

# **GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)**

## **ADVISORY BOARD**

### **AGENDA**

**THURSDAY, DECEMBER 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**

OPEN (Office #2)

Crystal Manke (Office #4)

Cathy Jarvis (Office #5)

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#### **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.

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#### **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

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

**AGENDA**

**THURSDAY, DECEMBER 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](mailto: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 of November 6, 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 November 30, 2025  
RECOMMENDATION: 1. Receive and file the report.

## **NEW BUSINESS**

6. Review, interview, and appoint for the unexpired open board position (Office #2) expiring June 30, 2027  
RECOMMENDATION: 1. Review application(s), interview, and appointment.
7. Holiday Stroll Recap  
RECOMMENDATION: 1. Receive and file report.
8. Reschedule January 2026 Meeting Date  
RECOMMENDATION: 1. Reschedule the January meeting due to the regular schedule being on January 1<sup>st</sup>.

## **OLD BUSINESS**

9. Committee Report: Event & Marketing Committee update on upcoming events.
10. Committee Report: Social Media Committee update.
11. Committee Report: Beautification Committee Update.
12. 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/](http://www.glendoravillage.com/) not less than 72 hours prior to the meeting in accordance with Government Code Section 54954.2.

Dated: 12/1/2025

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



**Thursday, November 6, 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 **8:34 AM.**

### **ROLL CALL**

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

### **Member(s) Absent:**

-

**Staff Present:** BID Manager Joe Cina

### **PLEDGE OF ALLEGIANCE**

- The Pledge of Allegiance.

### **Reorder of Agenda**

- None

### **PUBLIC COMMENT**

- None

### **AGENDA REVIEW**

- None

### **BOARD STATEMENTS/REPORTS**

- Board member Salzar asked about the lot situation and activations, noting the property owner has moved to LA and is getting more involved. Tiffany Chew confirms arranging a meeting with the property owner and city staff to discuss the lot situation and BID representatives will be invited to participate.

### **DIRECTOR/STAFF LIAISON STATEMENTS**

- Cina reported: Upcoming events: a coffee mixer Friday the 7, a ribbon-cutting for Crust and Crumble on the 12, and a lunch event on the 13<sup>th</sup> at Spaghetti Eddie's.

Also, Women of Business committee's event on the 18<sup>th</sup>. Will also be starting our annual shop local contest.

### **SPECIAL ITEMS**

1. **City of Glendora Update:** Management Aide Shantelle Coria
  - a. Open Rewards emphasizing the importance of displaying the sticker on business windows. Also reported at the last council meeting to promote the shop local contest and the 10% rewards for small local retailers and restaurants and 5% rewards for grocery stores and larger retailers on Small Business Saturday.
  - b. Economic Development Manager Chew also gave an update that the City will bring back an item in early 2026 regarding BID/City roles and responsibilities. Property owner of Coldwell Banker building open to BID window graphics. Marketing or Beautification Committee to follow up. Reminder: BID Budget development begins soon, finalizing in February..
2. **Event Coordinator Update:** Megan Kaye, M Kaye Events:
  - a. Recaps the Halloween event, noting a large turnout and successful additions like coloring stations, a DJ, and trains. The upcoming stroll event which will be on November 21 will include a Christmas market.
  - b. Also discusses the possibility of expanding the stroll in 2026 and adding a fun zone for kids. Finally, confirms Santa in the Village for the first three Saturdays of December including carriages on the 13<sup>th</sup> and 20<sup>th</sup>.
3. **Social Media Update:** Louise Brewer, Mic Mac Agency:
  - a. October Performance: 200,000 views on Instagram content. 16,000+ accounts reached. Halloween content performed exceptionally well.
  - b. Featured merchants in October included: Kathy's Wishing Well, Pure Soul Boutique, Reformation Refill, Priscilla's, Hilltop, Classic Coffee, Crust & Crumble, Glendora Florist, Ed's Place.
  - c. November Featured Businesses: Calisthenic Jewelers, KC Barbershop, Ice Cream Shop, Cara's Corner, Drawn to Art, Diplomat, Larissa Gardens.
  - d. Additional Updates: Accepted collaboration requests from local restaurants and boutiques (Bear Bungalow, Mercantile Collective, Dodgers-themed post from the Ice Cream Shop).
  - e. Holiday Stroll content and Reels scheduled.

