

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

## **ADVISORY BOARD**

### **AGENDA**

**THURSDAY, DECEMBER 5, 2024 @ 8:30 AM**

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



#### **CHAIR**

Matthew Klingler

#### **VICE-CHAIR**

Matthew Davis

#### **COMMISSIONERS**

Cathy Jarvis

Veronica Salazar

Dalel Snider

---

#### **MEETING SCHEDULE**

The regular meetings shall be held on the first Thursday of each month at 8:30 a.m. at the Bidwell Forum (140 S. Glendora Ave., Glendora, CA 91741)

#### **BROWN ACT**

Agendas are drafted to accurately state what the legislative body is being asked to consider. The legislative body can take action on "all items" listed on the agenda and be in compliance with the open meeting laws.

Pursuant to provisions of the Brown Act, no action may be taken on a matter unless it is listed on the agenda, or unless certain emergency or special circumstances exist. The governing body may direct staff to investigate and/or schedule certain matters for consideration at a future meeting.

---

#### **COMMUNICATION AND ELECTRONIC DEVICES**

To minimize distractions, please be sure all personal communication and electronic devices are turned off or on silent mode.

Meeting will be presented in-person and on ZOOM. Join Zoom Meeting at:

<https://us02web.zoom.us/j/82913139925?pwd=SlQXjtFWGuW0CcZiH89nc8a3v5hazA.1>

Meeting ID: 829 1313 9925  
Passcode: 005561

Phone: (669) 900-6833

---

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

**AGENDA**

**THURSDAY, DECEMBER 5, 2024 @ 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 – Alycia Suniga, Management Analyst / 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 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 October 3, 2024, Regular Meeting  
RECOMMENDATION: 1. Affirm the minutes as presented.
5. Affirm cancelation of the November 7, 2024, Regular Meeting  
RECOMMENDATION: 1. Affirm the notice of cancelation.

## **MEMBER AGENDA ITEMS**

6. Santa In the Village

RECOMMENDATION: 1. Approval to reinstate the event as presented.

## **NEW BUSINESS**

7. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2023-2024, July 1 to November 30.

RECOMMENDATION: 1. Receive and file the report.

8. Holiday Stroll Recap and Survey Results

RECOMMENDATION: 1. Receive and file the report.

9. 2025 Event Dates: Wine Walk, Chalk Walk, & Friday Night Twilights

RECOMMENDATION: 1. Review and Recommend for staff to start working on the events.

## **OLD BUSINESS**

10. BID Bylaws Final Draft Approval

RECOMMENDATION: 1. Review and Recommend for City Council Approval.

## **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: December 2, 2024

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



**CALL TO ORDER**

The Business Improvement District (BID) Advisory Board meeting was called to order at 8:37 AM.

**ROLL CALL**

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

**Members Absent:** Dalel Snider

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

**PLEDGE OF ALLEGIANCE**

The Pledge of Allegiance was led by Vice Chair Davis.

**PUBLIC COMMENT**

- Comment was received from Frank Arturo via ZOOM and Fred Sparling in-person.

**BOARD STATEMENTS/REPORTS**

- None

**DIRECTOR/STAFF LIAISON STATEMENTS**

- Cina announced that the Chamber is contacting all BID members for updated contact information.

**SPECIAL ITEMS**

1. **City of Glendora Update:** Management Aide Shantelle Coria:
  - a. Coria announced that the city conducted their business survey and the results are on the city website.
2. **Event Coordinator Update:** Megan Kaye, M Kaye Events:
  - a. Announced that Friday Night Twilight concluded and flyers were passed out in the Village regarding the upcoming Halloween Walk.
3. **Social Media Update:** Louise Brewer, Mic Mac Agency:
  - a. Louise gave a social media update. Village Instagram has 7100 followers which is up 100 and engagement is at 1.47% with 43,000 views during September. The engagement rate per post is 7%. People are excited about Halloween and posts will focus on Fall.
  - b. The Facebook page is at 5400 follows 4600 like. Gained 43 fans and engagement is at 1.3% with an average of 1.6 with 58,000 views in September.

