

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)

ADVISORY BOARD

AGENDA

THURSDAY, MARCH 5, 2026 @ 8:30 AM

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



CHAIR

Matthew Davis (Office #3)

VICE-CHAIR

Callan Banos (Office #1)

COMMISSIONERS

Katy Fosselman (Office #2)

Crystal Manke (Office #4)

Cathy Jarvis (Office #5)

MEETING SCHEDULE

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

BROWN ACT

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

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

COMMUNICATION AND ELECTRONIC DEVICES

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

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

Meeting at:

<https://us02web.zoom.us/j/82913139925?pwd=SIQXjtFWGuW0CcHiH89nc8a3v5hazA.1>

Meeting ID: 829 1313 9925

Passcode: 005561

Phone: (669) 900-6833

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

AGENDA

THURSDAY, MARCH 5, 2026 @ 8:30 AM

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

8:30 AM MEETING

CALL TO ORDER

ROLL CALL

PLEDGE OF ALLEGIANCE

REORDERING OF AND ADDITIONS TO THE AGENDA

PUBLIC COMMENT

Three (3) Minute speaking time limit, speaking once, unless upon motion, such time is extended by the Governing Board. Any person may request to address a legislative body during a public meeting by submitting to the meeting administrator a Speakers Request form and stating the topic to be addressed. Public comment can also be delivered via email at bidpubliccomment@glendora-chamber.org with the subject "Public Comment"

Speakers are limited to three (3) minutes, speaking once, on both on- and off- agenda items, unless, upon motion, such time is extended by the legislative body. Such statements shall only be allowed during the Public Comment portion of the agenda. If there are any public hearings scheduled, individuals will be given an additional opportunity to comment under said items. Speakers are not permitted to yield their time to another speaker. Public comment is limited to 30 minutes at each meeting, with the ability to extend if the legislative body chooses by majority vote.

NEW ADVISORY BOARD MEMBER OATH OF OFFICE – KATY FOSSELMAN

BOARD STATEMENTS/REPORTS

DIRECTOR/STAFF LIAISON STATEMENTS

SPECIAL ITEMS

1. City Update – Shantelle Coria, Management Aide / Tiffany Chew, Economic Development Manager
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 February 5, 2026, Regular (rescheduled due to January 1 holiday) Meeting
RECOMMENDATION: 1. Affirm the minutes as presented.
5. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2025-2026, through February 28, 2026
RECOMMENDATION: 1. Receive and file the report.

NEW BUSINESS

6. Glendora Village Business Improvement District (Bid) Annual Report for Fiscal Year 2026-2027

RECOMMENDATION: 1. Review and recommend approval to the City Council of the Business Improvement District's Fiscal Year 2026-2027 Annual Report.

OLD BUSINESS

7. Farmer's Market Update

RECOMMENDATION: 1. Review & discuss Farmer's Market and give recommendations.

8. Committee Report: Event & Marketing Committee update

9. Committee Report: Social Media Committee update.

RECOMMENDATION: 1. Review & approve social committee to take over content calendar and content coordination

RECOMMENDATION: 1. Review & approve of resending RFP with additional details

10. Committee Report: Beautification Committee Update.

RECOMMENDATION: 1. Review & approve branding and color scheme or give recommendations. Also, send it out to BID members for review.

RECOMMENDATION: 1. Review & approve the "master list" of beautification items we'd like to see happen in short and long term

11. Committee Report: Budget Committee

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: 2/28/2026

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



Thursday, February 5, 2026
Bidwell Forum
140 S. Glendora Ave.
Glendora, CA 91741

CALL TO ORDER

The Business Improvement District (BID) Advisory Board meeting was called to order at **8:30 AM**.

ROLL CALL

Members Present: Chair Matthew Davis (On ZOOM), Vice-Chair Callan Banos, & Board Members, Katy Fosselman, Cathy Jarvis & Crystal Manke

Member(s) Absent:

Staff Present: BID Manager Joe Cina

PLEDGE OF ALLEGIANCE

- The Pledge of Allegiance.

REORDER OF AGENDA

- (M/S/A) A motion was made by board member Jarvis, seconded by board member Fosselman, to move the budget agenda item #7 to last #10.

PUBLIC COMMENT

- (1) Gary Boyer – Facilities Restructuring of Glendora committee announcement

AGENDA REVIEW

- A request was made to include administering Katie's oath; however, Katie was not present, and the item was tabled to the next meeting.

NEW ADVISORY BOARD MEMBER OATH OF OFFICE – KATY FOSSELMAN

- Katy Fosselman was formally sworn in as a BID Advisory Board Member and took the Oath of Office.

BOARD STATEMENTS/REPORTS

- Chair Davis presented a slide deck that was developed outlining branding and beautification concepts. Davis also proposed hosting a meeting with building owners to discuss tenant mix and village destination strategy. Exploring the structure of that

meeting (committee vs. noticed workshop). Coordination with city staff was recommended.

DIRECTOR/STAFF LIAISON STATEMENTS

- Cina reported on the upcoming Chamber events in the Village and throughout the city.