### **CONSENT CALENDAR**

4. Affirm minutes from October 2, 2025, Regular Meeting

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

**(M/S/A)** A motion was made by board member Jarvis, seconded by board member Banos, 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 Salazar submitted her resignation on October 2 and the City Clerk was notified and published the vacancy on Oct. 23 & 30.
- b. BID members were emailed on Oct. 20 & 30.
- c. Two applications received by deadline:
  - i. Katie Fossel (Ice Cream Shop)
  - ii. Stacey Dover (Kaleo)
    1. After review, the City Attorney confirmed Stacey is not eligible because her business license is not located within the BID boundaries. Only one eligible applicant remains (Katie).
- d. **(M/S/A)** A motion was made by board member Manke, seconded by board member Jarvis, to keep the application period open and interview the candidates at the December meeting.

**7. BID Marketing RFP Discussion**

- a. Cina reported that the Marketing Committee would like to go out for bid the social media work. A revised job scope for a more comprehensive Social Media Manager role was reviewed.
- b. Key components include:
  - i. Monthly content calendar
  - ii. Photography & videography
  - iii. Reels & Stories creation
  - iv. Merchant engagement
  - v. Influencer outreach
  - vi. Comment response and community engagement (newly added)
- c. Managing a content library
- d. Website maintenance may remain with the Chamber unless directed otherwise.

- e. **(M/S/A)** A motion was made by vice chair Banos, seconded by board member Jarvis, to finalize and publish RFP with the added “community engagement” responsibilities.

### **8. Halloween Walk Recap**

- a. Since the event was already discussed Cina did a brief recap going over images taken and the finances of the event. Feedback: large turnout; strong restaurant performance; positive family comments.

## **OLD BUSINESS**

### **9. Committee Report: Event & Budget Committee Update.**

- a. Holiday Stroll planning updates provided. Christmas Market vendor pricing was discussed; to be finalized by committee. Considerations:
- b. \$50–\$75 suggested for outside vendors for this first-year test event
- c. Focus on craft/handmade vendors first
- d. Non-sales “informational booths” may be placed outside the market area
- e. Discussion on event signage, QR codes, and business activation listings.

### **10. Committee Report: Social Media Committee Update.**

- a. Discussed calendar transparency, merchant expectations, and content prioritization. RFP will help define future direction.

### **11. Committee Report: Beautification Committee Update.**

- a. Upcoming walkthrough with City Public Works.
- b. Goal: Document all maintenance/beautification needs and establish timelines.
- c. Chair Davis presented a preliminary review of new Glendora Village branding concepts (logos & banners).
- d. Committee will refine concepts for further review.

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

Budget Committee: A series of budget meetings will be scheduled. First meeting is tentatively set for Thursday November 13 at 9:00 a.m. at the Chamber office.

## **ADJOURNMENT**

No further business. Meeting was adjourned at **9:54 AM**.