### **CONSENT CALENDAR**

4. Affirm minutes from September 5, 2024, Regular Meeting

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

### **MEMBER AGENDA ITEMS**

5. Halloween Walk Update: Cina reported the change in the schedule for the Halloween Walk to include the event hours to stay at 10AM to 2PM with the street closed. No vote was required.
6. Discussion Special Night BID Meeting/Mixer – Board member Salazar started the discussion to hold an event for the members to get together and mix. Event should held in January. Salzar will talk with Cocovino or another business to see where this could be done.  
*(M/S/A) A motion was made by Vice-Chair Davis, seconded by Chair Klinger, to allocate funds to hold a mixer and to investigate where it should be held in the month of January. All present approved of the motion.*
7. Ongoing Bylaws Review – Cina reported the amendments to the BID bylaws by the committee (*Board Member Jarvis and Salzar, BID Member Fred Sparling and Cina*) including listing the official place of business, who sets the agenda, a statement regarding term limits, the maximum number of unexcused absences, and the removal the requirement of the City Council to approve any changes to the bylaws that are not legally required by law.  
*(M/S/A) A motion was made by Board Member Jarvis, seconded by Chair Klinger, to approve the amendments to the BID bylaws and to send them to the city for review and next steps required. All present approved of the motion.*

### **NEW BUSINESS**

8. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2023-2024 Year-to-Date  
RECOMMENDATION: 1. Receive and file the report.  
*(M/S/A) A motion was made by Vice Chair Davis, seconded by Board Member Salazar, to record and file.*

### **OLD BUSINESS**

9. 2024-2025 BID Event Dates Review - RECOMMENDATION: 1. Report on dates requests, and a committee.  
After a lengthy discussion it was decided to not hold the Santa in the Village this year, recommendation not to have beer at the Wine Walk, and to agendize a Beer Walk / Harvis Festival discussion. No dates were selected.  
*(M/S/A) A motion was made by Chair Klinger, seconded by Board Member Salazar, to not hold the Santa in the Village this year. Board Member Jarvis abstained.*
10. Village Pressure Wash Update -  
REPORT: Cina gave a brief report that the city is looking into the cost of pressure washing the Village on a more regular basis and what Athens Services is already doing.  
*(M/S/A) No action necessary.*

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

- Board Member Salazar requested that a social media budget for boosted posts and a plan be added to the agenda for next month.

**ADJOURNMENT**

No further business. Meeting was adjourned at 9:43 AM.

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



## **NOTICE OF CANCELLATION**

### **Business Improvement District Board Meeting**

---

**NOTICE IS HEREBY GIVEN** that the regularly scheduled Business Improvement District board meeting that was scheduled to be held at 8:30 AM on Thursday, November 7, 2024, at the Bidwell Forum, was **hereby cancelled due to a lack of quorum.**