SPECIAL ITEMS

1. **City of Glendora Update:** Management Aide Shantelle Coria & Economic Development Manager Tiffany Chew

The city is launching the “Glendora 5” program

- a. Five local businesses will be selected via lottery.
 - b. Featured during Small Business Week (May 4–10).
 - c. Businesses will receive: Dedicated social media spotlight, feature in the Glendora Report, and inclusion in the City Activity Guide
 - d. Applications are due on February 13.
2. **Event Coordinator Update:** Megan Kaye, M Kaye Events:
 - a. Kaye reported that the Wine Walk pour stops are being finalized and work has begun on the Chalk Walk.
 3. **Social Media Update:** Louise Brewer, Mic Mac Agency:
 - a. Not present

CONSENT CALENDAR

4. Affirm minutes from January 8, 2026, Regular Meeting
5. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2025-2026 through January 31, 2026.

(M/S/A) A motion was made by board member Manke, seconded by board member Jarvis, to approve Consent Calendar Item #4&5 as presented. All present approved of the motion.

MEMBER AGENDA ITEMS

None

NEW BUSINESS

6. None

OLD BUSINESS

7. Committee Report: Event Committee Update.

- a. BID Event & External Vendor Participation Policy presented and discussed. The Board discussed a policy establishing a clear framework for external vendor participation at BID events, prioritizing BID businesses while allowing select outside vendors to enhance event quality and support revenue generation through booth fees/sponsorships.
 - i. **(M/S/A)** A motion was made by board member Manke, seconded by chair Davis, to approve and use the new policy for all current and future events.
- b. Wine Walk Food vendor and entertainment applications being processed.
 - i. Enhancements planned:
 1. Lounge areas (North, South, Center)
 2. Increased entertainment
 3. Improved flow and reduced check-in wait times
- c. Chalk Walk – May 9
 - i. Marketing materials forthcoming
- d. Farmers Market Discussions progressing.
 - i. No direct BID cost for management.
 - ii. Budget planning includes potential support needs (restrooms, logistics).

8. Committee Report: Social Media Committee Update.

- a. Four social media proposals reviewed.
- b. Proposals varied significantly in scope and quality.
- c. Committee determined that additional framework and clarification are needed to move forward with any decisions.
- d. No action taken.

9. Committee Report: Beautification Committee Update.

- a. Planter placement and condition reviewed.
- b. Several require repositioning or replacement.
- c. Discussion on: Standardizing planters and flowers. Budget allocation for beautification. Coordination with City staff.
- d. No action taken.

10. Budget Committee

2026-2027 Budget Review

- a. Manke presented the revised budget framework including:
 - i. Infrastructure & Program Delivery
 - ii. Flagship Revenue Events (Wine Walk, Holiday Stroll)
 - iii. Seasonal Community Events
 - iv. Beautification
 - v. Contingency & Pilot Programs (including Farmers Market)
 - vi. Budget adjustments:

Glendora Business Improvement District

Summary of Financial Activity

07/01/25 - 2/28/2026

CHECKING ACCOUNT	\$20,253.83
HIGH YIELD ACCOUNT	\$163,242.63
TOTAL	\$183,496.46

ACCOUNTS	FY 26 YTD	FY 26 ADOPTED BUDGET	AVAILABLE BUDGET
REVENUE			
ASSESSMENTS	\$32,972.15	\$45,000.00	\$12,027.85
CHALK WALK INCOME		\$3,000.00	\$3,000.00
HALLOWEEN WALK INCOME	\$1,398.00	\$2,000.00	\$602.00
WINE WALK INCOME	\$5,477.65	\$70,000.00	\$64,522.35
INTEREST/MISCELLANEOUS INCOME	\$2,016.65	\$800.00	(\$1,216.65)
REVENUE Total	\$41,864.45	\$120,800.00	\$78,935.55
EXPENDITURE			
MARKETING & PROMOTION			
PRINT ADS NEWSPAPER		\$2,000.00	\$2,000.00
SOCIAL MEDIA & WEB COORDINATOR	\$8,000.00	\$16,000.00	\$8,000.00
WEB DOMAINS & HOSTING	\$142.57	\$1,000.00	\$857.43
MISCELLANEOUS - STREET BANNERS, PROMOTIONAL ITEMS, ETC.		\$2,000.00	\$2,000.00
SOCIAL MEDIA ADS, WEB ADS, SPECIAL MARKETING, ETC.	\$1,379.00	\$24,000.00	\$22,621.00
TOTAL MARKETING & PROMOTION	\$9,521.57	\$45,000.00	\$35,478.43
BID EVENTS			
HALLOWEEN WALK	\$9,208.12	\$5,500.00	(\$3,708.12)
WINE WALK	\$13,098.46	\$27,000.00	\$13,901.54
CHALK WALK		\$3,000.00	\$3,000.00
HOLIDAY STROLL & SANTA IN THE VILLAGE	\$15,816.95	\$17,000.00	\$1,183.05
SMALL BUSINESS SATURDAY	\$913.55	\$1,000.00	\$86.45
FRIDAY NIGHT TWILIGHT	\$5,105.00	\$10,000.00	\$4,895.00
NEW EVENT/SERVICE		\$10,000.00	\$10,000.00
EVENT & COMMUNICATION COORDINATOR	\$4,350.00	\$17,000.00	\$12,650.00
TOTAL BID EVENT EXPENSES	\$48,492.08	\$90,500.00	\$42,007.92
OTHER EXPENDITURE			
MISC: SEASONAL BANNERS/MUSIC/BANK FEES/OTHER	\$820.38	\$5,550.00	\$4,729.62
STORAGE UNIT	\$3,166.00	\$4,644.00	\$1,478.00
LANDSCAPING		\$10,000.00	\$10,000.00
TOTAL OTHER EXPENDITURE	\$3,986.38	\$20,194.00	\$16,207.62
EXPENDITURE Total	\$62,000.03	\$155,694.00	\$93,693.97
Net Revenue	(\$20,135.58)	(\$34,894.00)	\$172,629.52

1. Conservative revenue estimates
 2. Break-even forecast
 3. Ticket price increase for Wine Walk
- b. **(M/S/A)** A motion was made by board member Jarvis, seconded by board member Manke, to approve the 2026/2027 BID budget to be sent to city council..

BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS

AGENDA

Board member Fosselman was welcomed by the board and Chair Davis thanked Banos for Chairing the meeting.

ADJOURNMENT

No further business. Meeting was adjourned at **9:29 AM.**

Joe Cina

BID Manager & President/CEO

Glendora Chamber of Commerce

GLENDORA VILLAGE BUSINESS IMPROVEMENT DISTRICT (BID)
ANNUAL REPORT FOR FISCAL YEAR 2026-2027

This annual report includes a proposed assessment levy and program budget for the fiscal year covering July 1, 2026, through June 30, 2027.

Boundaries and Assessments

There are no proposed changes to the BID boundaries or the assessment methodology. The assessment methodology adopted for the current fiscal year (FY) 2025-2026 will continue to be utilized into the FY 2026-2027. The BID boundary map and assessment methodology are included as Exhibits A and B, respectively.

Improvements and Activities

A line-item budget incorporating the cost of improvements and activities is included with this report as Exhibit C.

Method and basis of levying the assessment

All businesses within the BID are subject to the assessments. Charities, resident farmers, ministers, employees of licensees, certain manual laborers, persons under court order, students, and veterans, as those terms are defined in Glendora Municipal Code Section 5.04.060, shall be exempt from paying the charges and assessments imposed pursuant to this chapter.

The assessment methodology is included with this report as Exhibit B.

Surplus revenue to be carried over from 2025-26 year

Each year the surplus balance within the BID fund carries forward as a reserve account to be utilized in the event that expenditures exceed revenue. For the current FY 26-27 expenditures did not exceed revenue, resulting in a surplus balance of approximately \$183,242.

Funding sources other than assessments

As illustrated in Exhibit C, the BID anticipates generating \$48,000 from assessments, \$75,000 from events and \$2000 from interest and miscellaneous income. Event revenue is primarily comprised of ticket sales from the Wine Walk Event.

