

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)

ADVISORY BOARD

AGENDA

THURSDAY, APRIL 3, 2025 @ 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, APRIL 3, 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
 - 2025 Wine Walk Recap
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 March 6, 2025, Regular Meeting
RECOMMENDATION: 1. Affirm the minutes as presented.

NEW BUSINESS

5. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2024-2025, through March 31, 2025.
RECOMMENDATION: 1. Receive and file the report.
6. Committee Report: Event & Budget Committee
RECOMMENDATION: 1. Receive and file the report.
7. Committee Report: Marketing and Beautification
RECOMMENDATION: 1. Receive and file the report.

OLD BUSINESS

8. 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: March 28, 2025

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 8:31 AM.

ROLL CALL

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

Members Absent:

Staff Present: Management Analyst Alycia Suniga, Management Aide Shantelle Coria, and BID Manager Joe Cina

PLEDGE OF ALLEGIANCE

The Pledge of Allegiance was led by Chair Klinger.

PUBLIC COMMENT

- No comments received in-person. No written comment received.

BOARD STATEMENTS/REPORTS

- Was asked if the Winter banners were going to be changed. Will be investigated.
- Was also reported that some board members thought the Wine Walk banner hard to read. No action taken.

DIRECTOR/STAFF LIAISON STATEMENTS

- Cina announced that Citizen of the Year dinner will be in April and Cuisines of the Foothills is coming in May and that we are looking for restaurants to participate.
- Also reported that the new Chamber Directory and Community Guide is out and available for distribution.

SPECIAL ITEMS

1. **City of Glendora Update:** Management Analyst Alycia Suniga:
 - a. Reported later in the meeting.
2. **Event Coordinator Update:** Megan Kaye, M Kaye Events:
 - a. Kay continued Wine Walk planning and pour station update. The events team is in the final stages of preparing for the upcoming Wine Walk, with all sponsors, pour stops, and wine secured. Ticket sales have reached 490, about 38% of the goal, with a push expected closer to the event. Check-in will be centralized at the Bus Plaza this year, which will also serve as Lost and Found and a resource booth. There are 22 wine stops confirmed, and while the idea of having food tents or additional food vendors was discussed, logistical issues with permitting and lack of interest from restaurants have made it unfeasible for this year. Future events may include food

vendors if planned further in advance. Currently, no outside food vendors are permitted, and food trucks are being considered as a potential option for the event.

3. **Social Media Update:** Louise Brewer, Mic Mac Agency:
 - a. Brewer gave an update regarding the social media reach and will be working with the Wine Walk committee to post. In February, social media performance was strong despite some missing data due to a tool disconnection. Instagram saw nearly 67,000 profile views, reaching 8,883 individuals with 1,312 interactions, while Facebook had over 25,000 views, reached 9,731 people, and had 238 interactions. Wine Walk content is performing the best, and the focus for March will be consistent promotion with multiple weekly posts and daily stories across platforms. While there's interest in featuring Wine Walk participants through one-on-one interviews, the social media lead currently doesn't have the bandwidth to do so but is open to others contributing that content.
4. **BID Board Position Update:** Joe Cina
 - a. Announced open positions on the BID Board for the upcoming 2025-2026 year. Application will be available on the BID website.

CONSENT CALENDAR

5. Affirm minutes from February 6, 2025, Regular Meeting

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

MEMBER AGENDA ITEMS

None

NEW BUSINESS

6. 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 Board Member Jarvis Davis, seconded by Chair Klinger, to receive and file.
7. Glendora Village Business Improvement District Fiscal Year 2025-2026 Annual Report
 - Coria conducted a presentation with Power Point of the BID annual report. 25th of March the report will go to City Council and letters will be sent out to BID members. RECOMMENDATION: 1. Review and recommend approval to the City Council of the Business Improvement District's Fiscal Year 2025-2026 Annual Report.
(M/S/A) A motion was made by Board Member Jarvis Davis, seconded by Chair Klinger, to receive and file.

OLD BUSINESS

8. Set a Regularly Scheduled Glendora Village Business Improvement District Committee Meetings for the "Event & Budget Committee" and the "Marketing and Beautification" Committees and assign two BID Board members to each.
RECOMMENDATION: 1. Review and ask staff to set regularly scheduled meetings dates and times, assign two board members to each, add to Village website calendar, and add an announcement to the next email to BID members

(M/S/A) A motion was made by Board Member Snider, seconded by Board Member Jarvis, to adopt and set-up a “Event & Budget Committee” and the “Marketing and Beautification” committee.

- Event & Budget Committee: Will meet 2nd Tuesday of the month from 9:00-10:00AM and will be led by board members Jarvis and Snider.
- Marketing and Beautification: Will meet the 4th Wednesday of the month from 8:30 – 9:30 AM and will be led by board members Salazar and Davis.

9. Chalk Walk Event Discussion

RECOMMENDATION: 1. Review and discuss April 5 date and provide feedback for next steps.

