

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID)

ADVISORY BOARD

AGENDA

THURSDAY, FEBRUARY 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=SlQXjtFWGuW0CcHiH89nc8a3v5hazA.1>

Meeting ID: 829 1313 9925
Passcode: 005561

Phone: (669) 900-6833

GLENDORA BUSINESS IMPROVEMENT DISTRICT (BID) ADVISORY BOARD

AGENDA

THURSDAY, FEBRUARY 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 January 8, 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 January 31, 2026
RECOMMENDATION: 1. Receive and file the report.

NEW BUSINESS

6. None

OLD BUSINESS

7. Committee Report: Budget Committee Update & Budget Vote
2026-2027 Budget Review & Approval
RECOMMENDATION: 1. Second review & approval of the 26/27 BID budget so the budget can be sent to City Council.
8. Committee Report: Event & Marketing Committee update on upcoming events & new vendor policy.
RECOMMENDATION: 1. Review & approve BID Events & External Vendor Participation Policy or give recommendations for changes before approval.
9. Committee Report: Social Media Committee update.
10. Committee Report: Beautification Committee Update.

BOARD/STAFF CLOSING COMMENTS & ADDITIONS TO NEXT MEETINGS AGENDA

ADJOURNMENT

I hereby certify under penalty of perjury under the laws of the State of California that the foregoing agenda was posted on the Glendora City Hall bulletin board at the three established posting locations and on the Glendora Business Improvement District's website at www.glendoravillage.com/ not less than 72 hours prior to the meeting in accordance with Government Code Section 54954.2.

Dated: 1/29/2026

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



Thursday, January 8, 2026
Bidwell Forum
140 S. Glendora Ave.
Glendora, CA 91741

CALL TO ORDER

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

ROLL CALL

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

Member(s) Absent:

Katy Fosselman

Staff Present: BID Manager Joe Cina

PLEDGE OF ALLEGIANCE

- The Pledge of Allegiance.

REORDER OF AGENDA

PUBLIC COMMENT

- (1) Frank Arturo via ZOOM – Village Property Owner

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.

BOARD STATEMENTS/REPORTS

- Chair Davis raised a concern about Luca Bella posting a notice indicating they were closing, citing difficulty reaching agreement with their landlord on a new lease. The member suggested this highlighted an opportunity to engage building owners more intentionally, given building owner decisions can significantly impact the district.

DIRECTOR/STAFF LIAISON STATEMENTS

- The Chamber was holding a networking lunch that day.
- Citizen of the Year nominations were open, with a deadline of January 30, 2026, at 5:00 PM. The event honoring the recipient would be held in April.

- Joe summarized concerns raised (including by Frank and prior emails) about e-bike and electric motorcycle-like vehicles being ridden on sidewalks and in the Village area, creating safety risks. Discussion included:
 - Reports of riders traveling at speed and near-miss incidents.
 - A request to clarify what is street legal vs. not legal, and what enforcement options exist.
 - A suggestion to continue the topic at the next meeting with more information and coordination.

Frank Arturo addressed the Board in person, emphasizing:

- The Village functions like a shopping center, but the City owns the circulation/common areas, making this a management and enforcement challenge.
- Comparable shopping centers, colleges, and universities use clear signage, security presence, and enforcement.
- Existing sidewalk stenciling is faded and not effective.
- He has documented multiple incidents during weekly property walks and believes meaningful steps could include new signage and periodic community service officer/security walking patrols, particularly after school.
- Action noted: Staff/Board indicated they would work on signage and return with more information at a future meeting.

SPECIAL ITEMS

1. **City of Glendora Update:** Management Aide Shantelle Coria & Economic Development Manager Tiffany Chew
 - The Open Rewards program continues (customers earn 5% back on purchases at participating restaurants/retailers/grocery stores in Glendora).
 - The SBDC offers free 1:1 consulting, including support for tax preparation and financial organization.
 - The BID budget must be approved by the next meeting, and the annual plan will be brought in March.
 - A Board member requested future reporting/insight into spending patterns (e.g., Village vs. other areas of Glendora), if available via the program's dashboard. Staff agreed to bring back available data at a future meeting.
2. **Event Coordinator Update:** Megan Kaye, M Kaye Events:
 - a. Not present
3. **Social Media Update:** Louise Brewer, Mic Mac Agency:
 - a. Louise reported year-end marketing metrics, including:

- i. Instagram growth to nearly 9,000 followers and 1.2M views in the past year.
- ii. Facebook exceeding 6,000 followers with ~1.18M views and 65,000+ engagements.
- iii. Website visitors totaling ~26,000 and performance score of 96.
- iv. Google business profile views at ~11,700.
- v. Total cross-platform followers around 14,000 and 2M+ views overall.
- b. Upcoming focus: A Wine Walk promotional content calendar with a stronger rollout (teasers, coordinated promotion, and ad support). January content would emphasize “new year” updates, then pivot into Valentine’s Day and Wine Walk promotion (late January through February). Louise confirmed there would be an ad budget for Wine Walk (consistent with prior year practice).

CONSENT CALENDAR

- 4. Affirm minutes from December 4 6, 2025, Regular Meeting
- 5. Business Improvement District (BID) Advisory Board - BID Expenditures for Fiscal Year 2024-2025 through December 31, 2025.

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

MEMBER AGENDA ITEMS

None

NEW BUSINESS

- 6. **2026-2027 Budget Review**
 - a. Board member Menke conducted an initial discussion with slides of the **FY 2026–27 BID draft budget**, emphasizing that this first review was for **discussion** and would return for approval at a future meeting,
 - i. Key points discussed:
 - 1. **A. Budget Philosophy / Framework**
 - 2. The Budget Committee presented a structured approach grounded in the BID bylaws and purpose:
 - Support the **physical and financial health** of the Village with long-term vitality.
 - Prioritize programs with **clear merchant/business benefit**.
 - Distinguish **goodwill/community activities** from **activities that drive economic impact**.
 - Avoid carrying unused/assumption-based line items (e.g., longstanding landscaping allocations not used).

- Maintain fiscal responsibility and avoid default deficit budgeting.

Priority Themes

The committee summarized recurring priorities expressed by business owners:

- Strong **destination marketing**
- Events that drive **foot traffic and sales** (not just attendance)
- A district that feels **cared for, welcoming, safe, and visually appealing**

Budget Buckets (Proposed Allocation Ranges)

A suggested allocation model was presented:

1. **Core infrastructure/program delivery** (approx. **35–40%**)
 - o Social media coordination, web hosting/domain, event/communications coordination, tools, banners, etc.
2. **Flagship events** (approx. **30–35K**)
 - o Noted: Wine Walk and Holiday initiatives; further clarification needed on how “Holiday Stroll / Santa in the Village” items are categorized.
3. **Seasonal/community goodwill events** (approx. **10–15%**)
 - o Halloween Walk, Chalk Walk, Friday Night Twilight (noted as a “bridge” between categories with ideas to strengthen it)
4. **Baseline maintenance/presentation** (approx. **5–8%**)
 - o Banners, identity elements; discussion on whether landscaping should be City vs. BID responsibility
5. **Contingency/reserve** (approx. **5%**)
6. **Pilot programs/strategic initiatives** (approx. **5–7%**)
 - o Example: budget space for a potential **farmers market**

Revenue assumptions discussed ranged from approximately **\$110,500** (conservative) compared to historical figures around **\$120,800** used in prior planning.

D. Measurement & Data (Traffic Counts)

Frank Arturo raised the importance of **traffic/foot-traffic counts**, noting retail viability and marketing ROI are difficult to assess without baseline measures. The Board agreed this was a meaningful point and would be revisited.

E. Line Items / Cleanup of Unused Categories

Examples discussed:

- Consolidating **print ads** into digital advertising/marketing line items.
- Renaming account descriptions for clarity (e.g., social media coordinator naming).
- Continuing storage unit costs as needed.
- Reviewing recurring banner replacement/maintenance costs (noting prior wind damage).

- Reviewing “special event other” as a potential home for pilot initiatives, while not assuming sponsorships as guaranteed revenue.

F. Goodwill Events vs. Merchant Impact

The Board discussed whether and how events such as **Halloween Walk** should be redesigned to reduce costs (e.g., candy quantity) and/or improve business impact, while still supporting community engagement.