Exhibit A – Glendora Village Business Improvement District Boundary Map

Exhibit B – Assessment Methodology

Exhibit C – BID Budget FY 2026-2027

EXHIBIT A – BID BOUNDARY MAP

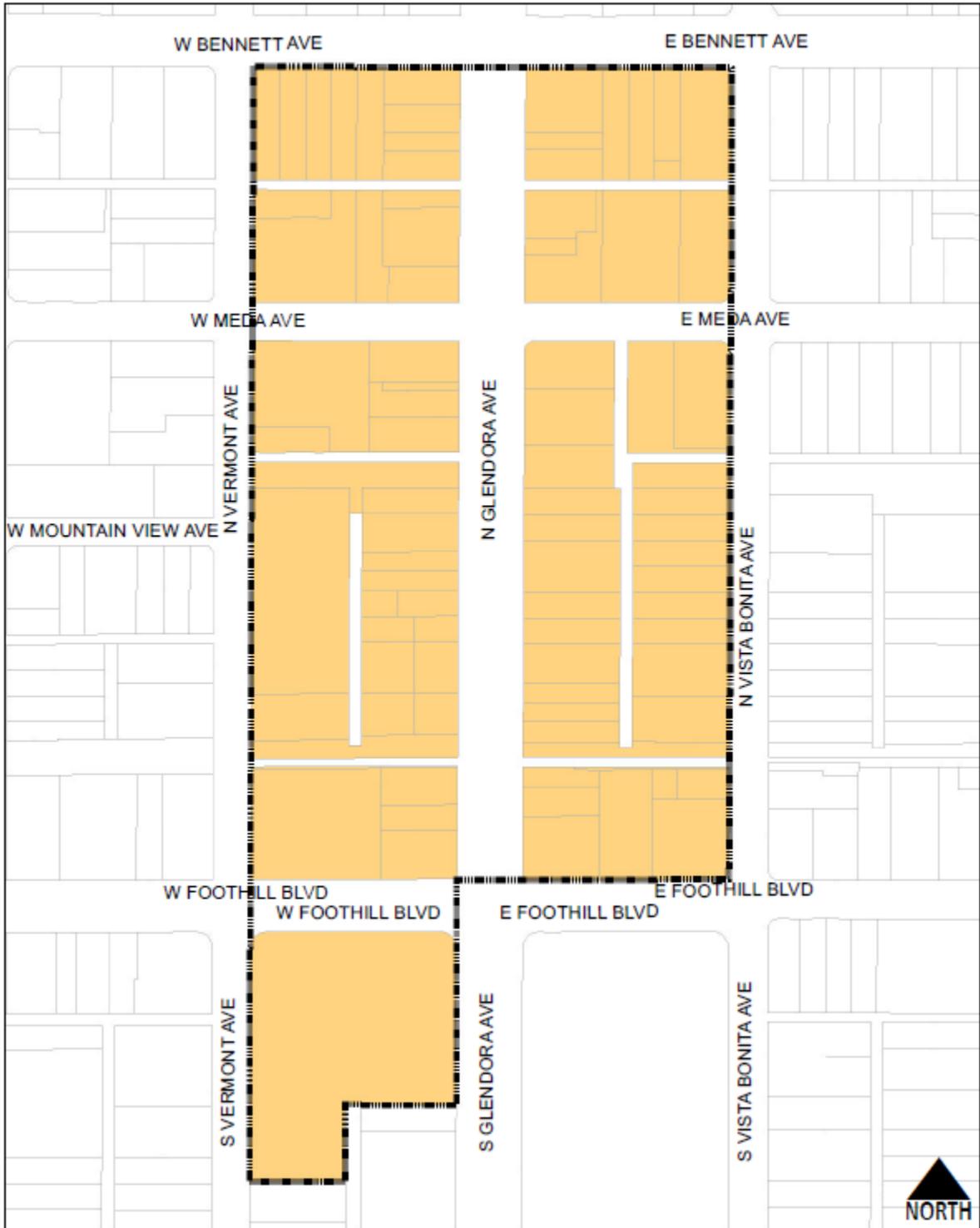


EXHIBIT B – ASSESSMENT METHODOLOGY

Primary Businesses

1. Each “Primary Business” shall be assessed \$200 per year. A “Primary Business” is the principal business at a particular address or location.
2. A “Primary Business” shall be subject to additional assessments based on the following factors:
 - a. “Business Category”
 - i. Retail and food services classified as a category 210 business pursuant to the City’s business license regulations shall be assessed \$200 per year.
 - ii. All other business categories shall be assessed \$100 per year.
 - b. “Business Location”
 - i. (Tier 1) Businesses with a first floor entrance or storefront, and located with an address on Glendora Avenue shall be assessed \$200 per year.
 - ii. (Tier 2)
 1. Businesses with a first floor entrance or storefront, and located with an address on Foothill Boulevard shall be assessed \$100 per year.
 2. Businesses with a Glendora Avenue address, but without a direct entry or storefront fronting on Glendora Avenue (e.g. fronting on the Plaza) shall be assessed \$100 per year.
 - iii. (Tier 3) Businesses with a second floor location shall have their “Primary Business” assessment reduced by \$100.
 - iv. (Tier 4) Commercial property owners subject to the business license tax, and without a physical office location in the BID, shall not be assessed a Business Location component as part of their annual assessment.

Secondary Businesses

1. Each “Secondary Business” at a particular address or location shall be assessed \$100 per year. A “Secondary Business” is a business that, operates at the same location, but is subordinate to a “Primary Business.”

\$0 Assessment Businesses

1. The following businesses shall pay \$0 BID assessments
 - a. Independent Contractors including individuals working under contract for a Primary or Secondary Business, who is required to have a business license. Examples include hair salon stylists and real estate agents.
 - b. Businesses and apartment buildings identified in the attached map.

Glendora Business Improvement District \$0 – Exempt Assessment Location Map



EXHIBIT C – BID PROPOSED BUDGET FY 2026-2027

	ACTUAL BUDGET 2025/2026	PROPOSED BUDGET 2026/2027
REVENUE		
100 - BID Assessments	\$45,000.00	\$48,000.00
200 - BID Events		
201 - Halloween Walk	\$2,000.00	\$1,500.00
202 - Wine Walk	\$70,000.00	\$75,000.00
203 - Chalk Walk	\$3,000.00	-
<i>Total 200 - BID Events</i>	\$75,000.00	\$76,500.00
300 - Miscellaneous BID Income	\$700.00	\$0.00
301 - Interest Income	\$100.00	\$2,000.00
<u>TOTAL REVENUE</u>	<u>\$120,800.00</u>	<u>\$126,500.00</u>
EXPENDITURES		
400 - Marketing and Promotions		
401 - Print Ads (News Paper)	\$2,000.00	\$0.00
402 - Louise Brewer (dba Mic MAC)	\$16,000.00	\$16,000.00
403 - Web Domains & Hosting	\$1,000.00	\$1,000.00
404 - Miscellaneous - Street Banners, Promotional Items, etc.	\$2,000.00	\$5,000.00
405 - Social Media Ads, Web Ads, Special Marketing, etc.	\$24,000.00	\$8,000.00
<i>Total 400 - Marketing and Promotions</i>	\$45,000.00	\$30,000.00
500 - BID Event Expenses		
501 - Halloween Walk	\$5,500.00	\$4,000.00
502 - Wine Walk	\$27,000.00	\$36,000.00
503 - Chalk Walk	\$3,000.00	\$2,000.00
504 - Holiday Stroll	\$17,000.00	\$6,000.00
504a - Santa In The Village		\$4,000.00
505 - Small Business Saturday	\$1,000.00	\$1,000.00
506 - Friday Night Twilight	\$10,000.00	\$8,000.00
506 - Misc Special Event	\$10,000.00	\$7,706.00
507 - Event & Communication Coordinator	\$17,000.00	\$15,000.00
<i>Total 500 - BID Event Expenses</i>	\$90,500.00	\$83,706.00
600 - Other Expenses		