- Discussed reviving the Chalk Walk event, originally scheduled for April 9, with little progress made so far. A proposal was made to move the event to May 10, aligning it with Mother's Day to draw more foot traffic and provide a festive downtown experience. Some members expressed concerns about the limited time to plan and questioned the event's profitability, noting that previous Chalk Walks were more elaborate and resource-heavy. The new version would be scaled down, community-focused, and possibly held in the Bus Plaza and sidewalk spaces, though there are limitations on chalking certain areas. While not expected to be a major revenue generator, adding a few vendors could help offset costs. The team agreed to proceed with the May 10 date, emphasizing a theme of celebrating moms and aiming to rebuild the event gradually over time. Some members volunteered to help plan but noted they may not be available the week of the event.

(M/S/A) A motion was made by Board Member Jarvis, seconded by Board Member Snider, to change the date to May 10th and include a Mother's Day pop-up. Event will be worked on in committee.

BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS AGENDA

None

ADJOURNMENT

No further business. Meeting was adjourned at 9:25 AM.

Joe Cina

BID Manager & President/CEO

Glendora Chamber of Commerce



BUSINESS IMPROVEMENT DISTRICT (BID) FY 2025-2026 ANNUAL PLAN

COMMUNITY DEVELOPMENT
BUSINESS IMPROVEMENT DISTRICT
MARCH 6, 2025
SHANTELE CORIA, MANAGEMENT AIDE

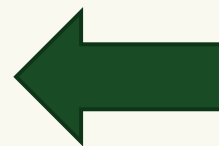
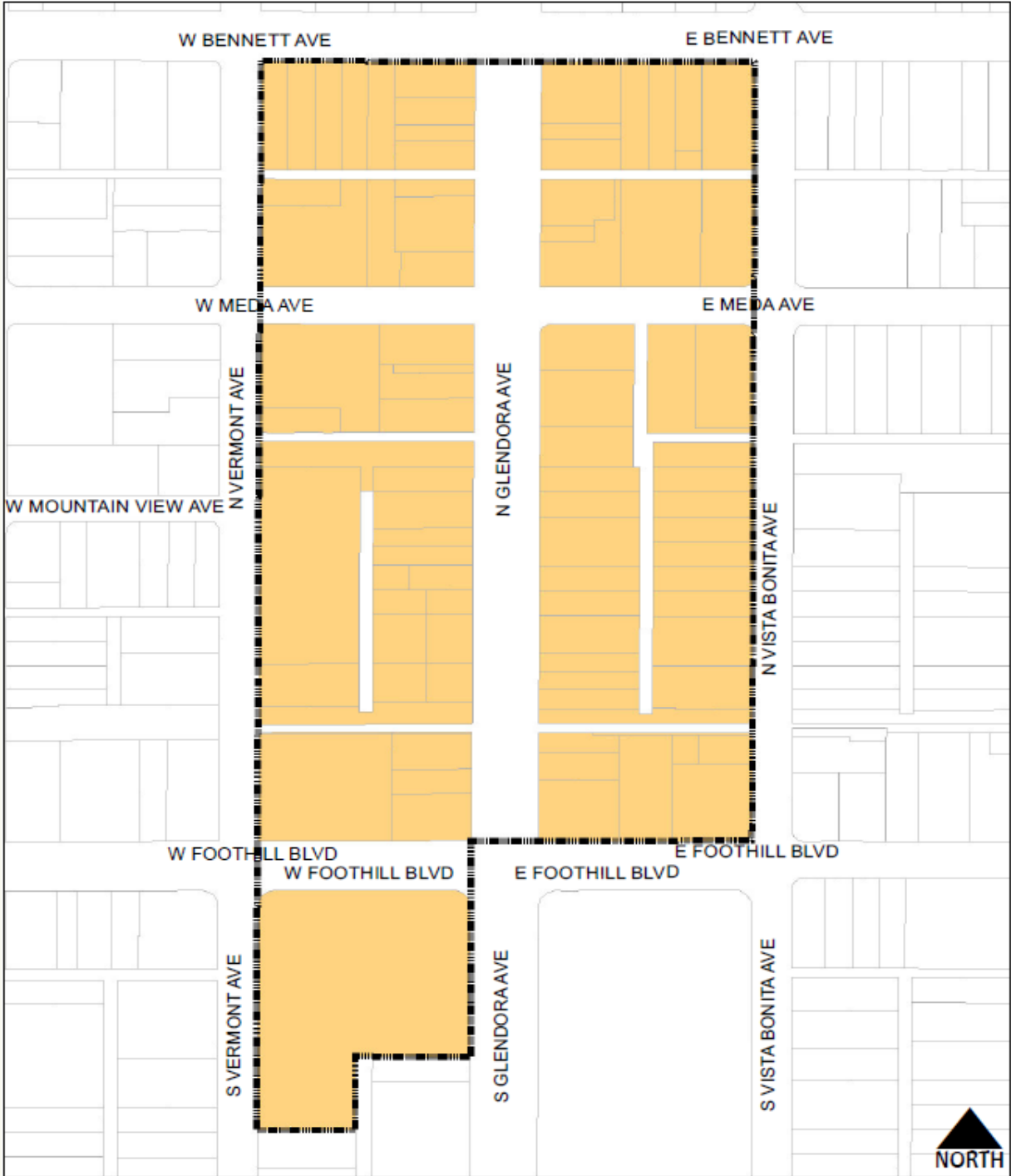