G. Social Media RFP & Costs

The Board discussed:

- RFP submissions and anticipated annual cost ranges (noted discussion around **~\$24K–\$30K+**, with some proposals higher).
- The need to define scope (content creation, content calendar, management, photography/video needs).
- Business owner feedback that social media should better balance **lifestyle/events + business highlights**, and that current repost-driven approach may not meet goals.
- The challenge of tying social metrics to real-world outcomes without stronger measurement.

H. Reserves / Interest Income

The Board noted approximately **\$190,000+** in reserves and discussed the benefit of a **high-yield savings** approach and existing interest income.

Next step: Budget committee to refine based on discussion and return for Board action at a future meeting; budget approval required by **next meeting** per staff reminder.

b.

7. Holiday Stroll Recap

- a. Cina reported the BID event survey that was conducted after the stroll.
 - i. Overall sentiment: Positive to very positive
 - ii. Foot traffic: generally higher to much higher
 - iii. Perception of organization/promotion: mixed (mostly agree/neutral; one disagrees)
 - iv. Most effective elements: music/atmosphere and special activities
 - v. Improvement themes: more food, entertainment, vendors, better distribution north/south, and trash management.
- b. Additional discussion: Board noted significant trash cleanup needs; members emphasized that cleanup should be properly budgeted and not rely on staff personally handling it.

- c. Need for more trash receptacles and/or a cleanup plan was identified as an action item.

8. Reschedule January 2026 Meeting Date

- a. Due to the January meeting falling on January 1 it was suggested that the meeting be changed to January 8th.
- b. **(M/S/A)** A motion was made by board member Jarvis, seconded by board member Manke, to reschedule the regular meeting to the 8th.

OLD BUSINESS**9. Committee Report: Event & Budget Committee Update.**

- a. Focus was on Wine Walk planning and promotion, including coordination of Eventbrite access/keys and increased ad spend vs. prior year.

10. Committee Report: Social Media Committee Update.

- a. Update: The RFP was released and four submissions were received. The committee would review/interview and bring recommendations back to the Board for discussion.

11. Committee Report: Beautification Committee Update.

- a. Update: Work ongoing with Chantal on Village items; additional discussion planned in committee regarding BID vs. City responsibilities and prioritization.

12. Budget Committee

- a. No further information.

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

Board member Jarvis expressed concern about a promotional activity that occurred in the street involving youth participants. Clarification was provided:

- It was a cheer fundraising promotion associated with a business sponsor.
- Occurred 7:30 AM–11:30 AM before most businesses opened.
- Involved cones and parents acting as a safety buffer; temporary traffic control occurred during a live segment.
- It was not a permitted event. No action taken, just a discussion.

Additionally, the Board noted a vacancy on the Social Media Committee due to Ronnie stepping down. Katy was identified as a potential fit, but her attendance/availability would be addressed at a future meeting. Crystal may step in to fill the seat.

ADJOURNMENT

No further business. Meeting was adjourned at **9:37 AM.**

Joe Cina

BID Manager & President/CEO

Glendora Chamber of Commerce

Glendora Business Improvement District

Summary of Financial Activity

07/01/25 - 1/31/2026

CHECKING ACCOUNT	\$13,383.19
HIGH YIELD ACCOUNT	\$183,242.63
TOTAL	\$196,625.82

ACCOUNTS	FY 26 YTD	FY 26 ADOPTED BUDGET	AVAILABLE BUDGET
REVENUE			
ASSESSMENTS	\$30,472.15	\$45,000.00	\$14,527.85
CHALK WALK INCOME		\$3,000.00	\$3,000.00
HALLOWEEN WALK INCOME	\$1,398.00	\$2,000.00	\$602.00
WINE WALK INCOME	\$2,462.55	\$70,000.00	\$67,537.45
INTEREST/MISCELLANEOUS INCOME	\$2,016.65	\$800.00	(\$1,216.65)
REVENUE Total	\$36,349.35	\$120,800.00	\$84,450.65
EXPENDITURE			
MARKETING & PROMOTION			
PRINT ADS NEWSPAPER		\$2,000.00	\$2,000.00
SOCIAL MEDIA & WEB COORDINATOR	\$7,000.00	\$16,000.00	\$9,000.00
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.	\$1,145.00	\$24,000.00	\$22,855.00
TOTAL MARKETING & PROMOTION	\$8,287.57	\$45,000.00	\$36,712.43
BID EVENTS			
HALLOWEEN WALK	\$9,208.12	\$5,500.00	(\$3,708.12)
WINE WALK	\$200.00	\$27,000.00	\$26,800.00
CHALK WALK		\$3,000.00	\$3,000.00
HOLIDAY STROLL & SANTA IN THE VILLAGE	\$12,046.95	\$17,000.00	\$4,953.05
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	\$31,823.62	\$90,500.00	\$58,676.38
OTHER EXPENDITURE			
MISC: SEASONAL BANNERS/MUSIC/BANK FEES/OTHER	\$500.38	\$5,550.00	\$5,049.62
STORAGE UNIT	\$2,744.00	\$4,644.00	\$1,900.00
LANDSCAPING		\$10,000.00	\$10,000.00
TOTAL OTHER EXPENDITURE	\$3,244.38	\$20,194.00	\$16,949.62
EXPENDITURE Total	\$43,355.57	\$155,694.00	\$112,338.43
Net Revenue	(\$7,006.22)	(\$34,894.00)	\$196,789.08

BID Events & External Vendor Participation Policy

Purpose

This policy establishes guidelines for vendor and sponsor participation in BID-produced events in a manner that prioritizes BID member businesses, enhances the attendee experience, and supports the economic vitality of the district.

Priority for BID Member Businesses

- BID member businesses shall be given **first right of refusal** to participate in BID-produced events.
- For each event, a participation deadline will be set in advance to allow BID businesses adequate time to opt in.
- After the BID participation window closes, remaining vendor opportunities may be offered to external vendors.

Use of External Vendors

The BID may invite or solicit external vendors and sponsors when appropriate to:

- Add experiential or programmatic value
- Increase foot traffic and overall attendance
- Activate underutilized areas within the event footprint

External vendors are intended to enhance the event experience, not replace BID participation.

Vendor Eligibility & Curation

External vendors will be selected using a curated approach. Priority will be given to:

- Small, independent, and community-based businesses
- Local and regional vendors (e.g., San Gabriel Valley and surrounding areas)
- Local makers, artisans, and creative businesses
- Nonprofit organizations
- Food, beverage, and experience-based vendors aligned with the district
- Experience-based vendors (e.g. kids' fun zone, face paint, etc)

Vendor Categories & Limits

- Vendors may be grouped into categories based on event needs.
- The number of vendors per category may be limited per event.
- Categories and participation levels are subject to review based on the mix of participating BID businesses and the goals of each event.

Review & Approval

- All external vendors are subject to review and approval by the BID Event Committee.
- Approval will consider event objectives, category balance, potential competition with BID businesses, and overall alignment with the district.

Vendor Placement

Vendor placement will be determined on an event-by-event basis and may include street closures, activation zones, or other designated areas. Placement decisions will prioritize safety, flow, and impact on nearby BID businesses.

Booth Fees & Sponsorships

- Booth fees will be established per event and may vary by location, size, or event type.
- Sponsorships may include booth space as a primary sponsorship opportunity or as a benefit of BID membership.
- Sponsors may receive premium placement or enhanced visibility, as defined per event.

Policy Review

This policy may be reviewed and updated by the BID Board as needed to reflect evolving event goals and best practices.

This policy is intended to balance fairness, flexibility, and economic impact while maintaining a merchant-first approach to BID events.