601- Other Expenses	\$1,000.00	\$5,650.00
603 - Village Seasonal Banners	\$2,500.00	\$2,500.00
604 - Storage Unit Expense	\$4,644.00	\$4,644.00
605 - Music System	\$2,000.00	\$0.00
<i>Total 600 - Other Expenses</i>	<i>\$10,144.00</i>	<i>\$12,794.00</i>
700 - Landscaping	\$10,000.00	-
800 - General business expenses		
Bank fees & service charges	\$50.00	\$0.00
QuickBooks Payments CC Fees		
<i>Total General business expenses</i>	<i>\$50.00</i>	<i>-</i>
<u>TOTAL EXPENDITURES</u>	\$155,694.00	\$126,500.00
Net Operating Revenue	(\$34,894.00)	\$0.00
Net Revenue	(\$34,894.00)	\$0.00



BUSINESS IMPROVEMENT DISTRICT (BID) FISCAL YEAR 2026-2027 ANNUAL PLAN

COMMUNITY DEVELOPMENT

BUSINESS IMPROVEMENT DISTRICT

MARCH 5, 2026

SHANTELE CORIA, MANAGEMENT ANALYST





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

Required to Renew Assessments:

1. Budget Review
2. Recommend Approval Of Annual Report To City Council
3. City Council Reviews Annual Report And Resolution Of Intent To Levy
4. Noticing
5. Public Hearings



ANNUAL REPORT CONTENTS

Bid Boundaries: No changes, boundaries remain the same.

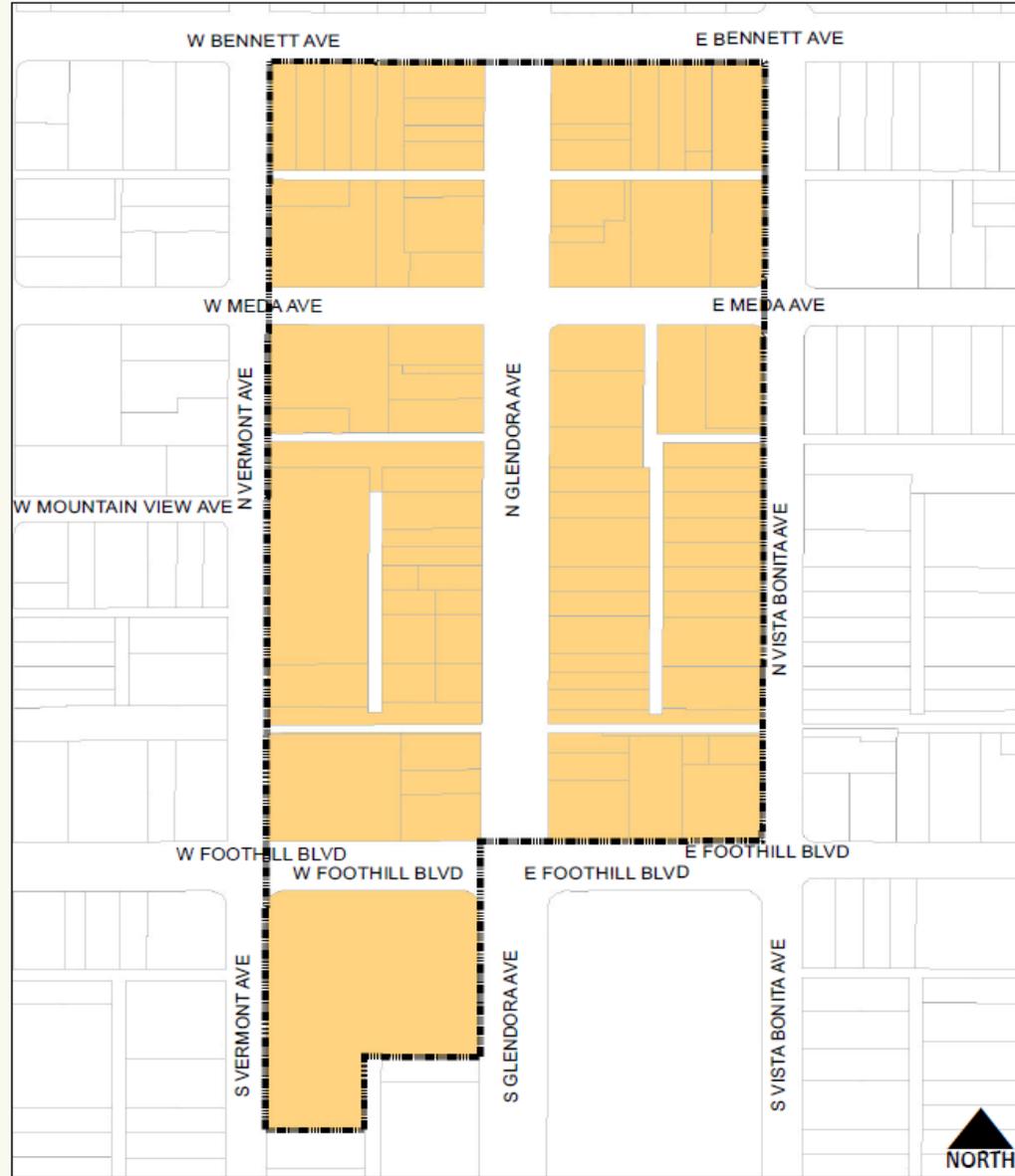
Activities: Line-item budget with cost of activities