ANNUAL REPORT

- ANNUAL REPORT REQUIRED BY STATE LAW AND GLENDORA MUNICIPAL CODE (GMC)
 - **GMC REQUIRES SUBMITTAL TO THE CITY COUNCIL EVERY YEAR BY JUNE 1ST**
 - **IT'S REQUIRED TO RENEW ASSESSMENTS;**
 - **MULTIPLE STEPS REQUIRE EARLY PRESENTATION:**
 - Budget Review
 - Recommend Approval of Annual Report to City Council
 - City Council reviews Annual Report and Resolution of Intent to Levy
 - Noticing
 - 2 Public Hearings

ANNUAL REPORT CONTENTS

- **BID BOUNDARIES:** NO CHANGES, BOUNDARIES REMAIN THE SAME.
- **ACTIVITIES:** LINE-ITEM BUDGET WITH COST OF ACTIVITIES
- **ASSESSMENT METHODOLOGY:** NO CHANGES
- **SURPLUS REVENUE:** SURPLUS FUNDS CARRY FORWARD TO COVER FUNDING GAP
- **FUNDING SOURCES:** IN ADDITION TO ASSESSMENT, REVENUES ARE GENERATED THROUGH EVENT AND INTEREST EARNED.



BID BOUNDARIES

ASSESSMENT METHODOLOGY

PRIMARY BUSINESS

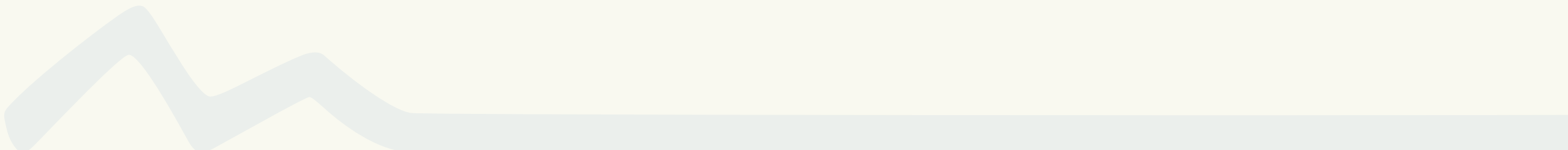
- \$200–\$600
- PRIMARY BUSINESS
- BUSINESS CATEGORY
- BUSINESS LOCATION

SECONDARY BUSINESS

- \$100
- OPERATES AT THE SAME LOCATION BUT IS SUBORDINATE TO A PRIMARY BUSINESS

\$0 ASSESSMENT BUSINESSES

- \$0
- Residential
- Side Streets
- Independent Contractors



PROPOSED ADJUSTED BUDGET FY 2025-2026

REVENUE	
Assessments	\$45,000
Halloween Walk	\$2,000
Chalk Festival	\$3,000
Wine Walk	\$70,000
Interest/ Misc. Income	\$100
Misc. BID Income	\$700
Total:	\$120,800

EXPENDITURES EXCEED REVENUES BY **\$34,750**, WHICH
WOULD BE COVERED BY SURPLUS FUNDS.

Expenditures	
Marketing	\$45,000
Halloween Walk	\$5,500
Wine Walk	\$27,000
Chalk Walk	\$3,000
Holiday Stroll	\$17,000
Small Business Saturday	\$1,000
Friday Night Twilight	\$10,000
Special Event Other	\$10,000
Event & Communication Coordinator	\$17,000
Landscaping	\$10,000
Miscellaneous	\$10,050
Total BID Expenses	\$155,550.00

FUND BALANCE PROJECTIONS

(RESERVES)

DATE	BALANCE
06/30/2023 (ACTUAL)	\$147,280
06/30/2024 (ACTUAL)	\$191,266
06/30/2025 EST.	\$142,516
06/30/2026 EST.	\$107,766

Council has recommended a minimum fund balance of \$10,000.
Balance is projected to be in excess of \$100,000.

IMPORTANT DATES

FEBRUARY 6	BID BOARD REVIEWS FY26 BID BUDGET
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MARCH 6	BID BOARD APPROVALS THE ANNUAL REPORT
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MARCH 25	CITY COUNCIL ADPOTS RESOLUTION OF INTENT TO LEVY ASSESSMENTS
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APRIL 1	RESOLUTION AND ANNUAL REPORT IS MAILED TO AFFECTED BUSINESSES
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MAY 13	CITY COUNCIL HOLDS A PUBLIC MEETING
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MAY 27	CITY COUCIL HOLDS PUBLUC HEARING AND PROTEST VOTES ARE TABULATED
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RECOMMENDATIONS

THAT THE BID ADVISORY BOARD:

1. Review and recommend approval to the City Council of the Business Improvement District's Fiscal Year 2025–2026 Annual Report