Glendora Village Business Improvement District 2026/2027 Budget DRAFT					
	ACTUAL TOTALS	CURRENT BUDGET	DRAFT BUDGET	Expense Allocation Pillar	Committee Note
	Actual 2025/2026 through January	2025/2026 Budget	2026/2027 Budget (DRAFT - BUDGET COMMITTEE)		
Revenue					
100 - BID Assessments	\$30,472.15	\$45,000.00	\$48,000.00		
200 - BID Events					
201 - Halloween Walk Income	\$1,398.00	\$2,000.00	\$1,500.00		
202 - Wine Walk Revenue	\$2,462.55	\$70,000.00	\$75,000.00		
203 - Chalk Walk Revenue		\$3,000.00	-		*not budgeting/under review
Total 200 - BID Events	\$3,860.55	\$75,000.00	\$76,500.00		
300 - Miscellaneous BID Income		\$700.00	\$0.00		
301 - Interest Income	\$2,016.65	\$100.00	\$2,000.00		
Total Revenue	\$36,349.35	\$120,800.00	\$126,500.00		
Expenditures					
400 - Marketing and Promotions					
401 - Print Ads (News Paper)		\$2,000.00	\$0.00	1	*change to media/content creation/ads
402 - Louise Brewer (dba Mic MAC)	\$7,000.00	\$16,000.00	\$16,000.00	1	*change to Social Media & Communications Coordinator
403 - Web Domains & Hosting	\$142.57	\$1,000.00	\$1,000.00	1	
Promotional Items, etc.		\$2,000.00	\$5,000.00	1	
405 - Social Media Ads, Web Ads, Special Marketing, etc.					
	\$1,145.00	\$24,000.00	\$8,000.00	1	
Total 400 - Marketing and Promotions	\$8,287.57	\$45,000.00	\$30,000.00		
500 - BID Event Expenses					
501 - Halloween Walk Expenses	\$9,208.12	\$5,500.00	\$4,000.00	3	
502 - Wine Walk Expenses	\$200.00	\$27,000.00	\$36,000.00	2	
503 - Chalk Walk Expenses		\$3,000.00	\$2,000.00	3	
504 - Holiday Stroll Expenses (Break up two Events - Holiday Stroll)					
	\$7,378.95	\$17,000.00	\$6,000.00	2	*break apart for holiday stroll
504a -Santa In The Village	\$4,438.00		\$4,000.00	3	*break apart for santa in the village
505 - Small Business Saturday Expenses	\$913.55	\$1,000.00	\$1,000.00	3	
506 - Friday Night Twilight Expenses	\$5,105.00	\$10,000.00	\$8,000.00	3	
506 - Special Event Other		\$10,000.00	\$7,706.00		*new pilot program/event (i.e. farmer's market)
507 - Event & Communication Coordinator	\$4,350.00	\$17,000.00	\$15,000.00	1	
Total 500 - BID Event Expenses	\$31,593.62	\$90,500.00	\$83,706.00		
600 - Other Expenses					
601- Other Expenses		\$1,000.00	\$5,650.00	5	
603 - Village Seasonal Banners	\$690.00	\$2,500.00	\$2,500.00	4	
604 - Storage Unit Expense	\$2,744.00	\$4,644.00	\$4,644.00	4	
605 - Music System		\$2,000.00	\$0.00	4	
Total 600 - Other Expenses	\$3,434.00	\$10,144.00	\$12,794.00		
700 - Landscaping		\$10,000.00	-	4	
General business expenses					
Bank fees & service charges	\$25.65	\$50.00	\$0.00	5	
Total General business expenses	\$25.65	\$50.00	-		
QuickBooks Payments CC Fees	\$14.73				
Total Expenditures	\$43,355.57	\$155,694.00	\$126,500.00		
Net Operating Revenue	(\$7,006.22)	(\$34,894.00)	\$0.00		
Net Revenue	(\$7,006.22)	(\$34,894.00)	\$0.00		

Social Media Manager Proposals

JEREMY HENNINGS

SOCIAL MEDIA MANAGER

jhennings15@gmail.com | (626) 533-2858 | [@sullomon](https://www.twitter.com/@sullomon)

PROPOSED BUDGET:

Based on the scope of work, my typical rates for full-service social media management, content creation, and analytics reporting range from \$2,250–\$3,900 per month, depending on deliverables and the level of on-site event coverage. I am happy to discuss and tailor a plan to meet the Glendora Village BID's goals and budget.

- Monthly content calendar featuring merchants, events, and seasonal posts
- 12–16 posts per month across Instagram & Facebook (feed, Stories, Reels)
- On-location photography & videography (shops, people, pets, events)
- 4–6 Reels per month
- Community engagement: respond to comments/messages, repost UGC, collaborate with merchants
- Influencer/local partnerships: 2–3 per month
- Monthly performance report with analytics
- Attend monthly BID Advisory Board & Social Media Committee meetings

GOALS:

- Grow engagement and awareness for Glendora Village
- Showcase local businesses, events, and community members
- Drive in-person visits through social media storytelling
- Maintain a consistent, professional brand presence
- Use data and insights to improve content performance

WORK EXPERIENCE:

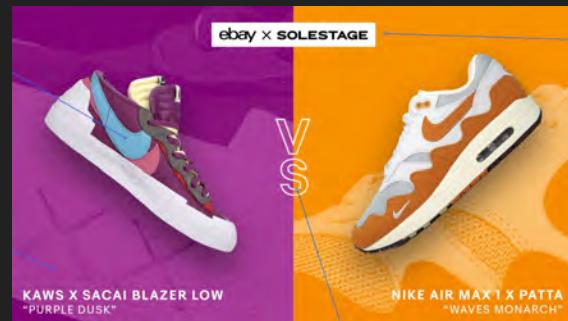
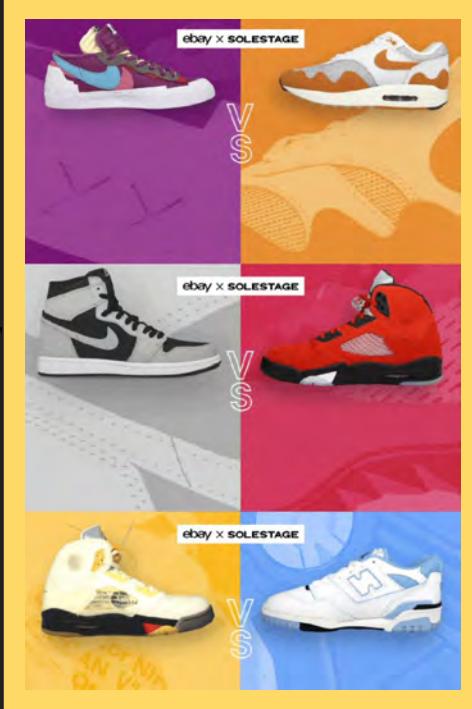
- eBay
- SoleStage Inc.
- Glendora Tartans Football & Cheer
- Breakout LA (Retail)
- Soulheritage Clothing
- Saint Alfred (Retail)
- PJ Tucker Project
- Local barbers & small businesses



Breakout

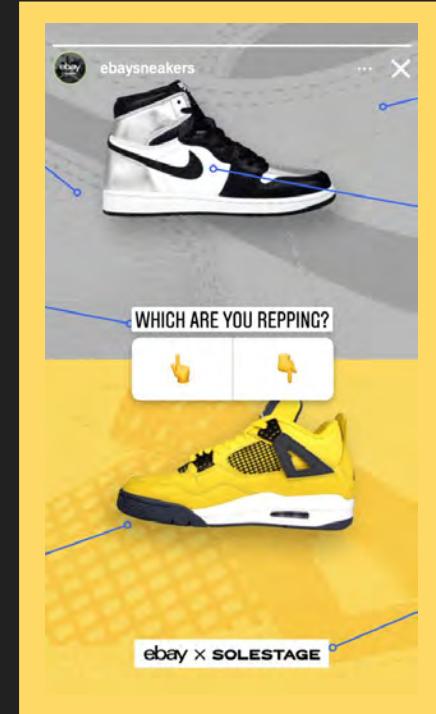


EBAY



On-site photography and short-form video highlighting brand activations, products, and customer engagement.

Focus: Brand awareness & social engagement



*Click images to view more content

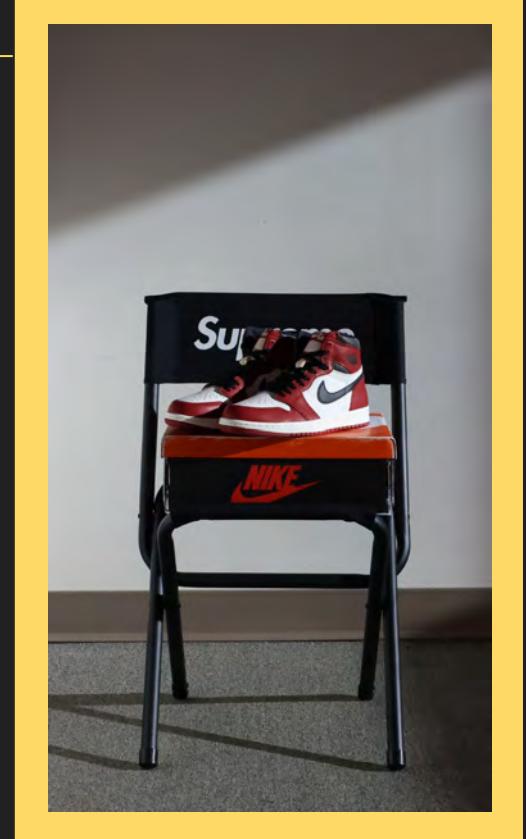


SOLESTAGE

Product Photography &
Social Content

Lifestyle photos and
Reels showcasing
sneaker culture, in-store
experience, and
community moments.