Assessment Methodology: No changes

Surplus Revenue: Reserve 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

Methodology will remain the same as FY 25-26

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

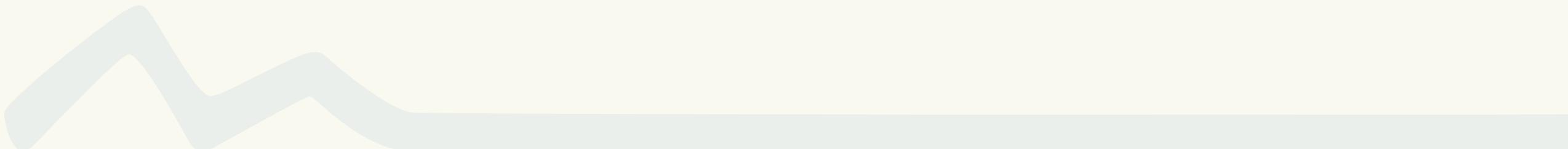
\$0 ASSESSMENT BUSINESSES

\$0

Residential

Side Streets

Independent Contractors





FISCAL YEAR 2026-27 REVENUE

Revenue	
BID Assessments	\$48,000.00
Halloween Walk	\$1,500.00
Wine Walk	\$75,000.00
Interest Income	\$2,000.00
Total Revenues	\$126,500.00
Reserve Fund Balance	\$183,242.00

Expenditures	
Marketing and Promotions	\$30,000.00
Events	\$83,706.00
Other Expenses	\$12,794.00
Total Expenditures	\$126,500.00

IMPORTANT DATES

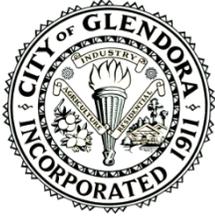
MARCH 24 **City Council adopts resolution of intent to levy assessments for FY 26-27**

March 25 Letters will be mailed to all affected businesses.

April 28 City Council Public Meeting to receive testimony on assessments and a Public Hearing. Protests will be considered.

RECOMMENDATIONS

Review and recommend approval to the City Council of the Business Improvement District's Fiscal Year 2026-2027 Annual Report



STARREPORT

TO: Chair and Advisory Board Members **DATE:** March 5, 2026
FROM: Community Development **DISTRICT(S):** 3
SUBJECT: Glendora Village Business Improvement District Fiscal Year 2026-2027 Annual Report.

RECOMMENDATION

That the Business Improvement District (BID) Advisory Board:

1. Review and Recommend Approval to the City Council of the Business Improvement District Fiscal Year 2026-2027 Annual Report.

STRATEGIC FOCUS AREAS

- Goal 1: Implement Strategic Economic Development (ISED)
- Goal 2: Maintain Financial Stability and Sustainability (MFSS)

EXECUTIVE SUMMARY

State Law and the Glendora Municipal Code require that the Business Improvement District (BID) file an "Annual Report" with the City Council. The BID recommended an assessment schedule and budget for City Council review and approval at their February 5, 2026, meeting. The Annual Report consolidates the recommended budget, assessment information and boundaries into one document. City Council's approval of the Annual Report commences the required annual process of renewing the collection of annual BID assessments.

LEGISLATIVE HISTORY / PREVIOUS ACTIONS

The Glendora BID was established as provided by the Parking and Business Improvement Area Law of 1989 (California Streets and Highway Code Section 36500 et seq.). State Law and the Glendora Municipal Code require that the Business Improvement District (BID) file an "Annual Report" with the City Council, as the initial step to renewing annual assessments each year.

DISCUSSION

The Glendora Municipal Code requires that an Annual Report be submitted to the City Council no later than June 1 of each year. The Annual Report must contain information regarding the assessment methodology, boundaries, and a planned budget which includes activities for the upcoming fiscal year pursuant to California Government Code § 36533.

On February 5, 2026, the BID Board approved a program budget encompassing an assessment schedule based on continuing the current assessment methodology. Revenues and expenditures are similar to prior years; however, adjustments were made to the FY26-27 budget to better reflect past years actuals at the Board's recommendation. There are no proposed changes to the BID boundaries or the assessment methodology.

The BID Board anticipates an increase in Wine Walk revenues, while expenditures reflect targeted reductions and reallocations across events and marketing expenditures. The budget is balanced, with total projected revenues of \$126,500 and anticipated expenditures of \$126,500. The assessment methodology,

BID boundaries and budget information are included in the Annual Report as Attachment A.

Upon approval by the BID Board, the Annual Report will be submitted to the City Council. Based on the Annual Report, the Council will consider a Resolution of Intent to levy the proposed assessments for the Fiscal Year (FY) 2026-2027. Approval of the Resolution of Intent is followed by a "Public Hearing" where public testimony can be given on the proposed assessment levy and budget. At the Public Hearing, the City Council will hear and consider protests against the activity and or assessments. If protests received from the owners of businesses in the BID exceed 50 percent of the total assessments, the assessments shall not be adopted.

ASSESSMENT/BUDGET ADOPTION SCHEDULE

- March 5 - BID approves the Annual Report.
- March 24 - City Council approval of the Annual Report and adopting a Resolution of Intent to levy assessments for FY 26-27.
- March 25 - Letters will be mailed to all affected businesses.
- April 28 - City Council Public Hearing to receive and tabulation of any protests and adoption of the resolution confirming the levy.

A letter will be mailed to all affected business owners via the United States Postal Service within seven days of the March 24 City Council meeting adopting the Resolution of Intent. The letter will include a link to the City of Glendora's website with the Resolution of Intent, public hearing date and time, and information on how to submit protests verbally or in writing.