Glendora Business Improvement District			
Summary of Financial Activity			
FY 2025 07/01/24 - 3/31/2025			
Cash On Hand	\$204,137.62		
ACCOUNTS	FY 25 YTD	FY 25 ADOPTED BUDGET	AVAILABLE BUDGET
REVENUE			
CHALK WALK INCOME	\$0.00	\$5,000.00	\$5,000.00
HALLOWEEN WALK INCOME	\$0.00	\$2,000.00	\$2,000.00
WINE WALK INCOME	\$55,697.90	\$50,000.00	(\$5,697.90)
INTEREST/MISCELLANEOUS INCOME	\$0.00	\$800.00	\$800.00
ASSESSMENTS	\$31,163.17	\$45,700.00	\$14,536.83
REVENUE Total	\$86,861.07	\$103,500.00	\$16,638.93
EXPENDITURE			
MARKETING & PROMOTION			
PRINT ADS NEWSPAPER	\$0.00	\$3,500.00	\$3,500.00
SOCIAL MEDIA & WEB COORDINATOR	\$8,000.00	\$16,000.00	\$8,000.00
WEB DOMAINS, HOSTING, STREET BANNERS, ETC.	\$157.50	\$5,000.00	\$4,842.50
TOTAL MARKETING & PROMOTION	\$8,157.50	\$24,500.00	\$16,342.50
BID EVENTS			
HALLOWEEN WALK	\$4,518.50	\$6,500.00	\$1,981.50
WINE WALK	\$26,893.42	\$27,000.00	\$106.58
CHALK WALK	\$0.00	\$8,000.00	\$8,000.00
HOLIDAY STROLL & SANTA IN THE VILLAGE	\$9,832.09	\$20,000.00	\$10,167.91
SMALL BUSINESS SATURDAY	\$748.40	\$4,000.00	\$3,251.60
FRIDAY NIGHT TWILIGHT	\$3,700.00	\$15,000.00	\$11,300.00
NEW EVENT/SERVICE	\$0.00	\$10,000.00	\$10,000.00
EVENT & COMMUNICATION COORDINATOR	\$8,200.00	\$17,000.00	\$8,800.00
TOTAL BID EVENT EXPENSES	\$53,892.41	\$107,500.00	\$53,607.59
OTHER EXPENDITURE			
MISC: SEANSONAL BANNERS/MUSIC/STORAGE/OTHER	\$9,880.57	\$10,250.00	\$369.43
LANDSCAPING	\$0.00	\$10,000.00	\$10,000.00
TOTAL OTHER EXPENDITURE	\$9,880.57	\$20,250.00	\$10,369.43
EXPENDITURE Total	\$71,930.48	\$152,250.00	\$80,319.52
Net Revenue	\$14,930.59	(\$48,750.00)	\$96,958.45

Glendora Chamber

Statement of Activity Detail

July 1, 2024 - March 25, 2025

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Ordinary Revenue/Expenditures							
Revenue						\$86,861.07	
Expenditures							
400 - Marketing and Promotions							
402 - Louise Brewer (dba Mic MAC)							
08/02/2024	Check	1004	Louise Brewer	Invoice: #08012024	Banner Bank Checking (BID)	1,000.00	1,000.00
09/06/2024	Check	1013	Louise Brewer	Invoice#: 09012024	Banner Bank Checking (BID)	1,000.00	2,000.00
10/03/2024	Expenditure	DD	Louise Brewer	Invoice: #100124	Banner Bank Checking (BID)	1,000.00	3,000.00
10/07/2024	Expenditure	DD	Louise Brewer	Redraw	Banner Bank Checking (BID)	1,000.00	4,000.00
10/08/2024	Deposit			ACH INTUIT PAYROLL ACH INTUIT PAYROLL CCD XXXXXX0242	Banner Bank Checking (BID)	-1,000.00	3,000.00
11/12/2024	Check	1021	Louise Brewer	Invoice#: 110124	Banner Bank Checking (BID)	1,000.00	4,000.00
12/09/2024	Expenditure	DD	Louise Brewer	Invoice: #120124	Banner Bank Checking (BID)	1,000.00	5,000.00
01/07/2025	Expenditure	DD	Louise Brewer	December 2024	Banner Bank Checking (BID)	1,000.00	6,000.00
02/05/2025	Expenditure	DD	Louise Brewer	Invoice: #020125	Banner Bank Checking (BID)	1,000.00	7,000.00
03/04/2025	Expenditure	DD	Louise Brewer	Social Media Management February 2025	Banner Bank Checking (BID)	1,000.00	8,000.00
Total for 402 - Louise Brewer (dba Mic MAC)						\$8,000.00	
403 - Web Domains & Hosting							
11/25/2024	Expenditure		Banner Bank Credit Card	Websolutions Domaine	Banner Bank Checking (BID)	45.17	45.17
12/16/2024	Expenditure		Banner Bank Credit Card	Websolutions Domaine	Banner Bank Checking (BID)	92.34	137.51
03/20/2025	Expenditure		Banner Bank Credit Card	Domain	Banner Bank Checking (BID)	19.99	157.50
Total for 403 - Web Domains & Hosting						\$157.50	

Glendora Chamber

Statement of Activity Detail

July 1, 2024 - March 25, 2025

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Total for 400 - Marketing and Promotions						\$8,157.50	