Joe Cina

BID Manager & President/CEO

Glendora Chamber of Commerce

# Glendora Business Improvement District

## Summary of Financial Activity

07/01/25 - 11/30/2025

CHECKING ACCOUNT	\$15,835.27
HIGH YIELD ACCOUNT	\$182,297.71
<b>TOTAL</b>	<b>\$198,132.98</b>

ACCOUNTS	FY 26 YTD	FY 26 ADOPTED BUDGET	AVAILABLE BUDGET
<b>REVENUE</b>			
ASSESSMENTS	\$23,373.25	\$45,000.00	\$21,626.75
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)
<b>REVENUE Total</b>	<b>\$25,842.98</b>	<b>\$120,800.00</b>	<b>\$94,957.02</b>
<b>EXPENDITURE</b>			
<b>MARKETING &amp; PROMOTION</b>			
PRINT ADS NEWSPAPER		\$2,000.00	\$2,000.00
SOCIAL MEDIA & WEB COORDINATOR	\$5,000.00	\$16,000.00	\$11,000.00
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
<b>TOTAL MARKETING &amp; PROMOTION</b>	<b>\$6,191.19</b>	<b>\$45,000.00</b>	<b>\$38,808.81</b>
<b>BID EVENTS</b>			
HALLOWEEN WALK	\$9,163.12	\$5,500.00	(\$3,663.12)
WINE WALK		\$27,000.00	\$27,000.00
CHALK WALK		\$3,000.00	\$3,000.00
HOLIDAY STROLL & SANTA IN THE VILLAGE	\$3,693.00	\$17,000.00	\$13,307.00
SMALL BUSINESS SATURDAY		\$1,000.00	\$1,000.00
FRIDAY NIGHT TWILIGHT	\$5,105.00	\$10,000.00	\$4,895.00
NEW EVENT/SERVICE		\$10,000.00	\$10,000.00
EVENT & COMMUNICATION COORDINATOR	\$3,200.00	\$17,000.00	\$13,800.00
<b>TOTAL BID EVENT EXPENSES</b>	<b>\$21,161.12</b>	<b>\$90,500.00</b>	<b>\$69,338.88</b>
<b>OTHER EXPENDITURE</b>			
MISC: SEASONAL BANNERS/MUSIC/BANK FEES/OTHER	\$474.73	\$5,550.00	\$5,075.27
STORAGE UNIT	\$1,935.00	\$4,644.00	\$2,709.00
LANDSCAPING		\$10,000.00	\$10,000.00
<b>TOTAL OTHER EXPENDITURE</b>	<b>\$2,409.73</b>	<b>\$20,194.00</b>	<b>\$17,784.27</b>
<b>EXPENDITURE Total</b>	<b>\$29,762.04</b>	<b>\$155,694.00</b>	<b>\$125,931.96</b>
<b>Net Revenue</b>	<b>(\$3,919.06)</b>	<b>(\$34,894.00)</b>	<b>\$220,888.98</b>



# Glendora Village BID

## Statement of Activity Detail

July - November, 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
09/12/2025	Deposit	20460460- 57220	City of Glendora	3,400.00	BID FEES FROM 08/01/2025-08/31/2025
10/10/2025	Deposit		City of Glendora	3,386.00	BID FEES FROM 09/01/2025-09/30/2025
10/13/2025	Receipt	1013	Grape Leaf Greek Kouzina	250.00	Halloween Activity Sponsorship
10/13/2025	Journal Entry	3		-250.00	Wrong Account
11/18/2025	Deposit	4861	City of Glendora	5,224.25	BID FEES FROM 10/01/2025-10/31/2025
<b>Total for 100 - BID Assessments</b>				<b>\$23,373.25</b>	
200 - BID Events					
201 - Halloween Walk Income					
09/30/2025	Deposit	11080		98.00	Top Billing Photo Sponsor
09/30/2025	Deposit	9474		100.00	Visiting Angels Photo Sponsor
10/08/2025	Deposit	1641	The Craft Salon	100.00	Photo Sponsor
10/13/2025	Journal Entry	3		250.00	Wrong Account
10/16/2025	Pledge	1014	Cathy's Wishing Well	100.00	Photo Sponsor
10/16/2025	Pledge	1017	The Yoga Dance Co.	100.00	Halloween Photo Sponsor
10/16/2025	Pledge	1016	Pure Soul	100.00	Halloween Photo Sponsor
10/16/2025	Pledge	1015	MARILYN SPARKS AGENCY	100.00	Halloween Photo Sponsor
10/28/2025	Pledge	1018	Children's Choice Dental	250.00	2025 Halloween event sponsor
11/03/2025	Receipt	1019	Cindy Carava, Real Estate	100.00	
11/03/2025	Receipt	1020	The Ice Cream Shop	100.00	
<b>Total for 201 - Halloween Walk Income</b>				<b>\$1,398.00</b>	
<b>Total for 200 - BID Events</b>				<b>\$1,398.00</b>	
301 - Interest Income					
09/30/2025	Deposit			1,071.73	Interest Deposit
<b>Total for 301 - Interest Income</b>				<b>\$1,071.73</b>	
<b>Total for Revenue</b>				<b>\$25,842.98</b>	
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
09/12/2025	Expenditure	DD	Louise Brewer	1,000.00	invoice for August services rendered.
10/06/2025	Expenditure	DD	Louise Brewer	1,000.00	Invoice: #100125
11/05/2025	Expenditure	DD	Louise Brewer	1,000.00	Invoice: #110125
<b>Total for 402 - Louise Brewer (dba Mic MAC)</b>				<b>\$5,000.00</b>	
403 - Web Domains & Hosting					
09/30/2025	Expenditure		Banner Bank Credit Card	46.19	
<b>Total for 403 - Web Domains &amp; Hosting</b>				<b>\$46.19</b>	
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
09/12/2025	Expenditure	DD	Ashley Kesicbasian	550.00	First half of photo shoot. In: 41732
09/29/2025	Expenditure	DD	Ashley Kesicbasian	175.00	Invoice# 41738
<b>Total for 405 - Social Media Ads, Web Ads, Special Marketing, etc.</b>				<b>\$1,145.00</b>	
<b>Total for 400 - Marketing and Promotions</b>				<b>\$6,191.19</b>	