Focus: Community
connection & product
visibility



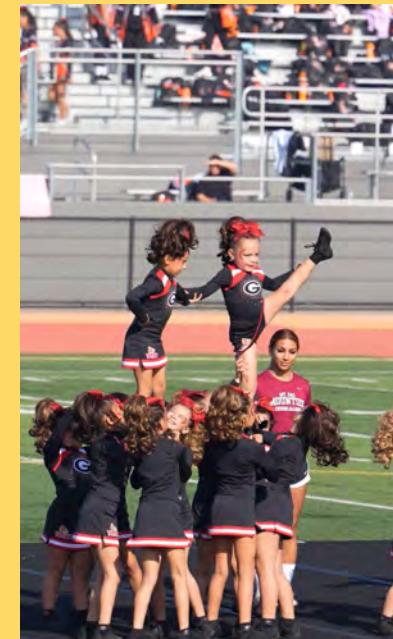
**Click image to view more content*

GLENDORA TARTANS



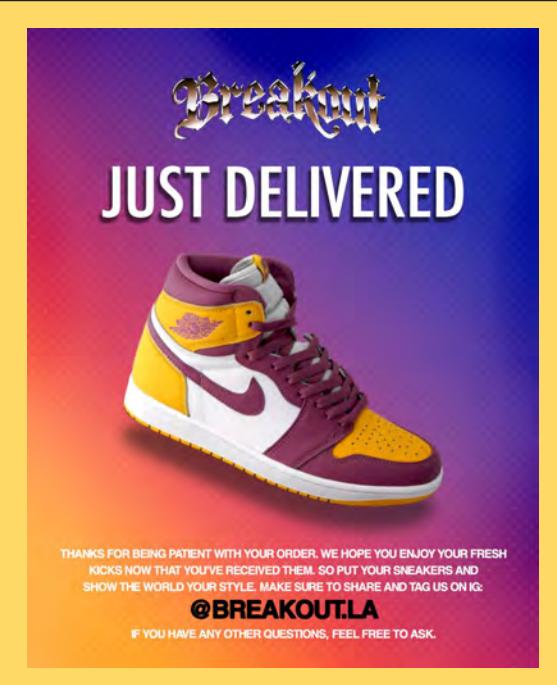
Game-day photography and social content capturing athletes, families, and school spirit.

Focus: Community pride & engagement.



**Click images to view more content*

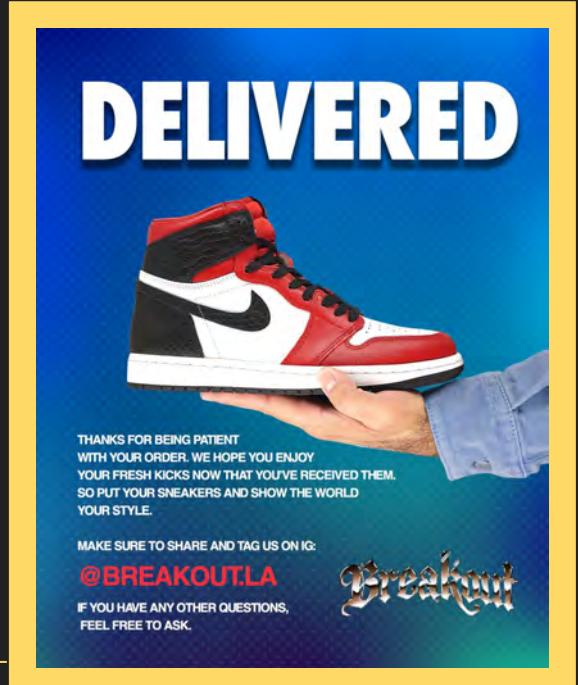
BREAKOUT LA



Online Content &
Lifestyle Visuals

Photography and short
videos highlighting
products, store
atmosphere, and
customer experience.

Focus: Foot traffic &
local brand awareness



Jeremy Hennings
Social Media Manager | Content Strategist | Photographer & Videographer
jhennings15@gmail.com | (626) 533-2858

Professional Summary

Community-focused Social Media Manager experienced in creating engaging content for local businesses, events, and families. Skilled in photography, short-form video, Reels, and storytelling that highlights people and places. Known for building engagement, collaborations, meeting deadlines, and representing brands professionally.

Key Skills & Competencies

- Social Media Management (Instagram & Facebook)
- Content Strategy & Monthly Content Calendars
- Photography (People, Products, Events, Lifestyle)
- Short-Form Video & Reels Editing
- Caption Writing & Brand Voice Alignment
- Community Engagement & Comment Management
- Analytics, Insights & Monthly Reporting
- Merchant & Stakeholder Collaboration
- User-Generated Content (UGC) & Reposting
- Local Influencer & Community Outreach

Professional Experience

E-Commerce Manager | SoleStage Inc. – Los Angeles, CA

March 2021 – Present

- Managed 100+ product listings across TikTok, Instagram, eBay, Whatnot, and Shopify, optimizing content for engagement and conversions.
- Created and published engaging visuals, captions, and short-form videos to highlight products and drive audience interaction.
- Monitored and responded to customer comments and messages, maintaining a 95%+ satisfaction rating.
- Analyzed audience engagement and sales data to refine content strategy and improve campaign performance.
- Collaborated with marketing and operations teams to create cohesive campaigns that increased brand visibility and online revenue.

Customer Success Lead Specialist | Revolve / Forward by Elise Walker – Cerritos, CA

Jan 2018 – March 2022

- Managed client and customer interactions across digital platforms, ensuring prompt, professional engagement and maintaining high satisfaction levels.
- Developed and executed digital marketing strategies that integrated social media content with e-commerce campaigns to engage audiences and drive conversions.
- Created and optimized content workflows, including visuals, messaging, and posting schedules, to enhance online presence and community engagement.
- Implemented Airtable-based CRM systems to track audience interactions, content initiatives, and project follow-ups, improving responsiveness and collaboration.
- Leveraged customer experience insights to tailor social media messaging and content for maximum engagement and audience resonance.

Education

Bachelor's Degree (LA Film School) 2021

Focused on Graphic Design & Digital Filmmaking

Associate's Degree (Citrus College) 2013

Completed Business & Digital Media Design

Louise Brewer
mic (ro) MAC (RO) Agency
Louise@micmacagency.com 562-712-4601

Glendora Chamber of Commerce
Attn: Joe Cina
224 N. Glendora Ave.
Glendora, CA 91741

Re: Proposal for Social Media Manager - Glendora Village BID

Dear Mr. Cina and the BID Advisory Board,

I am writing to formally submit my proposal for the Social Media Manager position for the Glendora Village Business Improvement District. Having reviewed the Request for Proposals, I understand that the Village represents the heart of Glendora, and I am enthusiastic about the opportunity to help showcase its vibrant spirit, local merchants, and community events through strategic digital engagement.

The Glendora Village BID requires a partner who can blend creative storytelling with on-the-ground execution. My approach focuses on capturing authentic photography and videography that highlights the unique character of the downtown area. I am committed to working collaboratively with merchants and the Board to develop content that not only looks professional but also drives foot traffic and reinforces the Village as a premier destination.

As requested in the RFP, I confirm that I possess the required experience managing public-facing social media accounts and am prepared to carry the minimum \$1,000,000 liability insurance policy, naming the City of Glendora and the Glendora Chamber of Commerce as additional insured upon selection.

Attached to this proposal, you will find my relevant experience, links to sample work including photography and Reels, and a list of professional references. I have also confirmed my ability to execute the full Scope of Work within the proposed monthly budget of \$1,500.

Thank you for your time and consideration. I look forward to the possibility of collaborating with you to celebrate the "Century of Service" and the future of Glendora Village.