Glendora Chamber

Statement of Activity Detail

July 1, 2024 - March 25, 2025

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
500 - BID Event Expenses							
501 - Halloween Walk Expenses							
08/28/2024	Check	1009	Glendora Community Services	Glendora Ave. Banner	Banner Bank Checking (BID)	100.00	100.00
09/19/2024	Check	1018	City of Glendora	Event Permit Fee	Banner Bank Checking (BID)	50.00	150.00
10/22/2024	Expenditure		Banner Bank Credit Card	Candy for Businesses	Banner Bank Checking (BID)	3,448.50	3,598.50
11/25/2024	Check	1026	San Gabriel Valley Examiner	October 24 - 30, 2024 Halloween Full Page Color Ad	Banner Bank Checking (BID)	500.00	4,098.50
11/25/2024	Check	1027	SIGN CONTRACTORS, INC.	Date cutouts for street banners	Banner Bank Checking (BID)	70.00	4,168.50
11/25/2024	Check	1026	San Gabriel Valley Examiner	October 17 - 23, 2024 Halloween Half Page Color Ad	Banner Bank Checking (BID)	350.00	4,518.50
Total for 501 - Halloween Walk Expenses						\$4,518.50	
502 - Wine Walk Expenses							
01/14/2025	Check	1036	Glendora Community Services Foundation	Wine Walk Banner March 3 - April 7	Banner Bank Checking (BID)	200.00	200.00
02/11/2025	Check	1038	City of Glendora	Event Permit Fee	Banner Bank Checking (BID)	50.00	250.00
02/11/2025	Check	1037	CASH	ABC License	Banner Bank Checking (BID)	50.00	300.00
02/13/2025	Check	1039	Cocovino LA	Wine Purchase for Wine Walk	Banner Bank Checking (BID)	10,835.37	11,135.37
03/11/2025	Check	1040	SIGN CONTRACTORS, INC.	WW Banner	Banner Bank Checking (BID)	429.98	11,565.35
03/19/2025	Check	1043	Gino Munoz Productions	Entertainment	Banner Bank Checking (BID)	3,000.00	14,565.35
03/19/2025	Check	1044	Robin Moyer	Photography	Banner Bank Checking (BID)	750.00	15,315.35
03/19/2025	Check	1041	CAVA Music	Wine Walk Music	Banner Bank Checking (BID)	1,800.00	17,115.35
03/20/2025	Expenditure		Banner Bank Credit Card	Onsite tickets (Staples)	Banner Bank Checking (BID)	93.70	17,209.05
03/20/2025	Check	1046	Kandid Graphics	Stamp cards	Banner Bank Checking	248.06	17,457.11

Glendora Chamber

Statement of Activity Detail

July 1, 2024 - March 25, 2025

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
					(BID)		
03/20/2025	Expenditure		Royal Restrooms of California, Inc	Restroom Rental	Banner Bank Checking	4,668.59	22,125.70
					(BID)		
03/20/2025	Expenditure		Banner Bank Credit Card	Pro fee for Eventbrite	Banner Bank Checking	90.00	22,215.70
					(BID)		
03/20/2025	Expenditure		Banner Bank Credit Card	Poster Printing - Staples	Banner Bank Checking	106.47	22,322.17
					(BID)		
03/20/2025	Expenditure		Banner Bank Credit Card	Step and repeat	Banner Bank Checking	153.30	22,475.47
					(BID)		
03/20/2025	Expenditure		Banner Bank Credit Card	Glasses	Banner Bank Checking	3,652.06	26,127.53
					(BID)		
03/20/2025	Expenditure		Banner Bank Credit Card	Checkin and Lany	Banner Bank Checking	219.04	26,346.57
					(BID)		
03/20/2025	Expenditure		Banner Bank Credit Card	Lan	Banner Bank Checking	158.70	26,505.27
					(BID)		
03/20/2025	Expenditure		Banner Bank Credit Card	Walgreens - WW Ticket selling	Banner Bank Checking	14.87	26,520.14
					(BID)		
03/24/2025	Expenditure	1047	Glendora Chamber	Water Bottles & 2 Tables (Split cash and check reimbursement)	Banner Bank Checking	173.28	26,693.42
					(BID)		
03/25/2025	Expenditure		Glendora Chamber	Water Bottles & 2 Tables	Petty Cash	200.00	26,893.42
Total for 502 - Wine Walk Expenses						\$26,893.42	