Joe Cina

BID Manager & President/CEO of the Glendora Chamber of Commerce

Date: November 7, 2024

## Glendora Business Improvement District

Summary of Financial Activity  
FY 2025 07/01/24 - 11/30/2024

Cash On Hand	\$181,221.00
--------------	--------------

ACCOUNTS	FY 25 YTD	FY 25 ADOPTED BUDGET	AVAILABLE BUDGET
<b>REVENUE</b>			
CHALK WALK R	\$0.00	\$5,000.00	\$5,000.00
HALLOWEEN WALK R	\$0.00	\$2,000.00	\$2,000.00
WINE WALK R	\$0.00	\$50,000.00	\$50,000.00
INTEREST/MISCELLANEOUS INCOME	\$0.00	\$800.00	\$800.00
ASSESSMENTS	\$20,163.17	\$45,700.00	\$25,536.83
<b>REVENUE Total</b>	<b>\$20,163.17</b>	<b>\$103,500.00</b>	<b>\$83,336.83</b>
<b>EXPENDITURE</b>			
MARKETING/PROMOTIONS (NEWS/SM/WEB/STREET BANNERS)	\$4,045.17	\$24,500.00	\$20,454.83
FRIDAY NIGHT TWILIGHT	\$3,700.00	\$15,000.00	\$11,300.00
HALLOWEEN WALK	\$4,518.50	\$6,500.00	\$1,981.50
HOLIDAY STROLL & SANTA IN THE VILLAGE*	\$7,532.09	\$20,000.00	\$12,467.91
CHALK WALK	\$0.00	\$8,000.00	\$8,000.00
SMALL BUSINESS SATURDAY	\$0.00	\$4,000.00	\$4,000.00
WINE WALK	\$0.00	\$27,000.00	\$27,000.00
NEW EVENT/SERVICE	\$0.00	\$10,000.00	\$10,000.00
EVENT & COMMUNICATION COORDINATOR	\$2,800.00	\$17,000.00	\$14,200.00
<b>OTHER EXPENDITURE</b>			\$0.00
MISC: SEASONAL BANNERS/MUSIC/STORAGE/OTHER	\$5,752.72	\$10,250.00	\$4,497.28
LANDSCAPING	\$0.00	\$10,000.00	\$10,000.00
<b>EXPENDITURE Total</b>	<b>\$28,348.48</b>	<b>\$152,250.00</b>	<b>\$123,901.52</b>
<b>Net Revenue</b>	<b>(\$8,185.31)</b>	<b>(\$48,750.00)</b>	<b>\$207,238.35</b>



## Constant Contact Survey Results

**Campaign Name:** 2024 Stroll Survey

**Survey Starts:** 27

**Survey Submits:** 13

**Export Date:** 12/02/2024 05:37 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></div></div>		7	53%
Positive	<div><div></div></div>		4	30%
Neutral	<div><div></div></div>		2	15%
Negative			0	0%
Very Negative			0	0%
Other			0	0%
Total Responses			13	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></div></div>		4	30%
Higher	<div><div></div></div>		6	46%
The Same			1	7%
Lower			2	15%
Much Lower			0	0%
Total Responses			13	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></div></div>		5	38%
Agree	<div><div></div></div>		7	53%
Neutral	<div><div></div></div>		1	7%
Disagree			0	0%
Strongly Disagree			0	0%
Other			0	0%
Total Responses			13	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>		7	53%
Decorations or festive atmosphere	<div></div>		10	76%
Promotions or discounts offered by businesses	<div></div>		3	23%
Special activities for families or children	<div></div>		6	46%
Other	<div></div>		1	7%
Total Responses			13	100%

**Other: There seemed to be things missing and there was definitely dead space throughout the area between Meda and Foothill**

## OPEN QUESTION

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

Specialized advertising for businesses to show what kind of activities they have going on the night of the event. Better bathrooms and clean up following event.

More information ahead of time to people about parking, the date, marketing materials.

Food truck area, public bathrooms, kid activity zone with bounce houses or snow, stage on the south end that features fashion shows or product promotions from the local businesses - Owner interviews, how to product demonstrations. Map of things to do

It would be nice if all merchants remained opened to provide a place for folks to go into the shops to not only shop but offer them a reason to come into their store. It seemed like some shops were opened but not all. I'm glad Crust and Crumble open

It seemed to be missing things from years past there needs to be more food stands, kids were asking for Hot Chocolate. I did t see Santa or trains, carriage rides or other things from years past. It was really dead around 8 pm from Meda to Foothill

WHENEVER A GLENDORIAN IS ASKED ABOUT THEIR FAVORITE GLENDORA ACTIVITY, 95% OF THE TIME THEY SAY THE HOLIDAY STROLL. IT IS A TIME FOR PEOPLE TO RECONNECT, FELLOWSHIP AND GET IN THE HOLIDAY SPIRIT. AS A BUSINESS OWNER I DO GET A LOT OF COM

Less Alcohol

## OPEN QUESTION

Any other comments?