# Glendora Village BID

## Statement of Activity Detail

July - November, 2025

DATE	TRANSACTION TYPE	NUM	NAME	AMOUNT	MEMO/DESCRIPTION
500 - BID Event Expenses					
501 - Halloween Walk Expenses					
08/26/2025	Check	1073	City of Glendora	50.00	Halloween Walk Permit Fee
09/09/2025	Check	1076	Glendora Community Services Foundation	100.00	Halloween Banner
09/30/2025	Expenditure		Banner Bank Credit Card	200.00	Train Deposit
10/14/2025	Expenditure		Banner Bank Credit Card	3,478.50	Candy
10/16/2025	Expenditure	1082	Glendora Chamber	162.00	11x17 posters color: 80
10/16/2025	Expenditure	1082	Glendora Chamber	45.00	8.5x11 fliers color: 75
10/21/2025	Bill		SIGN CONTRACTORS, INC.	295.00	230425
10/27/2025	Check	1084	Super Birthday Inc.	2,200.00	Mini Express Trains
11/11/2025	Expenditure		Banner Bank Credit Card	450.00	Halloween DJ
11/11/2025	Expenditure		Banner Bank Credit Card	155.00	prizes
11/11/2025	Expenditure		Banner Bank Credit Card	1,623.95	portos
11/11/2025	Expenditure		Banner Bank Credit Card	172.86	step and repeat
11/11/2025	Expenditure		Banner Bank Credit Card	170.81	prizes
11/11/2025	Expenditure		Banner Bank Credit Card	60.00	prizes crust and crumble
<b>Total for 501 - Halloween Walk Expenses</b>				<b>\$9,163.12</b>	
504 - Holiday Stroll Expenses					
08/26/2025	Check	1073	City of Glendora	50.00	Stroll Permit Fee
08/26/2025	Check	1073	City of Glendora	50.00	Santa in the Village Permit fee
09/09/2025	Check	1076	Glendora Community Services Foundation	100.00	Stroll Banner
09/09/2025	Check	1076	Glendora Community Services Foundation	200.00	Santa in the Village Banner
10/14/2025	Check	1081	G&F Carriages	300.00	Carriage Deposit
10/16/2025	Expenditure	1082	Glendora Chamber	45.00	8.5x11 fliers color: 75
10/16/2025	Expenditure	1082	Glendora Chamber	190.00	11x17 posters color: 100
11/10/2025	Expenditure	DD	Evan Turunen	920.00	Sound for GHS Chior
11/13/2025	Check	1085	SIGN CONTRACTORS, INC.	488.00	Santa in the Village Banner: In# 230452
11/18/2025	Check	1086	Stephanie Nicosia	350.00	Photo's for the stroll
11/21/2025	Check	1087	GHS Show Choir Boosters	1,000.00	Show Choir Performance Donation 11/21/2025
<b>Total for 504 - Holiday Stroll Expenses</b>				<b>\$3,693.00</b>	
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
09/05/2025	Check	1075	Renee Anchondo	805.00	Music performance September 5, 2025
09/11/2025	Check	1077	Mark Herring	500.00	In: 091225
09/19/2025	Check	1078	Renee Anchondo	250.00	Music performance September 19, 2025
09/26/2025	Check	1079	Elizabeth Villa	375.00	My Pet Rock: 9/26/2025 Show
<b>Total for 506 - Friday Night Twilight Expenses</b>				<b>\$5,105.00</b>	
507 - Event & Communication Coordinator					
10/22/2025	Expenditure	DD	Megan Kaye	1,950.00	2025 Glendora Village Halloween Walk
11/25/2025	Check	1088	Megan Kaye	1,250.00	Stroll and Santa
<b>Total for 507 - Event &amp; Communication Coordinator</b>				<b>\$3,200.00</b>	
<b>Total for 500 - BID Event Expenses</b>				<b>\$21,161.12</b>	