Glendora Chamber

Statement of Activity Detail

July 1, 2024 - March 25, 2025

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
504 - Holiday Stroll Expenses							
08/28/2024	Check	1009	Glendora Community Services	Glendora Ave. Banner	Banner Bank Checking (BID)	100.00	100.00
11/12/2024	Check	1022	The Candlelight Carolers	3 Hours of Caroling	Banner Bank Checking (BID)	1,050.00	1,150.00
11/19/2024	Check	1023	SIGN CONTRACTORS, INC.	Street Banner Inv: 229941	Banner Bank Checking (BID)	474.98	1,624.98
11/21/2024	Check	1025	GHS Show Choir Boosters	Show Choir Performance Donation 11/22/2024	Banner Bank Checking (BID)	1,000.00	2,624.98
11/21/2024	Check	1024	Terry M. Howick	Stroll Pictures - In SI11339	Banner Bank Checking (BID)	350.00	2,974.98
11/25/2024	Check	1026	San Gabriel Valley Examiner	November 21 – 27, 2024 Holiday Stroll Full Page Color Ad	Banner Bank Checking (BID)	500.00	3,474.98
11/25/2024	Check	1028	Megan Kaye	Glendora Christmas Stroll/Santa in the Village	Banner Bank Checking (BID)	950.00	4,424.98
11/25/2024	Check	1026	San Gabriel Valley Examiner	November 14 – 20, 2024 Holiday Stroll Half Page Color Ad	Banner Bank Checking (BID)	350.00	4,774.98
11/25/2024	Expenditure		Banner Bank Credit Card	Porto Potties - Social Sanitation	Banner Bank Checking (BID)	1,618.65	6,393.63
11/25/2024	Expenditure		Banner Bank Credit Card	Poster and card printing for stroll	Banner Bank Checking (BID)	217.76	6,611.39
11/29/2024	Expenditure	DD	Evan Turunen	Sound	Banner Bank Checking (BID)	920.70	7,532.09
12/06/2024	Check	1031	Karen Rodberg	Saturday, December 7, from 4:00-6:00 p.m. Carolers	Banner Bank Checking (BID)	400.00	7,932.09
12/06/2024	Check	1032	William Yee	Saturday, December 14, from 4:00-6:00 p.m. Carolers	Banner Bank Checking (BID)	400.00	8,332.09
12/06/2024	Check	1029	Glendora Community Services	Santa the Village Street Banner	Banner Bank Checking (BID)	200.00	8,532.09
12/06/2024	Check	1033	Yolanda L. Ochoa	Saturday, December 21, from 4:00-6:00 p.m.	Banner Bank Checking (BID)	400.00	8,932.09
12/06/2024	Check	1030	Justin Cadzow	Santa for Santa in the Village 12/7, 14, and 21	Banner Bank Checking (BID)	900.00	9,832.09
Total for 504 - Holiday Stroll Expenses						\$9,832.09	
505 - Small Business Saturday Expenses							
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	50.00	50.00
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	20.00	70.00
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	98.50	168.50
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	85.65	254.15
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	25.00	279.15
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	50.72	329.87
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	25.75	355.62
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	50.00	405.62
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	50.00	455.62
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	65.00	520.62
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	118.07	638.69
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	72.64	711.33
12/16/2024	Expenditure		Banner Bank Credit Card	Basket items for drawing	Banner Bank Checking (BID)	37.07	748.40

Glendora Chamber

Statement of Activity Detail

July 1, 2024 - March 25, 2025

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Total for 505 - Small Business Saturday Expenses						\$748.40	
506 - Friday Night Twilight Expenses							
08/02/2024	Check	1002	Ray McNamara	Ray McNamara Music 08/02/2024	Banner Bank Checking (BID)	300.00	300.00
08/09/2024	Check	1005	Alexis Winkle	Music in the Plaza August 9, 2024	Banner Bank Checking (BID)	350.00	650.00
08/16/2024	Check	1007	Mark Herring	In: 081624	Banner Bank Checking (BID)	500.00	1,150.00
08/21/2024	Check	1008	Ray McNamara	Ray McNamara Music 08/23/2024	Banner Bank Checking (BID)	300.00	1,450.00
09/06/2024	Check	1012	Glendora Chamber	9/6/2024 Glendora Village Performance reimbursement. Chamber sent \$200 via their Venmo	Banner Bank Checking (BID)	200.00	1,650.00
09/06/2024	Check	1011	Julie Paschall	Music exp for August 30, 2024	Banner Bank Checking (BID)	500.00	2,150.00
09/13/2024	Check	1014	Alexis Winkle	Music in the Plaza September 13, 2024	Banner Bank Checking (BID)	350.00	2,500.00
09/20/2024	Check	1015	Abigail Fierce	Music performance 9/20/24	Banner Bank Checking (BID)	500.00	3,000.00
09/26/2024	Check	1016	Renee Anchondo	Music performance September 27, 2024	Banner Bank Checking (BID)	700.00	3,700.00
Total for 506 - Friday Night Twilight Expenses						\$3,700.00	
507 - Event & Communication Coordinator							
10/28/2024	Expenditure	DD	Megan Kaye	2024 Glendora Village Halloween Walk	Banner Bank Checking (BID)	1,750.00	1,750.00
10/28/2024	Expenditure	DD	Megan Kaye	Monthly Communications Coordinator Fee (September & October 2024)	Banner Bank Checking (BID)	700.00	2,450.00
11/25/2024	Check	1028	Megan Kaye	Monthly Communications Coordinator Fee (November 2024)	Banner Bank Checking (BID)	350.00	2,800.00
12/05/2024	Check	1034	Megan Kaye	SB Saturday Event	Banner Bank Checking (BID)	1,150.00	3,950.00
03/20/2025	Check	1045	Megan Kaye	Wine Walk Work	Banner Bank Checking (BID)	4,250.00	8,200.00
Total for 507 - Event & Communication Coordinator						\$8,200.00	
Total for 500 - BID Event Expenses						\$53,892.41	