Sincerely,

Louise Brewer

Louise Brewer
mic (ro) MAC (RO) Agency
Louise@micmacagency.com 562-712-4601

PROPOSAL FOR SERVICES

1. RELEVANT EXPERIENCE & BACKGROUND My background is rooted in community-focused social media management. I specialize in building digital engagement for local districts and food and beverage businesses. My experience allows me to hit the ground running with an understanding of how to balance stakeholder needs, merchant promotion, and community storytelling.

Current Clients (contact information available upon request):

- Claremont Village: Social Media Management, content creation, email marketing
- Frisella's Roastery: Social Media Management, content creation, influencer outreach, and influencer marketing
- La Popular CDMX: Influencer marketing
- Fil-Am Home for Seniors: Website and maintenance

2. SCOPE OF WORK (DELIVERABLES) I am prepared to fulfill the complete scope of work outlined in the RFP:

- Content Strategy & Calendar: I will develop and maintain a monthly content calendar featuring merchants and events, shared in advance for collaboration.
- Photography & Videography: I will provide on-the-ground coverage, capturing high-quality photos and short-form videos (Reels) of the Village atmosphere, events, shops, and people.
- Posting & Engagement: I will handle consistent publishing of Posts, Stories, and Reels, while monitoring and responding to comments to foster community connection.
- Reporting: I will submit a written monthly report by the 20th of each month detailing analytics and accomplishments, and I will attend monthly BID Advisory Board and Social Media Committee meetings.

3. PROPOSED BUDGET Monthly Retainer: \$1,500.00 This fixed fee includes all strategy, content creation (photo/video), community management, reporting, and meeting attendance as detailed above.

4. SAMPLE WORK Per the proposal requirements, please find examples of my original content below:

- Photography Portfolio:
https://drive.google.com/drive/folders/1PE5oHAPj_A7YKkE8YBa_A_gfv-ICdKQ1?usp=ssharing

Louise Brewer
mic (ro) MAC (RO) Agency
Louise@micmacagency.com 562-712-4601

- Video/Reels Examples: <https://www.instagram.com/p/DOy8zUYkmxj/>
<https://www.instagram.com/p/DSWRxjzEZ8z/>
- Live Accounts, Claremont Village, La Popular CDMX, Glendora Village, Fil Am Home for Seniors

From: [Carine Bernedo](#)
To: [Joe Cina](#)
Subject: Social Media Manager for Glendora Village BID (Carine Rose)
Date: Wednesday, December 10, 2025 12:10:43 PM
Attachments: [Carine_Rose\(1\).pdf](#)
[Glendora Village SOW.pdf](#)

Dear Members of the Glendora Village Business Improvement District Advisory Board,

My name is Carine Rose, and I am excited to submit my proposal for the Social Media Manager position for the Glendora Village. As a long time Glendora resident deeply connected to our local small business community and with extensive professional experience in social media management, photography, videography, and community focused digital storytelling, I am confident in my ability to elevate the Glendora Village's online presence and authentically represent its charm, energy, and merchant community.

With several years of hands-on experience managing social media and marketing for beauty brands, small businesses, and community organizations, I specialize in creating content that feels personal, engaging, and rooted in place. My background includes content strategy, influencer partnerships, high-quality photography, video production, caption writing, and engagement management skills that directly align with the BID's goals and outlined Scope of Work.

I have a strong track record of:

- Building social media strategies tailored to community engagement and local business visibility
- Producing original photography and short form video that highlights people, products, events, and storytelling moments
- Managing day to day posting, scheduling, community interaction, and customer engagement with professionalism
- Partnering with merchants, creators, and influencers to expand reach
- Analyzing insights and reporting performance in a clear, actionable format

As someone who lives in Glendora and actively participates in community events, I understand the unique culture, aesthetic, and welcoming spirit of the Glendora Village. My approach to managing the official Facebook and Instagram channel would focus on elevating merchant stories, celebrating the vibrancy of downtown life, and fostering a consistent and interactive social presence that invites both locals and visitors to connect with the Village.

Enclosed in this proposal are example links of my photography, videography and campaign work reflecting my visual style and storytelling approach as well as links to accounts I've managed, my proposed budget, and professional references.

[My Portfolio](#)

Links to companies I currently work with and have worked with:

[Bravo Salon](#)

[LiLash Beauty](#)

[fLASH Cosmetics](#)

[Profusion Cosmetics](#)

References:

Kristen Torres: CEO, Brilliant Minds Marketing

(626) 472-8566

Ariana Amricachi: Brand Manager, Profusion Cosmetics

(909) 471-6529

Marwan Zriek: CMO, Performance Beauty Group

(949) 633-7054

Tamara Medlock: Marketing Director, LiLash Beauty

(818) 425-6126

Thank you for your consideration. I would be honored to serve the Glendora Village BID and help continue shaping the social presence of a community I genuinely care about. I look forward to the opportunity to collaborate with your board, the merchants, and the Social Media Committee to bring fresh, creative, and community centered content to Glendora Village's platforms.

Warmly,

Carine Rose

CARINE ROSE

INFLUENCER & SOCIAL MEDIA MARKETING MANAGER

CONTACT

- 📞 626-826-4628
- ✉️ misscarinemarie@gmail.com
- 📍 glendora, ca.

PROFILE SUMMARY

Efficient and organized administrative professional with strong experience supporting school operations, and providing dependable assistance to staff, students, and families. Skilled in handling high volume communication, preparing reports and calendars, coordinating meetings and events, and maintaining accurate records and accounts. Known for professionalism, attention to detail, and a supportive, service oriented approach. Brings proven leadership from PTA executive roles, including managing budgets, student activities, and school communications.

PROFESSIONAL SKILLS

- Influencer Marketing Strategy
- Social Media Management
- UGC & Content Production
- Beauty Industry Trends
- TikTok & Instagram Campaigns
- Ambassador Programs & Gifting
- Campaign Performance Reporting
- Community Building
- Paid + Organic Social Growth
- Creator Partnerships

PTA Leadership

GUSD | 2022 – Present

Remote | Leadership & Community Involvement

President - La Fetra Elementary PTA (2024 – Present)

- Lead PTA operations, budgets, and events to support the school community.
- Strengthen partnerships with administration, teachers, and families.

Executive Vice President - Glendora PTA Council (2025 – Present)

- Support district-wide PTA units with events, and compliance.

Membership Chair - La Fetra Elementary PTA (2022 – 2024)

- Increased membership through targeted outreach and engagement campaigns.

PERSONAL SKILLS

- Creative Spirit
- Reliable and Professional
- Organized
- Time Management
- Collaborative
- Resourceful
- Motivated
- Adaptable
- Innovative

Senior Social Media & Influencer Marketing Strategist

Beautiful Easy | 2022 – 2025

Remote | Beauty & Cosmetics Industry

- Led end-to-end influencer marketing campaigns for serum and mascara products, resulting in a 240% YoY increase in reach and over 3M organic impressions.
- Designed and scaled a brand ambassador program, onboarding 100+ creators and driving consistent UGC across TikTok and Instagram.
- Owned content planning and execution across social platforms, boosting engagement by 60% and improving audience retention.
- Developed campaign briefs, gifting strategies, and tracking systems to streamline creator communication and performance analysis.
- Collaborated with internal creative teams on content shoots, video strategy, and branded storytelling for hero product launches.

CARINE ROSE

INFLUENCER & SOCIAL MEDIA MARKETING MANAGER



Social Strategy & Branded Content Specialist (Freelance)

Self-Employed | 2017 - 2022

Los Angeles Area

- Partnered with indie and emerging beauty brands to lead social strategy, influencer outreach, and UGC production.
- Developed custom content calendars, executed ambassador gifting campaigns, and analyzed performance metrics for optimization.
- Directed off-site shoots, tutorials, and branded lifestyle content for digital and paid use.

Portfolio samples, campaign decks, or case studies available upon request.

Social Media Manager

American International Industries | 2013 - 2017

Beauty & Personal Care Brands

- Managed daily social content for multiple beauty lines including Ardell and China Glaze.
- Collaborated on campaign launches, created branded visuals and captions, and built community engagement across platforms.
- Reported on performance KPIs and adapted strategy to maintain relevance in a competitive beauty market.

CARINE ROSE



INFLUENCER & SOCIAL MEDIA MARKETING MANAGER

Proposed Budget & Deliverables:

Hourly Rate: \$65/hour (negotiable)

Below is the estimated monthly workload required to deliver 12-15 high-quality curated posts per month, inclusive of strategy, content production, community engagement, and BID coordination.