# Glendora Village BID

## Statement of Activity Detail

July - November, 2025

DATE	TRANSACTION TYPE	NUM	NAME	AMOUNT	MEMO/DESCRIPTION
600 - Other Expenses					
603 - Village Seasonal Banners					
07/28/2025	Check	1068	SIGN CONTRACTORS, INC.	230.00	Summer banner install: IN# 230294
09/30/2025	Check	1080	SIGN CONTRACTORS, INC.	230.00	Fall banner install: IN# 230387
Total for 603 - Village Seasonal Banners				\$460.00	
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
08/25/2025	Expenditure		Security Public Storage - Glendora	387.00	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741
09/24/2025	Expenditure		Security Public Storage - Glendora	387.00	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741
10/28/2025	Expenditure		Security Public Storage - Glendora	387.00	ACH Sec Public Stg G NOV
11/24/2025	Expenditure		Security Public Storage - Glendora	387.00	ACH Sec Public Stg G NOV-dec
Total for 604 - Storage Unit Expense				\$1,935.00	
Total for 600 - Other Expenses				\$2,395.00	
QuickBooks Payments Fees					
10/14/2025	Expenditure		QuickBooks Payments	8.75	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee- type: Daily.
10/16/2025	Expenditure		QuickBooks Payments	5.98	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee- type: Daily.
Total for QuickBooks Payments Fees				\$14.73	
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				\$29,762.04	
Net Revenue				\$ - 3,919.06	

## Constant Contact Survey Results

Campaign Name: 2025 Stroll Survey

Survey Starts: 17

Survey Submits: 10

Export Date: 12/01/2025 04:57 PM

### MULTIPLE CHOICE

How would you rate the overall impact of the Holiday Stroll on your business?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Very Positive	<div></div>		5	50%
Positive	<div></div>		5	50%
Neutral			0	0%
Negative			0	0%
Very Negative			0	0%
Other			0	0%
Total Responses			10	100%

### MULTIPLE CHOICE

How would you describe the foot traffic in your business during the event compared to other events in the Village?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Much Higher	<div></div>		3	30%
Higher	<div></div>		4	40%
The Same	<div></div>		3	30%
Lower			0	0%
Much Lower			0	0%
Total Responses			10	100%

### MULTIPLE CHOICE

Did you feel the event was well-organized and adequately promoted?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Strongly Agree	<div></div>		2	20%
Agree	<div></div>		4	40%
Neutral	<div></div>		3	30%
Disagree	<div></div>		1	10%
Strongly Disagree			0	0%
Other			0	0%
Total Responses			10	100%

## CHECKBOXES

What activities or features of the Holiday Stroll do you think most effectively attracted visitors to your business?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Entertainment (e.g., live music, performers)	<div></div>		1	11%
Decorations or festive atmosphere	<div></div>		7	77%
Promotions or discounts offered by businesses	<div></div>		0	0%
Special activities for families or children	<div></div>		3	33%
Other	<div></div>		2	22%
Total Responses			9	100%

## OPEN QUESTION

What suggestions do you have for improving next year's Holiday Stroll to better support your business and attract more visitors?

