



AGENDA

Old Town La Verne Business Improvement District Advisory Board

Monday, February 2, 2026 – 8:30 am
2316 D Street – Café Wang

1. WELCOME AND CALL TO ORDER-

Board Members

	Craig Walters, Chair
	George Henderson, Vice Chair
	Micky Rehm
	Marianne Stark, Treasurer
	Zuhey Espinoza

City Representatives/Others Present

	Ken Domer, City Manager
	Eric Scherer, Com. Dev. Director
	Natalie Hiatt, Com. Dev. Admin. Secretary
	Danny Wu, Public Works Director

2. CALENDAR-

Cool Cruise Car Show	Saturday, April 4 th 9am-3pm
Wine Walk	Saturday, April 18 th 5pm-8:30pm

3. APPROVAL OF MINUTES November 3, 2025

4. NEW BUSINESS

- A. Holiday Stroll Recap
- B. Wine Walk Update
- C. Tree Light Improvements

5. CONTINUED BUSINESS

- A. Sidewalk Use Permit
- B. Walk of Honor Update

6. COMMITTEE REPORTS/ UPDATES

- A. City Report (Eric Scherer):
- B. University Report (Zuhey Espinoza):
- C. Chamber Report:
- D. Financial Report:

7. PUBLIC COMMENT

Any discussion or action on non-agendized items must be deferred to the following meeting, as required by law.

8. ADJOURNMENT – Monday, May 4, 2026 at 8:30am at Café Wang – 2316 D Street

**OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT
MINUTES OF THE REGULAR MEETING
Monday, November 3, 2025**

1. WELCOME AND CALL TO ORDER

The meeting began at 8:32 a.m.

Mr. Scherer introduced Chamber of Commerce Director Matthew Duran and Assistant City Planner Valerie Chin.

Advisory Board Members present: Craig Walters, Micky Rehm and George Henderson.
Advisory Board Members not present: Zuhey Espinoza and Marianne Stark.
City Representatives present: Community Development Director Eric Scherer, Public Works Director Danny Wu, Assistant Planner Valerie Chin and Secretary Natalie Hiatt.
Others present: Fang Wang, Ken Valmonte, Francisco Ramirez, Anna Valiente Gomez, Matthew Duran and Wendy Norton.

2. CALENDAR

Halloween Trick or Treat	Friday, October 31st 3pm-6pm
Council Meeting	Monday, November 17th 6:30pm
Cruisin La Verne Car Show	Saturday, November 22nd 9am-3pm
Holiday Stroll	Saturday, December 13th 3pm
Cool Cruise Car Show	Saturday, April 4th 9am-3pm
Wine Walk	Saturday, April 18th 5pm-8:30pm

3. APPROVAL OF THE MINUTES August 4, 2025

It was moved by Mr. Henderson and seconded by Ms. Rehm to approve the minutes of August 4, 2025. Minutes approved by a 3-0 vote.

4. NEW BUSINESS

- A.** Cruisin La Verne Car Show – Chairperson Walters stated that the Association no longer has a contract for the car show. Mr. Domer worked with the Chamber of Commerce to host the car show. There will be booth opportunities available for the event.
- B.** Holiday Stroll – Ms. Rehm sent the postcard pricing to the new event coordinator. Chairperson Walters stated that the event is expanding with a street closure on 3rd Street, vendor booths, activities, and the Historical Society will be present. Mr. Scherer will check with the Fire Department to see if the antique fire engine is available. Santa Claus will take pictures in Mainiero Square between 3pm-5:30pm

and the reading and tree lighting will follow at 6pm. Mr. Henderson and Chairperson Walters stated that more holiday decorations will be added to Mainiero Square. The group requested volunteers to help decorate on Saturday, November 29th.

- C. Event Coordinator – Chairperson Walters announced that the Association hired Sheila Rodriguez to assist with events. Ms. Rodriguez also works for the University of La Verne as an Event Coordinator. Ms. Rodriguez was unable to attend today’s meeting.

5. CONTINUED BUSINESS

- A. Sidewalk Dining Policy Update - Mr. Scherer stated that the policy will be presented to the City Council at the November 17th meeting. The updated policy includes modified fees.
- B. Walk of Honor Update – Chairperson Walters stated that they are trying to install the pavers in time for Holiday Stroll. There are some concerns with the material chosen for the pavers. The City’s insurance company is reviewing the product before it’s installed.
- C. Street Light Banners Update – Ms. Rehm stated that the banners were ordered and will be ready next week.

6. COMMITTEE REPORTS/ UPDATES

- A. City Report (Eric Scherer): This evening’s Council meeting will include the Public Hearing for the water rate increase.
- B. University Report (Zuhey Espinoza): None
- C. Chamber Report: Mr. Duran announced the 25th annual Taste of La Verne was rescheduled to March 4, 2026 at the Metropolitan in Pomona. Mr. Scherer announced that the Shop La Verne banner program is returning. Mr. Duran stated that the banners can be purchased for \$350/year. The banners are expected to be installed in spring 2026.
- D. Financial Report: None

7. PUBLIC COMMENT (Any discussion or action on non-agendized items must be deferred to the following meeting, as required by California Brown Act Law)

Mr. Henderson asked if a solution was made with Waste Management regarding the trash for the properties between D and E Streets.

Mr. Wu stated that the issue needs to be resolved between Waste Management and the business.

Chairperson Walters asked when the holiday décor will be put out.

Ms. Rehm expressed concern with the Gold Line in regard to the train schedule, traffic, timing, and speeding down the alleyway of 3rd Street.

Mr. Scherer stated that the Gold Line is still undergoing monitoring and testing. The City Engineer is aware and is working with Metro on improvements. Mr. Scherer will notify the Police Department of the speeding in the alleyway.

Chairperson Walters added concerns with Public Safety's ability to respond with the train crossing at E Street and stated that signage needs improving.

Ms. Rehm asked why this year's coloring contest entries were not posted in the businesses. Mr. Scherer will follow-up with Parks and Recreation Director Yvonne Duran.

8. ADJOURNMENT

The meeting was adjourned at 9:16am, the next regular meeting to be held on February 2, 2026 at 8:30 a.m. at Café Wang – 2316 D Street, La Verne CA 91750.

Respectively submitted,

Natalie Hiatt