied the remaining market area.
- ii. Initial feedback regarding the revised configuration was generally positive, although the Board noted gaps between vendor areas and concerns from individual businesses that may require additional adjustments.
- iii. The Board then discussed whether the Farmers Market should continue weekly throughout the year, operate seasonally, or operate on a reduced schedule during winter months. Members discussed merchant planning needs, weather, darkness during winter months, street closures, vendor contracts, and the benefits of providing residents with consistent access to fresh produce. The market operator reportedly contracts with farmers on an annual basis, which could complicate a seasonal schedule. It was also noted that farmers at other markets continue operating during rainy conditions even when some retail vendors do not participate.
- iv. General discussion favored consistency and continuation of the Farmers Market, while recognizing that attendance and merchant impacts should continue to be monitored.

- v. Cina reported that merchants have been asking about the future schedule primarily so they can plan staffing and Wednesday evening business hours.
 - vi. The Board discussed obtaining a longer-term proposal from the market operator and beginning discussions with the City regarding the permitting and operational requirements necessary to continue the market beyond the initial six-month period.
 - vii. If the market continues long term, the BID should also investigate permanent or improved street-closure signage and other operational efficiencies.
- b. Halloween Walk
 - i. The Committee discussed the need for additional sponsors for the Halloween Walk, including candy, train, activity, and step-and-repeat sponsors.
 - ii. Members discussed expanding sponsorship outreach through social media in addition to email communications. The possibility of incorporating paid vendor booths into the Halloween Walk was also discussed as an additional source of event revenue.
 - iii. Staff noted that sponsorships have generally become more difficult to secure.
- c. Holiday Stroll / Santa in the Village
 - i. The Board discussed opportunities to incorporate Farmers Market vendors or a Christmas-market atmosphere into the Holiday Stroll. Staff also discussed adding additional live entertainment during Santa in the Village, including potential performances by local high school, college, orchestra, and jazz ensembles. The Board expressed support for expanding entertainment opportunities during Santa in the Village.

10. Committee Report: Social Media Committee Update.

- a. The Committee reported continued positive progress with the BID's social media program.
- b. Courtney was recognized for her work creating and coordinating content, and Katie was recognized for organizing the content calendar and approval process.
- c. The Committee is working with the contractor on minor adjustments, including:
 - i. Slightly longer video content;
 - ii. Maintaining consistent Village branding;
 - iii. Avoiding overly trendy social media language; and
 - iv. Emphasizing the Village's authentic, hometown downtown identity.

- d. The Committee reported that the structured content calendar and approval process are working well.

11. Committee Report: Beautification Committee Update.

- a. The Committee reported on several ongoing beautification initiatives.
- b. The City is preparing to conduct a review of signage throughout the Village. Businesses are expected to receive notification regarding upcoming inspections to identify signs that comply with or do not comply with City codes.
- c. The Committee also plans outreach to organizations, property owners, and businesses regarding excessive signage and opportunities to reduce visual clutter while continuing to support appropriate community promotion.
- d. Future beautification work will include reviewing tree wells and other physical improvements throughout the Village.
- e. The Committee reviewed its previously developed master list of Village improvements and noted that several recurring issues, including pressure washing and other maintenance items, have now been addressed or are moving forward.
- f. The Board expressed appreciation for the progress made on these items.

BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS
AGENDA

- None

ADJOURNMENT

No further business. Meeting was adjourned at **9:34 AM**.

Joe Cina

BID Manager & President/CEO

Glendora Chamber of Commerce

Glendora Business Improvement District

Summary of Financial Activity

07/01/26 - 9/30/2026

CHECKING ACCOUNT	\$55,103.90
HIGH YIELD ACCOUNT	\$164,921.60
TOTAL	\$220,025.50

ACCOUNTS	FY 27 YTD	FY 26 ADOPTED BUDGET	AVAILABLE BUDGET
REVENUE			
ASSESSMENTS	\$15,999.99	\$48,000.00	\$32,000.01
CHALK WALK INCOME		\$0.00	\$0.00
HALLOWEEN WALK INCOME	\$341.12	\$1,500.00	\$1,158.88
WINE WALK INCOME		\$75,000.00	\$75,000.00
INTEREST/MISCELLANEOUS INCOME		\$2,000.00	\$2,000.00
REVENUE Total	\$16,341.11	\$126,500.00	\$110,158.89
EXPENDITURE			
MARKETING & PROMOTION			
PRINT ADS NEWSPAPER		\$0.00	\$0.00
SOCIAL MEDIA & WEB COORDINATOR	\$6,000.00	\$16,000.00	\$10,000.00
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.	\$166.20	\$8,000.00	\$7,833.80
TOTAL MARKETING & PROMOTION	\$6,591.07	\$30,000.00	\$23,408.93
BID EVENTS			
HALLOWEEN WALK	\$1,699.25	\$4,000.00	\$2,300.75
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	\$4,199.25	\$83,706.00	\$79,506.75
OTHER EXPENDITURE			
SEASONAL BANNERS	\$255.00	\$2,500.00	\$2,245.00
MISC. OTHER EXPENSES (MUSIC/BANK FEES/OTHER)	\$2.24	\$5,650.00	
STORAGE UNIT	\$1,266.00	\$4,644.00	\$3,378.00
LANDSCAPING		\$0.00	\$0.00
TOTAL OTHER EXPENDITURE	\$1,523.24	\$12,794.00	\$5,623.00
EXPENDITURE Total	\$12,313.56	\$126,500.00	\$108,538.68
Net Revenue	\$4,027.55	\$0.00	\$218,697.57