More food and entertainment. Even vendors would be nice.

The holiday stroll has historically been an event that doesn't "need" much promotion because it's such a festive tradition. That said, there are opportunities to create a more cohesive and unified experience across the local businesses.

Create Find a way to drive traffic to the southmost and northmost ends of the street. Our business in particular sees more of a logistical challenge than most because the physical street barricade is located immediately in front of our store. Ideally with ample time and planning we can execute on closing Foothill next year to create a holiday market, additional food vendors & get people to linger longer

--

None

--

Bring Food Trucks

--

Day after cleanup is insufficient to non-existent. This needs to be fixed. Cleanup needs to be completed before the streets are re-opened. There should be more trash receptacles available. Trash services can provide temporary and one time use.

--

Would love to shut down Foothill Blvd at Vista Bonita Avenue to encourage participation at Visiting Angels. :)

--

Food trucks. Lots of people are looking for food to eat while they walk around. I think vendor sales and activities along glendora ave would improve it.

## OPEN QUESTION

Any other comments?

None

Although some would see these events as more successful the larger they get, in some ways these events are becoming too large and losing some of the Community charm. Just like anything too many people can start to ruin any tourist attraction or event. More isn't necessarily better.

--

Fantastic event, as always!



# APPLICATION FOR APPOINTMENT TO CITY OF GLENDORA BOARDS AND COMMISSIONS

Requirements Met: ☐ Yes ☐ No Active Until:

(Active for 2 years)

CLERK'S DATE STAMP  
Appt'd On: To: (Ex: PC, WC)  
Office #: Term: (M/D/Y - M/D/Y)  
☐ Full ☐ Unexpired

**Submittal Requirements** (Completed Application must contain the following)  
- Completed, signed application - Three (3) references with contact information

## Instructions (Please Type or Print Clearly)

All requested information must be furnished on the application itself. Resumes, attachments and other supporting documentation may be included but cannot be substituted for an application form. It is important that you answer all questions on your application fully and accurately. If additional space is needed to answer questions, attach additional sheets. In addition, a separate application must be submitted for each advisory body to which you seek appointment. **Applications received after the deadline will be kept on file for future vacancies.**

## Information Sheet

- Board, Commission or Committee being applied for: Glendora Village Business Improvement District Advisory Board  
Are you currently a City of Glendora Commissioner? ☐ Yes ☒ No If yes, Commission Name: \_\_\_\_\_
- Name: Fosselman Katy Marie  
(Last) (First) (Middle)  
Residential Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ (Required) Email: Katy@theicecreamshopglendora.com (Required)  
Are you a registered voter within the City of Glendora? ☐ Yes ☒ No  
(If you have questions about your registration status, please contact the Los Angeles Registrar of Voters at (800) 815-2666)  
Do you currently reside within the incorporated City limits? ☐ Yes ☒ No If so for how long? \_\_\_\_\_
- Required if applying for BID:  
Business Name: The Ice Cream Shop Occupation: Owner  
Business Address: 180 N. Glendora Ave Ste 101 Glendora CA 91741  
Phone Number: \_\_\_\_\_ (Required) Email: \_\_\_\_\_ (Required)
- Occupation and Place of Employment: Owner
- Have you ever been a member of any City Board or Commission, or employed by the City of Glendora? If Yes, in what capacity? When? ☐ Yes ☒ No  
Do you have any relatives currently working for the City of Glendora? ☐ Yes ☒ No  
If Yes, please list name(s), relationship and department: \_\_\_\_\_
- List Community/Professional Organizations in which you hold active membership(s). In addition, please list any positions of responsibility held:  
AWHONN - Association of Women's Health, Obstetrics and Neonatal Nurses.
- Please state your reasons as to why your background and/or experience makes you a suitable candidate for appointment to this position:

My background in HR and nursing has given me strong leadership, communication and problem-solving skills. As a former hospital educator who developed and implemented maternal and neonatal curriculum, I'm experienced in organization, collaboration and education. Now, as a small business owner, I've learned to be resourceful, business-minded and action-driven. I'm a doer and I like to meet challenges head on!

Applying for: Glendora Village Business Improvement District Advisory Board Applicant Name: Katy Fosselman

7. Please state the reasons you are interested in filling this vacancy:

I am passionate about supporting the Glendora Village and believe that serving on the BID Board is an important way to help strengthen our local business community.

8. Please briefly express your views regarding current and future development in Glendora:

I believe Glendora has a beautiful village with tremendous potential, I see missed opportunities for thoughtful growth and I'd like to contribute in any way I can to help its future development.

9. References

1. Carthy Jones

Name

Phone No.: [REDACTED]

2. Janet Tyler

Name

Phone No.: [REDACTED]

3. Dan Mitchell

Name

Phone No.: [REDACTED]

\*Letters of Recommendation may be attached to application, but cannot be substituted in lieu of the requested references name and contact information.

10.

#### DISCLOSURE AND REGULATORY REQUIREMENTS

**Conflict of Interest Disclosure** - In compliance with state law, appointed officials may be required to file a Statement of Economic Interests upon appointment to office, and annually thereafter.

I, acknowledge, that if appointed I may be required to make information available as to any potential conflict of interest arising from my business/affiliations where that affiliation or business may be doing business with the City of Glendora, or any decisions taken by the City of Glendora that may influence that business or affiliation. The City Clerk will provide appointees with the filing form and instructions.

KF

Initials

**Attendance (GMC §2.18.100)** - Board/Commission/Committee members are required to attend meetings on a regular basis, and may be removed if a member does not attend three consecutive regularly scheduled meetings. If appointed, I confirm that I will be able to attend meetings regularly and devote the time necessary to fulfill my duties as a member.

KF

Initials

**Mandatory Ethics Training (Government Code §53234)** - In compliance with state law, if appointed I agree to complete an approved AB1234 Ethics Training seminar within one year of appointment and agree to maintain my compliance throughout my entire term in office.

KF

Initials

**Affidavit of Residency** - I declare, under penalty of perjury, that I am a resident within the incorporated City of Glendora city limits.

N/A

Initials

\* Not Required for Business Improvement District Advisory Board.

11. I, the undersigned, certify that the foregoing information is true and correct and that I am sincerely interested in serving in this position for the City of Glendora.

Furthermore, I, the undersigned, acknowledge that this application qualifies as a public record and that all information furnished on the application itself and any supporting documents attached hereto will be treated as a public record and I, therefore, waive any perceived rights to privacy of the information furnished.

Katy Fosselman  
Applicant's Signature

10/26/25

Date

Completed applications should be returned to the Glendora Chamber of Commerce at 224 N. Glendora Ave. Glendora, CA 91741 or Joe@Glendora-Chamber.org.

#### FOR INTERNAL USE ONLY

Verification Completed: ☐ Yes ☐ No Issues: \_\_\_\_\_



Residency Verified (Incorporated Area)



Registered to Vote Verified



Water Division Customer (WC Applicants Only)

BID Applicants Only

☐ Active/Current Business Owner in BID

☐ BI. Verified:

☐ Current with payment of Charges/Assessment.