Pre-set menus for restaurants to make the food ordering go more quickly.  
Food trucks / mobile food stands

COMPLAINTS THAT THERE IS NOT ENOUGH TO DO FOR CHILDREN. AS A PAYING BID MEMBER I THINK THAT CREATING ACTIVITIES AND EXPERIENCES FOR CHILDREN, WILL ALLOW THE ADULTS TO STAY IN THE VILLAGE LONGER AND WILL CREATE AN ENVIRONMENT FOR PARENTS TO SHOP, BUY FOOD, STOP FOR A DRINK. AS A PARENT MYSELF, WHEN AT THESE EVENTS WE TYPICALLY LIKE TO GO BACK AND FORTH BETWEEN AN ACTIVITY FOR THE KID AND MAYBE STOP OF A COUPLE DRINKS, THEN TREE LIGHTING THEN DINNER, THEN BUY A TOY OR GET FACE PAINTED THEN GO SHOP

Not the best stroll I've ever attended. It was definitely lacking.

Definitely walking after 7:30. It was really a dead Street not as lively or engaging as years past.

Would be great to have some kind of vendor fair/info zone to create additional revenue for the event.

Not the best stroll ever attended. It was definitely lacking.

Also streets like Meda were closed to parking but had nothing that justified the closure. Folks should've been able to park there.

Also, I remember better restroom facilities these look like a construction site restroom.

# By-Laws of the Glendora Village Business Improvement District Advisory Board

12/11/09(October \_\_, 2024)

## ARTICLE I NAME

Section 1: The official name of this organization shall be the *Glendora Village Business Improvement District Advisory Board* (hereinafter referred to as the “BID”).

Section 2: The principal office for the management and operation of the BID is located at the Glendora Chamber of Commerce (hereinafter referred to as the "Chamber") at 224 N. Glendora Ave., Glendora, CA 91741. The City of Glendora or the BID may change the principal office location as necessary. Any change in location shall be reflected by updating these Bylaws accordingly or by amending this section to reflect the new address.

## ARTICLE II PURPOSE

The BID is a ~~committee of Board established by~~ the City of Glendora ~~and managed by the Chamber pursuant to Section 2.18 of the Glendora Municipal Code~~, united in the conviction that the vitality and strength of the Glendora Village and will remain an important contributing factor to the continued growth and prosperity of the ~~G~~reater Glendora Area.

The purpose of the BID is to assist the City of Glendora in the promotion of the physical and financial health of the Glendora Village as a means of providing tax revenues, and physical, economic, and social stability to the City of Glendora (“City”) at large.

## ARTICLE III MEMBERS

“Members” shall consist of all persons, firms, or corporations owning a business, enterprise or commercial activity in the Glendora Village paying an assessment as defined by Ordinance 1922 (adopted by the City of Glendora City Council in 2009), as the same may be amended from time to time.

## ARTICLE IV MEETINGS

Section 1: Meetings of the BID shall be held monthly, as determined by the BID Board generally on the first Thursday of the month.

Section 2: Special Meetings of the BID shall be called at any time by the Board Chairperson,

or any three Board ~~M~~members. Written notice shall be served to each ~~Committee~~Board ~~M~~member no later than 24 hours prior to the meeting.

Section 2(a): In the case of an emergency involving matters upon which prompt action is necessary due to the disruption or threatened disruption of public facilities, the BID Board may hold an emergency meeting without complying with either the 24-hour notice requirement or the 24-hour posting requirement ~~of section 2 or both of the notice and posting requirements herein.~~ The minutes and results of such emergency meeting will be reported at the next regularly scheduled meeting of the BID Board.

Section 3: A majority of the BID Board ~~M~~members shall constitute a quorum for the transaction of business.