1. Content Strategy & Planning (4-6 hours/month)

- Developing monthly content calendar
- Mood boarding concepts, themes, and visual direction
- Coordinating topics with merchants and BID initiatives
- Reviewing seasonal/holiday needs

2. On-Site Photography & Videography (8-12 hours/month)

- Visiting Glendora Village for photo/video capture
- Shooting merchants, products, events, and evergreen content
- Organizing content library for ongoing use

3. Editing & Post-Production (6-10 hours/month)

- Photo editing and color correction
- Video editing (short-form video)
- Optimizing content for Instagram and Facebook
- Formatting and organizing captions + visual assets

4. Publishing & Copywriting (4-6 hours/month)

- Writing engaging, on-brand captions
- Scheduling 12-15 posts across Instagram & Facebook
- Creating Stories/Reels as needed
- Ensuring alignment with the Glendora Village tone

5. Community Management (10-12 hours/month)

- Monitoring tags, comments, and messages
- Responding professionally and promptly
- Engaging with merchants, local influencers, and residents
- Reposting quality UGC and merchant updates

6. Meetings & Coordination (3-4 hours/month)

- Attending monthly BID Advisory Board meeting
- Attending monthly Social Media Committee meeting
- Occasional group meetings with Village merchants (not 1:1)

7. Monthly Reporting (2-3 hours/month)

- Compiling analytics, insights, performance trends, and recommendations
- Submitting report by the 20th of each month

8. Administrative & Communication Time (2-3 hours/month)

- Email responses, merchant coordination, scheduling
- Organizing files and content archives
- General project management

ARDELL®

DIRECTOR OF VIDEO AND
PHOTOGRAPHY

VIDEO LINKS:

[NAKED LASHES SIZZLE](#)

[TEXTUREYEZ SIZZLE](#)





DIRECTOR OF PHOTOGRAPHY



DIRECTOR OF PHOTOGRAPHY



DIRECTOR OF PHOTOGRAPHY



DIRECTOR OF PHOTOGRAPHY



DIRECTOR OF PHOTOGRAPHY

china  glaze.
live in colour



DIRECTOR OF PHOTOGRAPHY



DIRECTOR OF PHOTOGRAPHY



DIRECTOR OF PHOTOGRAPHY



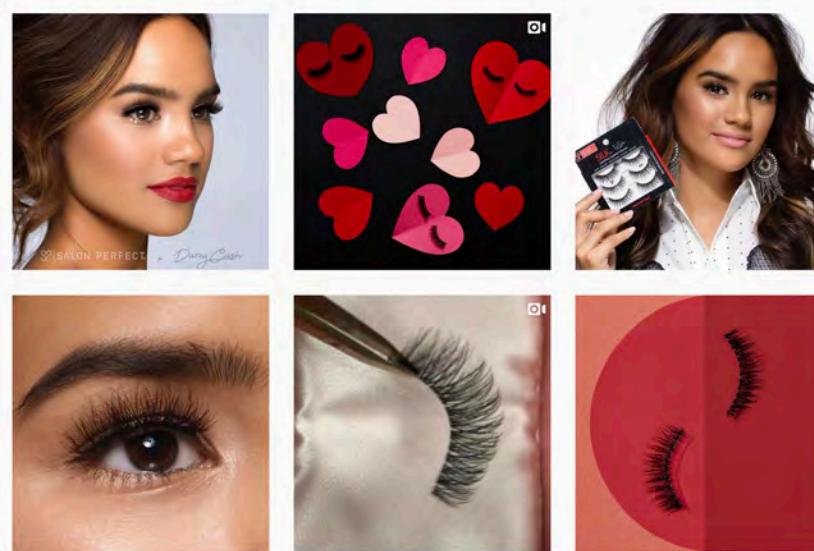
DIRECTOR OF PHOTOGRAPHY



DIRECTOR OF PHOTOGRAPHY



DIRECTOR OF PHOTOGRAPHY



LEAD OF CREATIVE AND CAMPAIGN STRATEGY

VIDEO LINKS:

[DACEY CASH](#)

[DACEY CASH](#)

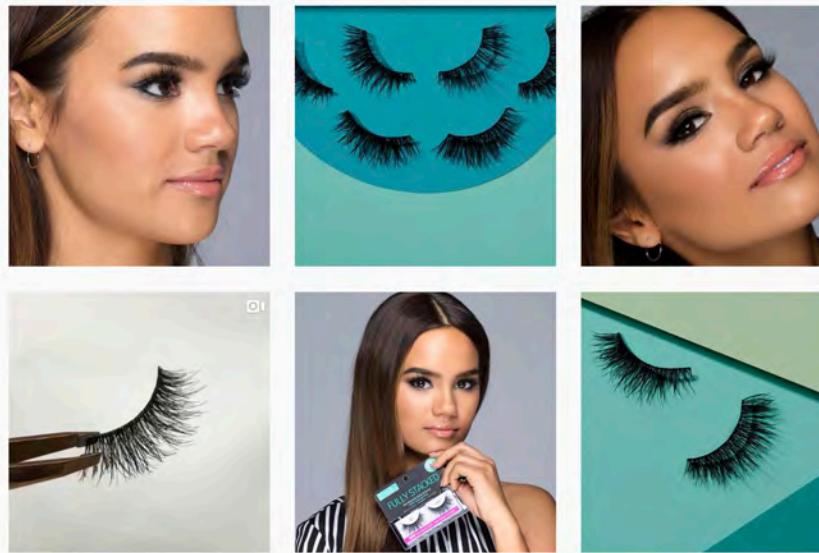
[DACEY CASH](#)

[DACEY CASH](#)

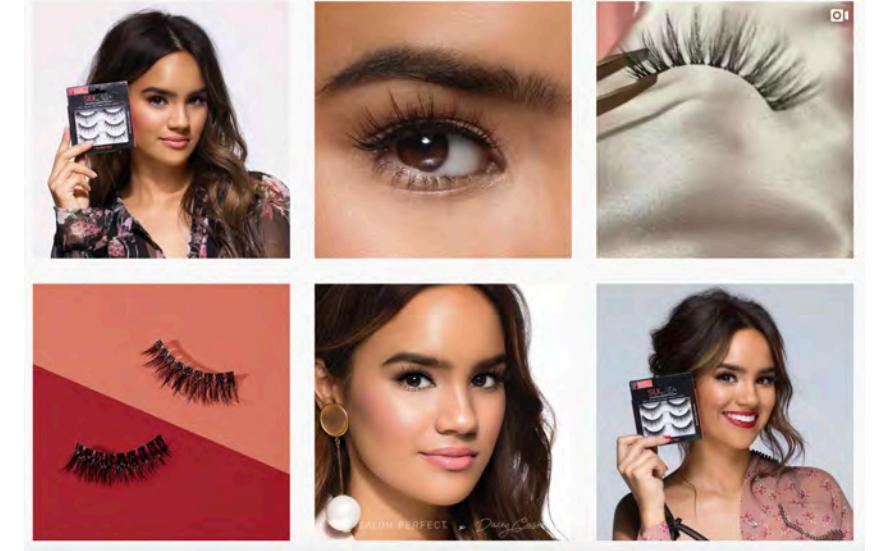
[DACEY CASH](#)

[DACEY CASH](#)

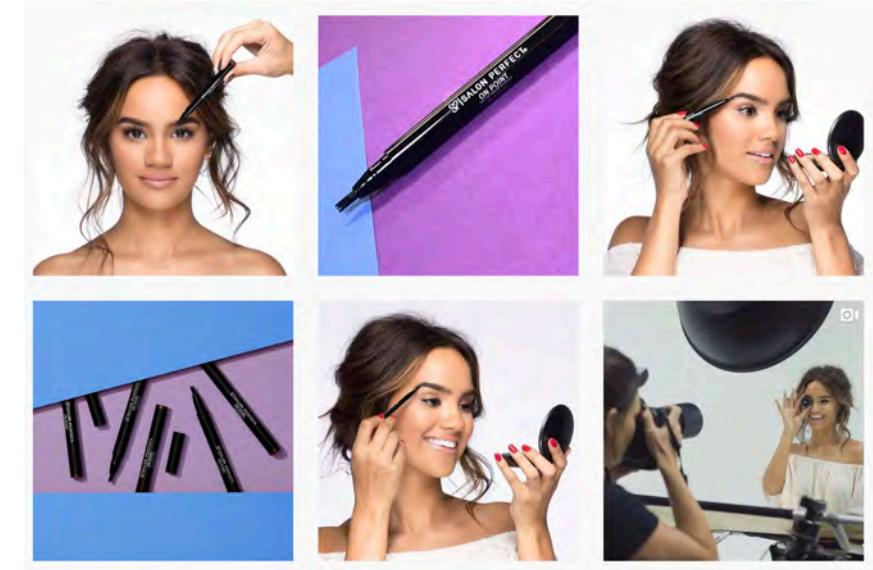
[DACEY CASH VLOG](#)