Glendora Chamber

Statement of Activity Detail

July 1, 2024 - March 25, 2025

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
600 - Other Expenses							
601- Other Expenses							
09/17/2024	Check	1017	Glendora Chamber	Blank check purchase reimburstment	Banner Bank Checking (BID)	258.22	258.22
Total for 601- Other Expenses						\$258.22	
603 - Village Seasonal Banners							
08/14/2024	Check	1006	SIGN CONTRACTORS, INC.	INSTALL 2ND SET OF SUMMER BANNERS	Banner Bank Checking (BID)	230.00	230.00
09/23/2024	Check	1019	SIGN CONTRACTORS, INC.	INSTALL INSTALL FALL BANNERS	Banner Bank Checking (BID)	230.00	460.00
10/04/2024	Check	1020	SIGN CONTRACTORS, INC.	PRINT FALL BANNERS	Banner Bank Checking (BID)	3,307.50	3,767.50
11/25/2024	Check	1027	SIGN CONTRACTORS, INC.	INSTALL WINTER BANNERS	Banner Bank Checking (BID)	230.00	3,997.50
03/11/2025	Check	1040	SIGN CONTRACTORS, INC.	INSTALL SPRING BANNERS	Banner Bank Checking (BID)	230.00	4,227.50
03/19/2025	Check	1042	SIGN CONTRACTORS, INC.	NEW SPRING BANNERS	Banner Bank Checking (BID)	1,953.75	6,181.25

Glendora Chamber

Statement of Activity Detail

July 1, 2024 - March 25, 2025

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
Total for 603 - Village Seasonal Banners						\$6,181.25	
604 - Storage Unit Expense							
08/26/2024	Expenditure		Security Public Storage - Glendora	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741	Banner Bank Checking (BID)	372.00	372.00
09/24/2024	Expenditure		Security Public Storage - Glendora	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741	Banner Bank Checking (BID)	372.00	744.00
10/24/2024	Expenditure		Security Public Storage - Glendora	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741	Banner Bank Checking (BID)	372.00	1,116.00
11/25/2024	Expenditure		Security Public Storage - Glendora	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741	Banner Bank Checking (BID)	372.00	1,488.00
12/24/2024	Expenditure		Security Public Storage - Glendora	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741	Banner Bank Checking (BID)	372.00	1,860.00
01/24/2025	Expenditure		Security Public Storage - Glendora	ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741	Banner Bank Checking (BID)	372.00	2,232.00
02/25/2025	Expenditure			ACH Sec Public Stg G 62692126 ACH Sec Public Stg G XXXXXX2698 CCD XXXXXX9741	Banner Bank Checking (BID)	372.00	2,604.00
Total for 604 - Storage Unit Expense						\$2,604.00	
605 - Music System							
01/13/2025	Check	1035	Tri-Xecutex Corporation	Invoice: 13512	Banner Bank Checking (BID)	405.68	405.68
Total for 605 - Music System						\$405.68	
Total for 600 - Other Expenses						\$9,449.15	
General business expenses							
Bank fees & service charges							
09/03/2024	Expenditure			Paper Statement Fee	Banner Bank Checking (BID)	3.00	3.00
10/01/2024	Expenditure			Paper Statement Fee	Banner Bank Checking (BID)	3.00	6.00
11/01/2024	Expenditure			Paper Statement Fee	Banner Bank Checking (BID)	3.00	9.00
12/02/2024	Expenditure			Paper Statement Fee	Banner Bank Checking (BID)	3.00	12.00
01/02/2025	Expenditure			Paper Statement Fee	Banner Bank Checking (BID)	3.00	15.00

Glendora Chamber

Statement of Activity Detail

July 1, 2024 - March 25, 2025

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
02/03/2025	Expenditure			Paper Statement Fee	Banner Bank Checking (BID)	3.00	18.00
Total for Bank fees & service charges						\$18.00	
Total for General business expenses						\$18.00	

Glendora Chamber

Statement of Activity Detail

July 1, 2024 - March 25, 2025

DATE	TRANSACTION TYPE	NUM	NAME	MEMO/DESCRIPTION	SPLIT	AMOUNT	BALANCE
QuickBooks Payments Fees							
02/03/2025	Expenditure		QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	Banner Bank Checking (BID)	5.98	5.98
02/05/2025	Expenditure		QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	Banner Bank Checking (BID)	5.98	11.96
02/06/2025	Expenditure		QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	Banner Bank Checking (BID)	5.98	17.94
02/11/2025	Expenditure		QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	Banner Bank Checking (BID)	5.98	23.92
02/14/2025	Expenditure		QuickBooks Payments	System-recorded fee for QuickBooks Payments. Fee-name: DiscountRateFee, fee-type: Daily.	Banner Bank Checking (BID)	17.50	41.42
Total for QuickBooks Payments Fees						\$41.42	
void							
07/23/2024	Check	1001	Security Public Storage - Glendora	Void	Banner Bank Checking (BID)		
08/29/2024	Check	1010	Thelma & Louise Music	Music exp for August 30, 2024	Banner Bank Checking (BID)	0.00	0.00
Total for void						\$0.00	
Total for Expenditures						\$71,558.48	
Net Revenue						\$15,302.59	