Notes: \_\_\_\_\_



# APPLICATION FOR APPOINTMENT TO CITY OF GLENDORA BOARDS AND COMMISSIONS

Requirements Met: ☐ Yes ☐ No Active Until:

(Active for 2 years)

App'd On: \_\_\_\_\_ To: \_\_\_\_\_ (Ex: PC, WC)  
Office #: \_\_\_\_\_ Term: \_\_\_\_\_ (M/D/Y - 6/30/Y)  
☐ Full ☐ Unexpired

CLERK'S DATE STAMP

## Submittal Requirements (Completed Application must contain the following)

- Completed, signed application
- Three (3) references with contact information

### Instructions (Please Type or Print Clearly)

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### Information Sheet

- Board, Commission or Committee being applied for: Glendora Village Business Improvement District Advisory Board
- Are you currently a City of Glendora Commissioner? ☐ Yes ☒ No If yes, Commission Name: \_\_\_\_\_
- Name: Smultz Corri Ann  
(Last) (First) (Middle)  
Residential Address: \_\_\_\_\_  
Phone Number: \_\_\_\_\_ (Required) Email: \_\_\_\_\_ (Required)  
Are you a registered voter within the City of Glendora? ☒ Yes ☐ No  
(If you have questions about your registration status, please contact the Los Angeles Registrar of Voters at (800) 815-2666)  
Do you currently reside within the incorporated City limits? ☒ Yes ☐ No If so for how long? \_\_\_\_\_  
Required if applying for BID:  
Business Name: Pure Soul Boutique Occupation: Owner  
Business Address: 1100 N Glendora Ave  
Phone Number: \_\_\_\_\_ (Required) Email: PURESOUL1100N@gmail.com (Required)  
3. Occupation and Place of Employment: Owner / Pure Soul
- Have you ever been a member of any City Board or Commission, or employed by the City of Glendora? If Yes, in what capacity? When? ☐ Yes ☒ No  
Do you have any relatives currently working for the City of Glendora? ☐ Yes ☒ No  
If Yes, please list name(s), relationship and department: \_\_\_\_\_
- List Community/Professional Organizations in which you hold active membership(s). In addition, please list any positions of responsibility held:  
Store Owner
- Please state your reasons as to why your background and/or experience makes you a suitable candidate for appointment to this position:

I feel like the Village needs a voice and creative go-getter that can hold tradition and bring in new ideas as well being active in the community for several years. I am committed to helping the businesses thrive.



Applying for: Glendora Village Business Improvement District Advisory Board

Applicant Name:

Lorri Shultz

7. Please state the reasons you are interested in filling this vacancy:

8. Please briefly express your views regarding current and future development in Glendora:

Crystle Manke - shopcindyjane

9. References

1. Ryan Shultz  
Name
2. Dale Shuler  
Name
3. Stacy Dover  
Name

Phone No. [REDACTED]

Phone No. [REDACTED]

Phone No. [REDACTED]

\*Letters of Recommendation may be attached to application, but cannot be substituted in lieu of the requested references name and contact information.

10.

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**Affidavit of Residency** - I declare, under penalty of perjury, that I am a resident within the incorporated City of Glendora city limits.

\* Not Required for Business Improvement District Advisory Board.

11. I, the undersigned, certify that the foregoing information is true and correct and that I am sincerely interested in serving in this position for the City of Glendora.

Furthermore, I, the undersigned, acknowledge that this application qualifies as a public record and that all information furnished on the application itself and any supporting documents attached hereto will be treated as a public record and I, therefore, waive any perceived rights to privacy of the information furnished.

[Signature]  
Applicant's Signature

11/12/2025  
Date

[Initials]  
Initials

[Initials]  
Initials

[Initials]  
Initials

N/A

Initials

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### FOR INTERNAL USE ONLY

Verification Completed: ☐ Yes ☐ No Issues: \_\_\_\_\_

- ☐ Residency Verified (Incorporated Area)
- ☐ Registered to Vote Verified
- ☐ Water Division Customer (WC Applicants Only)

#### BID Applicants Only

- ☐ Active/Current Business Owner in BID
- ☐ BL Verified:
- ☐ Current with payment of Charges/Assessment.

Notes: \_\_\_\_\_