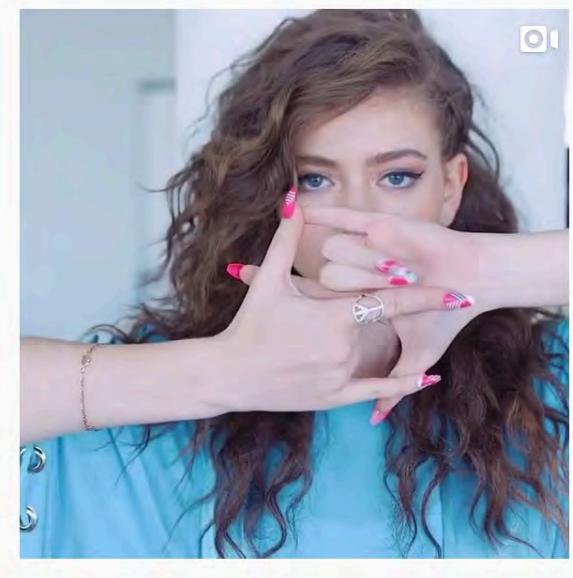
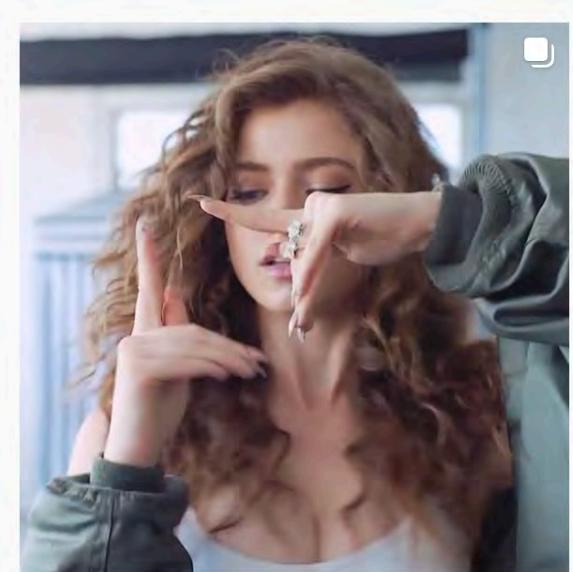
LEAD OF CREATIVE AND CAMPAIGN STRATEGY



LEAD OF CREATIVE AND CAMPAIGN STRATEGY



LEAD OF CREATIVE AND CAMPAIGN STRATEGY

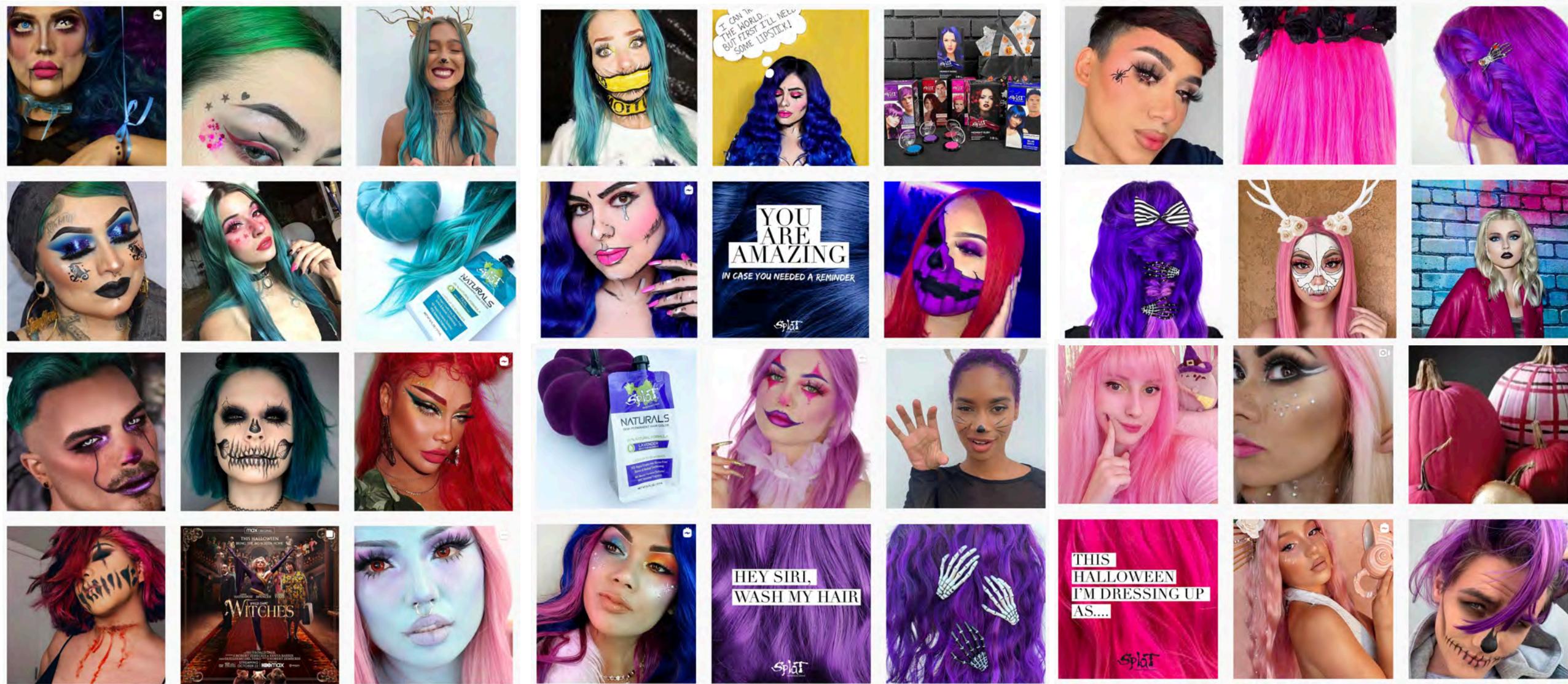


VIDEO LINK:
[DYTTO](#)

LEAD OF CREATIVE AND CAMPAIGN STRATEGY



SOCIAL MEDIA





nxnbeauty • Following

nxnbeauty Power Detox Clear Complexion Mask is rich in natural actives that work together to purify, clean below the surface, and restore radiance. Green Clay and Kaolin detoxify and eliminate unwanted oil, dirt, and shine. Fermented Red Ginseng smoothes skin. Grapeseed prevents inflammation while Amazonian Cayac Nut acts as a natural retinol.

This mask is part of the Zero Shine System!

Available now, use code: GLOWTIME to get your first order FREE.

Load more comments

tinybirdteeth @jenjeenn_ the only way i finally got them to respond was threatening to go to the better business

1 Like, 1 Comment, 1 Share, 1 Retweet

Liked by krys10marie3 and 530 others

AUGUST 16, 2018

Add a comment... ...

CURATED CONTENT AND COPY

nxnbeauty • Following

nxnbeauty Dear Santa,

All I want for Christmas is my skin to feel _____ (Fill in the blank)

We want to know what your skin needs are **love**. Let us know and comment below **love** **hand**

Load more comments

esmed79 @olivia_chgzz looksbysienna these products look great!

_gracienunez @nxnbeauty adornb3auty @arlineteresa this is what I meant

1 Like, 1 Comment, 1 Share, 1 Retweet

Liked by stef_lova1 and 633 others

DECEMBER 4, 2018

Add a comment... ...

CURATED CONTENT AND COPY

nxnbeauty • Following

nxnbeauty Mondays are the best days to set goals and intentions for the week. Make sure skincare is on the list! **love** Our Total Moisture System is perfect for Dry/Sensitive Skin to hydrate and fight signs of aging with key organic ingredients **leaf** **apple** **rose** With that said, Happy Monday NxN beauties!

Load more comments

nxnbeauty @mitchelada we're sorry for this negative experience. Prior to purchase it does state we are a subscription company.

kaaymae I ordered this product and the first time I used the day cream it was empty and I've tried countless times to cancel my subscription and it's disconnected every time after 20 minutes of waiting.