Glendora BID

Statement of Activity Detail

July 2026 - June 2027

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Ordinary Revenue/Expenditures							
Revenue							
100 - BID Assessments							
07/17/2026	Deposit		City of Glendora	ACH CITY OF GLENDORA GLENDORA ACH CITY OF GLENDORA GLENDORA CCD 11 XXXXXX0715	Banner Bank Checking (BID)	5,200.00	5,200.00
09/14/2026	Deposit		City of Glendora	July and August	Banner Bank Checking (BID)	10,799.99	15,999.99
Total for 100 - BID Assessments						\$15,999.99	
200 - BID Events							
201 - Halloween Walk Income							
09/09/2026	Deposit			ACH Square Inc SQ260909 ACH Square Inc SQ260909 PPD XXXXXX0002	Banner Bank Checking (BID)	266.12	266.12
09/14/2026	Pledge	1023	Vegan And Boujee	Halloween Booth Space	Accounts Receivable (A/R)	75.00	341.12
Total for 201 - Halloween Walk Income						\$341.12	
Total for 200 - BID Events						\$341.12	
Total for Revenue						\$16,341.11	
Expenditures							
400 - Marketing and Promotions							
402 - Social Media Manager							
07/30/2026	Expenditure	DD	Courtney OBracain	Invoice 53	Banner Bank Checking (BID)	2,000.00	2,000.00
08/27/2026	Expenditure	DD	Courtney OBracain	In: 65	Banner Bank Checking (BID)	2,000.00	4,000.00
09/28/2026	Expenditure	DD	Courtney OBracain	Invoice 72	Banner Bank Checking (BID)	2,000.00	6,000.00
Total for 402 - Social Media Manager						\$6,000.00	
403 - Web Domains & Hosting							
07/16/2026	Check	1126	Louise Brewer	domain reimbursement	Banner Bank Checking (BID)	64.99	64.99
07/21/2026	Expenditure		Banner Bank Credit Card	godaddy	Banner Bank Checking (BID)	359.88	424.87
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	Notion	Banner Bank Checking (BID)	70.40	70.40
08/17/2026	Deposit			ACH Square Inc SQ260817 ACH Square Inc SQ260817 PPD XXXXXX0002	Banner Bank Checking (BID)	-24.20	46.20
08/24/2026	Expenditure		Banner Bank Credit Card	Notion	Banner Bank Checking (BID)	60.00	106.20
09/08/2026	Check	ACH06082026	Banner Bank Credit Card	Notion	Banner Bank Checking (BID)	60.00	166.20
Total for 405 - Social Media Ads, Web Ads, Special Marketing, etc.						\$166.20	
Total for 400 - Marketing and Promotions						\$6,591.07	
500 - BID Event Expenses							
501 - Halloween Walk Expenses							
08/19/2026	Check	1129	City of Glendora	Permit	Banner Bank Checking (BID)	50.00	50.00
09/25/2026	Check	1131	Glendora Chamber	Candy Reimbursement	Banner Bank Checking (BID)	1,649.25	1,699.25
Total for 501 - Halloween Walk Expenses						\$1,699.25	
504 - Holiday Stroll Expenses							
08/19/2026	Check	1129	City of Glendora	Permit	Banner Bank Checking (BID)	50.00	50.00
Total for 504 - Holiday Stroll Expenses						\$50.00	
506 - Friday Night Twilight Expenses							
07/24/2026	Check	1127	Elizabeth Villa	My Pet Rock: 7/24/26 Show	Banner Bank Checking (BID)	400.00	400.00
08/20/2026	Check	1130	Glendora Chamber	Reimbursement for 8-21 Venmo Payment for FNT Music	Banner Bank Checking (BID)	1,500.00	1,900.00
Total for 506 - Friday Night Twilight Expenses						\$1,900.00	
507 - Event & Communication Coordinator							



Glendora BID

Statement of Activity Detail

July 2026 - June 2027

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
08/21/2026	Expenditure	DD	Megan Kaye	FNT	Banner Bank Checking (BID)	550.00	550.00
Total for 507 - Event & Communication Coordinator						\$550.00	
Total for 500 - BID Event Expenses						\$4,199.25	
600 - Other Expenses							
603 - Village Seasonal Banners							
08/05/2026	Check	1128	SIGN CONTRACTORS, INC.	Installation of Summer Banners IN: 230814	Banner Bank Checking (BID)	255.00	255.00
Total for 603 - Village Seasonal Banners						\$255.00	
604 - Storage Unit Expense							
07/24/2026	Expenditure		Security Public Storage - Glendora	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741	Banner Bank Checking (BID)	422.00	422.00
08/24/2026	Expenditure		Security Public Storage - Glendora	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741	Banner Bank Checking (BID)	422.00	844.00
09/24/2026	Expenditure		Security Public Storage - Glendora	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741	Banner Bank Checking (BID)	422.00	1,266.00
Total for 604 - Storage Unit Expense						\$1,266.00	
Total for 600 - Other Expenses						\$1,521.00	



Glendora BID

Statement of Activity Detail

July 2026 - June 2027

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
QuickBooks Payments Fees							
09/14/2026	Expenditure		QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	Banner Bank Checking (BID)	2.24	2.24
Total for QuickBooks Payments Fees						\$2.24	
Total for Expenditures						\$12,313.56	
Net Revenue						\$4,027.55	