Section 4: The BID Board ~~& Chamber~~ shall keep a record of the motions, recommendations, transactions, findings and determinations it makes. These records shall be a public record.

Section 5: In compliance with the Ralph M. Brown Act ("Act"), all meetings of the BID Board shall be open to the public, except as otherwise permitted by the Act.

Section 6: The Chair and Vice Chair shall present the agenda for the upcoming monthly meeting. Any ~~b~~Board members ~~should~~can request agenda items and request the Chair and Vice Chair agendaize them at least one week prior to the ~~cutoff period~~date of the upcoming BID meeting.

## ARTICLE V ASSESSMENTS

Section 1: All ~~m~~Members are required to pay an assessment as outlined in [the City of Glendora Ordinance 1922](#), ~~which established the BID as~~ This ordinance may be amended from time to time.

Section 2: The BID Board is authorized to engage in such revenue producing efforts as it deems appropriate provided all revenues raised by such efforts are expended for the benefits of BID.

## ARTICLE VI BOARD MEMBERS

Section 1: The governance of the BID shall be vested in the BID Board, consisting of five (5) members elected by the BID ~~membership~~Members for a term of three (3) years. After serving two consecutive terms, a member must take a one-year hiatus before being eligible to run again. Nominees will be solicited, reviewed, and interviewed by the BID Board Selection Committee before being presented for a vote/review by the ~~m~~Members. All BID Board ~~M~~m members must be in good standing with all assessments current or on payment plans if available.

Section 2: No member of the BID shall hold more than one seat on the BID Board.

Section 3: A vacancy in the BID Board shall be deemed to exist in the case of death or resignation of any Board ~~M~~m member or if the authorized number of Board ~~M~~m members is increased or if the term of a Board ~~M~~m member has expired. Two unexcused absences or 4 total from ~~b~~B Board meetings within a 12 month period will be recorded and shall be considered a resignation from the Board. Ceasing to be a member of the BID shall also be deemed a resignation.

Section 4: In the event of a vacancy on the BID Board, the BID Board shall appoint a member of the BID to fill the unexpired term.

Section 5: ~~Committee~~BID Board ~~M~~m members shall not receive any compensation for their services.

Section 6: The BID Board shall have the authority and responsibility to carry out the objectives of the BID making such policy and other decisions as may be necessary and proper.

~~Section 7: Termination:~~ At any regular or special meetings of the Board, any Board ~~M~~m member may be  
~~removed with cause by a majority vote of the current members of the Board.~~

Section 8: Any Board ~~M~~m member may resign by giving written notice to the Board Chair. Any resignation shall take effect on the date of the receipt of such notice or at a date specified in written notice. Unless otherwise noted, the acceptance of a resignation is not required for it to

become valid.

## **ARTICLE VII OFFICERS**

The BID Board shall elect its Chairperson and Vice Chairperson in July from among the appointed members [of the Board](#) for a term of 1 year and subject to other provisions of law.

## **ARTICLE VIII COMMITTEES**

The BID Board may, by majority of the Board ~~M~~[m](#)embers then in office, create sub-committees, consisting of no more than two (2) Board ~~M~~[m](#)embers. Such sub-committee(s) shall have such power and authority as may be determined by the BID Board, subject to the limitations imposed on such power and authority by the City of Glendora.

## **ARTICLE IX REPEAL OR AMENDMENTS**

These By-Laws may be amended or repealed, or new By-~~L~~[l](#)aws adopted, by a majority vote of the BID Board present at any regular scheduled meeting of the ~~Committee~~[BID Board](#) and then presented to the Glendora City Council. In certain legal situations, the Glendora City Council may be required to approve amendments prior to adoption.



## **BID Mission Statement**

\* The mission of the Glendora Village Business Improvement District is to promote and market Glendora Village as a vibrant, safe, and unique destination for shopping, dining, and cultural experiences, ultimately enhancing the prosperity of businesses in the Village.