1 Like, 1 Comment, 1 Share, 1 Retweet

Liked by krys10marie3 and 442 others

AUGUST 27, 2018

Add a comment... ...

CURATED CONTENT AND COPY

nxnbeauty • Following

nxnbeauty The best part of our 30 day systems? They're small and compact which makes them travel friendly **hand** **love** Order your system today! Link in bio **love**

Load more comments

jesse_serit @taydaze_ yes that's exactly what I thought it smelled like tool I used it for about a week and everyday the smell bothered me almost the entire day until I washed it off at night using a different product.. unfortunately I didn't even give it enough time for me to get used to the smell and just gave up on it all together after about a week

suavecitachelsea @nxnbeauty will this work for back acne?

1 Like, 1 Comment, 1 Share, 1 Retweet

Liked by cruzintothephoenix and 266 others

MAY 25, 2018

Add a comment... ...

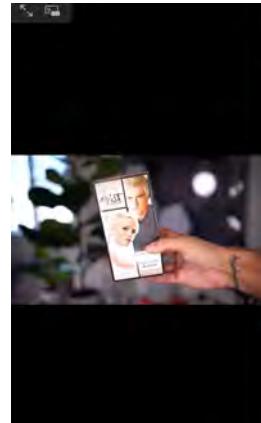
CURATED CONTENT AND COPY



HALLOWEEN INFLUENCER CAMPAIGN



EMILY SUSANAH



ALEX FACTION



SONJDRA DELUXE



MISS JAZMINAD





INFLUENCER CAMPAIGN



LUVEKAT



JAXVICIOUS



PROMISE TAMANG

Studio Auburn Creative LLC

Social Media Management Proposal

Glendora Village BID

Submitted by:

Studio Auburn Creative LLC

1058 E Foothill Blvd, #H

Glendora, CA 91741

StudioAuburnCreative@gmail.com

Website: <https://studioauburncreative.my.canva.site>

Executive Summary

The Glendora Village is more than a destination — it is a shared experience shaped by familiar storefronts, long-standing businesses, seasonal traditions, and everyday routines. The Village's existing social media presence already reflects this charm. Studio Auburn Creative LLC's role is to preserve that identity while strengthening consistency, engagement, and reach.

Our approach is lifestyle-first and community-centered, focusing on authentic moments rather than overproduced marketing. Through short-form video, branded visuals, and thoughtful engagement, we amplify the nostalgia and rhythm that residents and visitors already associate with the Village, while aligning with modern platform best practices.

This proposal outlines a strategy that meets the BID's stated scope of work — content creation, posting, engagement, reporting, and event coverage — while maintaining the warmth and familiarity that make the Glendora Village feel like home.

1. Cover Letter

Dear Glendora Village BID Advisory Board,

The Glendora Village has a rhythm and personality that cannot be manufactured. It lives in morning coffee routines, weekend strolls, long-time shop owners, and seasonal traditions. Studio Auburn Creative LLC approaches social media with the goal of preserving and amplifying this existing sense of place.

Rather than reinventing the Village's voice, our work builds upon what already resonates with the community. We focus on lifestyle storytelling that highlights real moments, familiar faces, and the everyday experiences that define the Village, while ensuring consistency, responsiveness, and professional management across all platforms.

We are excited to submit this proposal and would be honored to support the Glendora Village BID through thoughtful, community-driven social media management.

2. About Studio Auburn Creative LLC

Studio Auburn Creative LLC is a Glendora-based creative agency specializing in lifestyle content creation, short-form video, and community-focused social media management. We partner with local businesses and organizations to tell stories that feel authentic, grounded, and visually compelling.

Our experience working with community organizations, merchants, and event-driven brands allows us to balance creativity with structure — delivering consistent content while maintaining the organic feel audiences respond to.

3. Scope of Work (Aligned with BID Requirements)

Strategy & Planning

Monthly content planning aligned with Village priorities, seasonal events, and merchant activity, including coordination with BID representatives.

Content Creation

Creation of short-form video and branded photo assets showcasing Village lifestyle, merchants, events, and community moments.

Posting & Engagement

Scheduling and publishing content across Instagram, Facebook, TikTok, and YouTube, with daily monitoring of comments, messages, and community interaction.

User-Generated Content (UGC)

Encouraging, curating, and reposting community-submitted content to reinforce authenticity and local pride.

Reporting & Meetings

Monthly analytics reporting and participation in BID meetings as required.

4. Monthly Deliverables (\$2,000 Retainer)

- 12–15 short-form lifestyle videos per month (Reels, TikToks, YouTube Shorts)
- Integrated coverage of Village events, merchant activity, and seasonal moments
- High-quality branded photo assets for social media and promotional use
- Posting, scheduling, daily engagement, and inbox management
- Monthly analytics report and strategy check-in

5. Optional Add-Ons

- Paid advertising and boosted post management (ad spend provided separately)
- Merchant-specific content packages beyond BID-wide deliverables

6. Insurance & Compliance

Studio Auburn Creative LLC will maintain \$1,000,000 in General Liability Insurance upon award of contract, naming the City of Glendora and the Glendora Chamber of Commerce as additional insured.

7. Investment

Monthly Retainer: \$2,000

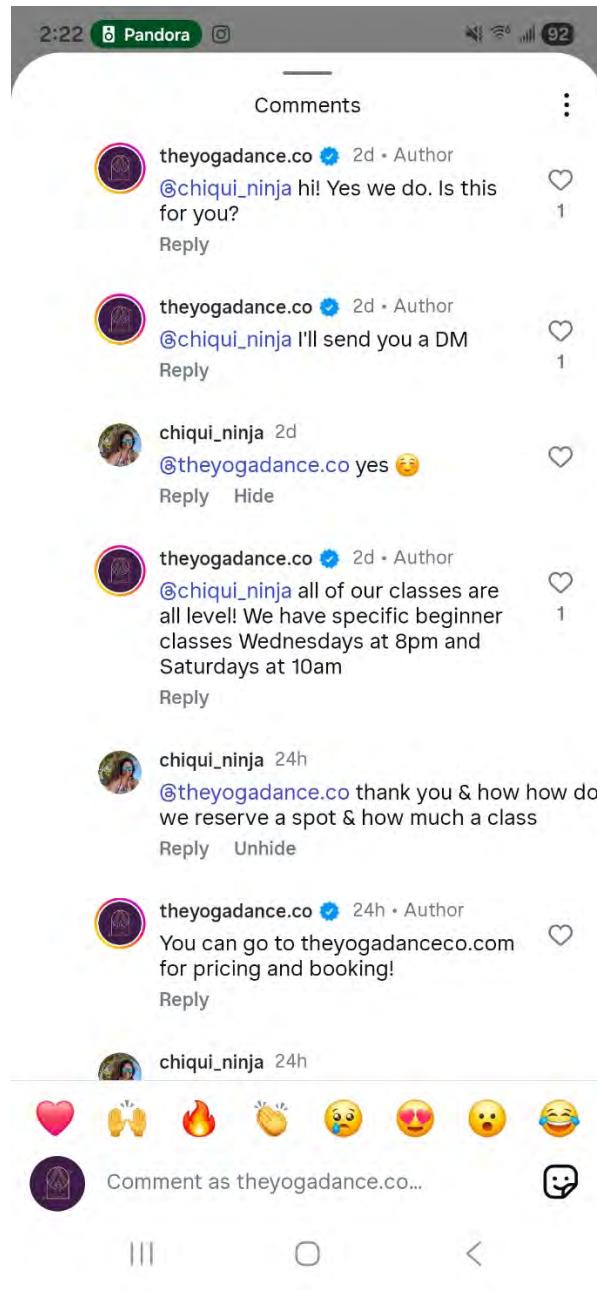
From: Auburn Haney <studioauburncreative@gmail.com>

Sent: Thursday, January 22, 2026 2:29 PM

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<https://www.instagram.com/reel/DS0pFZ7Eron/?igsh=MzRlODBiNWF1ZA==>

<https://www.instagram.com/reel/DTHf0S6jzsZ/?igsh=MzRlODBiNWF1ZA==>



[reel/DTHf0S6jzsZ/?igsh=MzRlODBiNWF1ZA==](https://www.instagram.com/reel/DTHf0S6jzsZ/?igsh=MzRlODBiNWF1ZA==)