FISCAL IMPACT

The proposed budget for Fiscal Year 2026-2027 includes line-item changes to expenditures without increasing the total budget. The BID Fund Balance is projected to be approximately \$183,242 at the end of FY 2026-2027.

ENVIRONMENTAL DETERMINATION

Not applicable.

Prepared By	Shantelle Coria, Management Analyst
Concurs With	Not Applicable
Reviewed By	Tiffany Chew, Economic Development & Housing Manager
CEQA Review	Not Applicable

ATTACHMENTS:

- A. Annual Report
- B. PowerPoint

Glendora Chamber of Commerce
224 N. Glendora Avenue
Glendora, CA 91741



Re: Proposal for Farmers Market Management Assistance

Dear Glendora Chamber of Commerce,

Dear Members of the Glendora Chamber of Commerce,

Thank you for the opportunity to submit this revised proposal for the production and management of a weekly certified farmers market in the City of Glendora. Public Communities, LLC welcomes the opportunity to partner with the Chamber to establish a vibrant, well-managed market which supports local agriculture, families, and inclusive public life.

Public Communities, LLC is a California-based community production and event management firm specializing in certified farmers markets and civic-scale public programming. Our work emphasizes operational accountability, regulatory compliance, thoughtful design, and inclusive community engagement. As producer, Public Communities, LLC would assume full responsibility for market administration, staffing, compliance, and ongoing performance.

Executive Summary

Public Communities, LLC proposes to serve as the producer and operator of the Glendora Farmers Market, delivering a professionally staffed, fully compliant certified farmers market designed to foster consistency, trust, and long-term success. The market will operate under a Certified Farmers' Market certificate, with fresh, locally grown produce as its anchor, reinforcing quality, commitment, and authenticity.

Public Communities, LLC will retain an experienced Market Manager, Assistant Manager, and on-site staff to ensure reliable weekly operations. This team-based structure provides redundancy, professionalism, and a clear point of accountability for the Chamber and the City.

Market Vision and Community Focus

The Glendora Farmers Market is envisioned as a family-friendly, welcoming public space which supports residents across ages and abilities while complementing the Village district. In addition to certified farmers, the market will include:

- A dedicated Kid Zone featuring age-appropriate activities and programming
- Family-friendly entertainment designed to create an inviting, festive atmosphere
- Appropriate music and arts programming, scaled appropriately for the site and coordinated with City and Chamber guidance
- Artisans and makers aligned with market standards
- Informational, educational, and community booths

Public Communities, LLC places particular emphasis on neurodiversity and inclusion. Market design, programming, and operations will consider sensory needs, accessibility, and clear wayfinding to support participation by neurodivergent individuals, families, and caregivers. This commitment aligns with best practices in inclusive public-space design and strengthens the market's role as a gathering place for the entire community.

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Site Planning and Layout

The proposed location along Glendora Avenue, between Foothill Boulevard and East Meda Avenue, offers strong visibility and pedestrian flow. Public Communities, LLC will provide a detailed site plan and circulation layout, designating areas for:

- Certified farmers
- Food and artisan vendors
- Kid Zone and family programming
- Chamber and City booths
- Utilities and required services
- Sponsors or community partners, when applicable

All layouts will prioritize safety, ADA accessibility, emergency access, and smooth circulation for vendors and attendees.

Proposed Schedule

Public Communities, LLC proposes a weekly evening market with the following preliminary framework:

- One weekday evening per week
- Proposed hours: 5:00 p.m. to 9:00 p.m.
- Proposed day: Wednesday or Thursday
- Seasonal or year-round operation to be determined by the Chamber

Scheduling will remain flexible to accommodate City events, holidays, and special programming.

Operations and Responsibilities

As producer, Public Communities, LLC will manage all aspects of market operations, including:

- Certified Farmers' Market administration and documentation
- Permits and approvals
- Vendor recruitment, contracts, and compliance verification
- Staffing, including Market Manager, Assistant Manager, and field staff
- Site setup and breakdown
- Traffic control, street closures, and reopening
- Equipment, power, and utility coordination
- Sanitation, waste management, and recycling services

- Coordination with police, fire, and City departments

All operations will comply with applicable City, County, and State regulations, including those of the California Department of Food and Agriculture and the Los Angeles County Department of Public Health.

Health, Safety, and Compliance

Public Communities, LLC maintains rigorous health and safety standards. Market operations will include:

- Valid Certified Farmers' Market certification
- Required handwashing and ware-washing stations
- Restroom access
- Three-bin waste and recycling systems
- Ongoing site cleanliness during and after events
- Vendor safety checks, including canopy security and equipment standards

Vendor Management

Public Communities, LLC will recruit and manage vendors aligned with Chamber goals and community expectations. Responsibilities include:

- Prioritizing local and regional farmers
- Verifying all required licenses, permits, and insurance
- Supporting acceptance of WIC, EBT, and California Market Match
- Maintaining a balanced and appropriate vendor mix

Marketing and Community Engagement

Public Communities, LLC will collaborate with the Chamber on a coordinated marketing strategy designed to build consistent attendance and visibility. Marketing efforts will include:

- Branding and on-site signage
- Social media promotion
- Vendor cross-promotion
- Partnerships with local businesses
- Local media outreach

Vendors will be encouraged to participate actively in promotional efforts to expand reach.