Constant Contact Survey Results

Campaign Name: 2025 Wine Walk Survey

Survey Starts: 17

Survey Submits: 8

Export Date: 03/28/2025 10:16 PM

MULTIPLE CHOICE

Were you open during the Wine Walk?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
YES	<div><div></div></div>		8	100%
NO	<div><div></div></div>		0	0%
Total Responses			8	100%

MULTIPLE CHOICE

How would you rate the overall impact of this year's Wine Walk on your business?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Very Positive	<div><div></div></div>		3	37%
Positive	<div><div></div></div>		3	37%
Neutral	<div><div></div></div>		2	25%
Negative	<div><div></div></div>		0	0%
Very Negative	<div><div></div></div>		0	0%
Other	<div><div></div></div>		0	0%
Total Responses			8	100%

MULTIPLE CHOICE

How would you rate the success of this year's Wine Walk compared to past?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Better	<div><div></div></div>		2	25%
Same	<div><div></div></div>		4	50%
Not As Good	<div><div></div></div>		1	12%
Other	<div><div></div></div>		1	12%
Total Responses			8	100%

OPEN QUESTION

Please give details about your response to the previous question.

We noticed a considerable difference in the flow of traffic - being that registration was close to us, and we were one of the first wine pour stops. It definitely was slower than last year.

I have an uneasy relationship with the Wine Walk-- I really like the event for other stores and want to help how I can for the night to be successful, but I'm personally uneasy with alcohol due to family history? I put out a craft for the kids that are downtown with their parents and am happy to be a safe place for them to linger. In years past I'd have water and a snack for guests, but it seemed people felt I was tricking them into entering, so I did not this year. I know it's good for others.

The weather played a crucial role in the festiveness of the event. As a result people were generally more happy. The live entertainment played a vital role as well.

It appeared to be a very different crowd this year. Much younger. More women than men. Lots of girl groups. I saw a very few regular customers overall it was great exposure to new people and guests had very positive feedback.

Extremely organized Attendees from Oregon, Pasadena, Whittier, New York, Washington and surrounding neighborhoods Improve marketing opportunities

The overall impact was positive but truly it was because we made the investment and designed it to be so.

6 Response(s)

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>		2	25%
Higher			0	0%
The Same	<div><div></div></div>		3	37%
Lower	<div><div></div></div>		1	12%
Much Lower	<div><div></div></div>		2	25%
Other			0	0%
Total Responses			8	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>		6	75%
Agree	<div><div></div></div>		1	12%
Neutral			0	0%
Disagree	<div><div></div></div>		1	12%
Strongly Disagree			0	0%
Other			0	0%
Total Responses			8	100%

CHECKBOXES

What activities or features of the Wine Walk do you think most effectively attracted visitors to your business and the event as a whole?

Answer Choice	0%	100%	Number of Responses	Responses Ratio
Entertainment (e.g., live music, performers)	<div><div></div></div>		3	37%
Decorations or festive atmosphere	<div><div></div></div>		1	12%
Promotions or discounts offered by businesses			0	0%
Wine!	<div><div></div></div>		7	87%
An experience in the Village	<div><div></div></div>		4	50%
Other	<div><div></div></div>		1	12%
Total Responses			8	100%

OPEN QUESTION

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

N/A

I'd like to be a pour station if a non-alcoholic drink stop was ever an option. There are lots of NA wines and beers and faux cocktails on the market that would be fun to introduce to wine enthusiasts.

A few men asked for beer. Perhaps a few beer stops?

Food trucks Better wine selection at least at our location . We did pivot and were honest that our wine was affordable and great to serve at any gathering Ask restaurants to stay open Set up the bands on a stage More banners Better banners

Coordinated partnerships between food vendors + pour stops to design a bite and promote local businesses. Better coordination with discussion of what each pour stop is doing so that it's a true experience throughout & not just charcuterie everywhere.

There were a lot of kids running around so maybe a zone of activities for them

Thank you

More bands spread out the entire block, even a few soloist.

8 Response(s)

OPEN QUESTION

Any other comments?

Minimum standard on food.

The Wine Walk has really been perfected over the years. Everyone is doing an awesome job with it-- it's tidy and organized but still celebratory and fun. It really seems to get the customers into the pour stops to linger and I was excited that the restaurants looked like they kept busy, too!

We are very grateful for all your hard work !!!

Congratulations on a well organized event! Thank you for being SOLD OUT!!!

As a suggestion improve the design of the street banners

Create a log in systems as of when merchants were invited, Lorisa's Gardens and Lyxe expressed their concerns about not hearing about the sign up process and deadliness

Encourage restaurants to be open (ie Village Eatery)

We were extremely disappointed that the entertainment across the street interfered with the musicians we hired even though we gave a heads up for coordination. Our pour stop participation was a way to get foot traffic but there was no further communication about this event other than flyer dropoff, reposts of our social media content & dropoff/delivery of wine and tools.

4 Response(s)