Reporting and Chamber Support

Public Communities, LLC will provide ongoing transparency and communication, including:

- Weekly booth space for the Chamber, City, or designated nonprofits
- Attendance and vendor participation tracking

- Customer feedback collection
- Quarterly summary reports to the Chamber and City

Conclusion

Public Communities, LLC brings the organizational capacity, professional staffing, and inclusive vision required to produce a successful certified farmers market for Glendora. As producer, we offer the Chamber a reliable partner committed to quality, accessibility, and long-term sustainability.

We appreciate your consideration and look forward to further discussion.

Respectfully submitted,

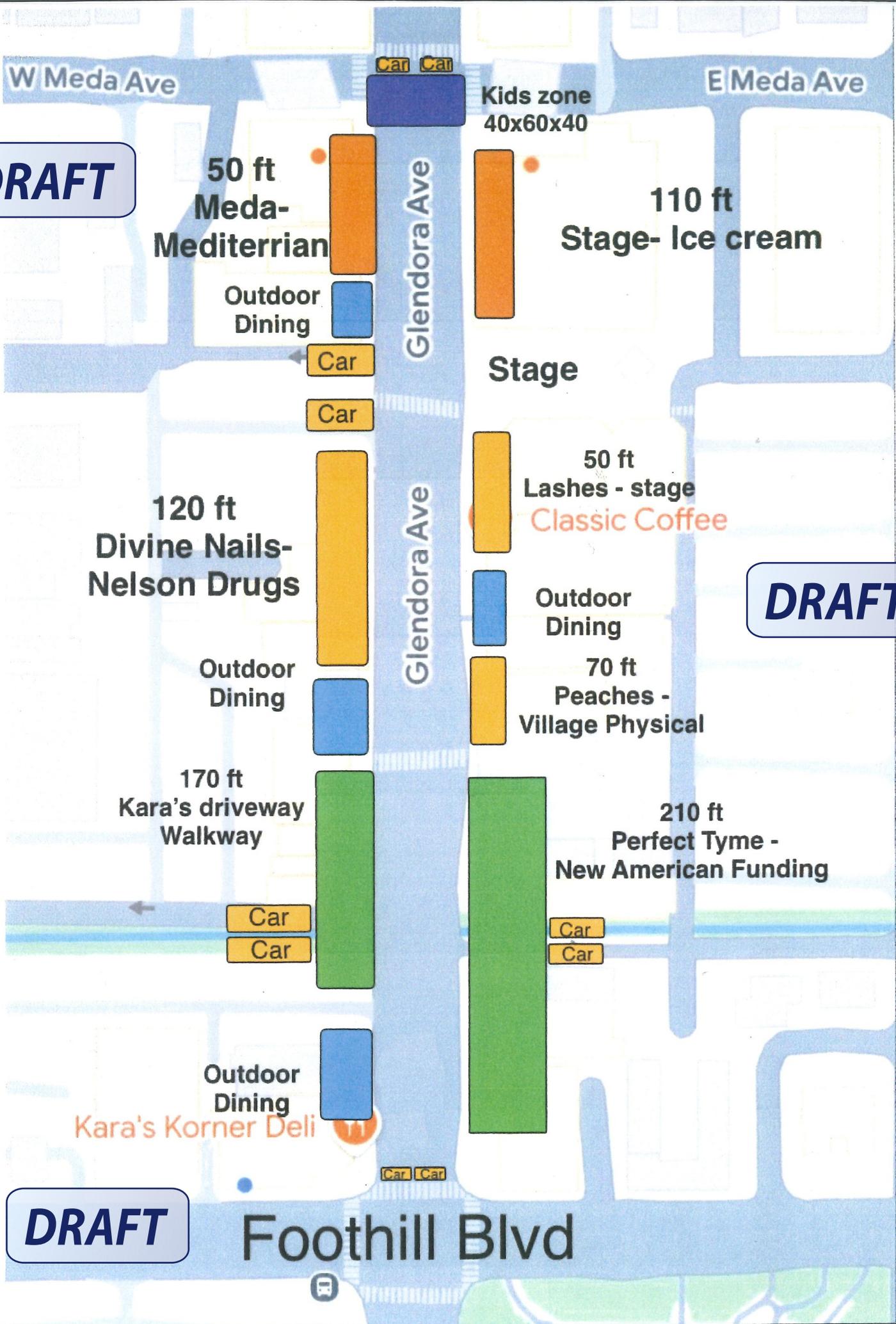
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Foothill Blvd

Glendora Village Beautification Master List

Buildings

- Work with the City to create a Universal Design Standard for buildings in the downtown
- Remove/Replace all old signage
- Ask Building Owners to paint their building facades according to the UDS and update any old or removed signage
- Ask Building Owners to remove dead plants, dead spaces

Signage

- Replace inconsistent iron signs in tree wells with better signage system for all businesses
- Remove all A-frame signage, or create a consistent look for them
- Remove all banners from building walls
- Get permanent signage for the entry points to the village with rules around bicycles, skateboards

Planters

- Move the Planters to their proper locations
 - Scheduled 3/3
- Replace the Planters with newer, nicer ones
 - \$600-800 per
- Replace the plants with succulent/drought tolerant flowers
 - Mariposa to water 2x a month?
- Replace the GV logo/signage on existing planters
- Paint/Clean/Repair Existing Planters

Tree Wells

- Replace wood chips
- Explore walls/barriers around tree wells
- Replace the fake grass