



AGENDA

Old Town La Verne Business Improvement District Advisory Board

Monday, June 3, 2024 – 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

	Eric Scherer, Com. Dev. Director
	Natalie Hiatt, Com. Dev. Admin. Secretary
	Cindy Vallejo, University of La Verne

2. CALENDAR-

Annual Protest Hearing – City Council	Monday, June 3 rd – 6:30pm
City Council Meeting – Café Wang Patio	Monday, June 17 th – 6:30pm
University Dinner Crawl	Thursday, August 29 th 4-6pm
Beer Walk	???

3. APPROVAL OF MINUTES May 13, 2024

4. NEW BUSINESS

- A. University of La Verne Dinner Crawl
- B. Beer Walk Update
- C. Summer Concerts at Mainiero
- D. Cancellation of July 1, 2024 Meeting

5. CONTINUED BUSINESS

- A.

6. COMMITTEE REPORTS/ UPDATES

- A. City Report (Eric Scherer):
- B. University Report (Zuhey Espinoza):
- C. Marketing (Micky Rehm):
- D. Chamber Report (Leah Skinner):
- E. Social Media Update (Micky Rehm):
- F. Financial Report:

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)

8. ADJOURNMENT – Monday, July 1, 2024, at 8:30 am at Café Wang – 2316 D Street, La Verne CA 91750

**OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT
MINUTES OF THE SPECIAL MEETING
Monday, May 13, 2024**

1. WELCOME AND CALL TO ORDER

Chairperson Walters called the meeting to order at 8:34 a.m. The following Board Members were present: Craig Walters, Marianne Stark, Mickey Rehm, Zuhey Espinoza and George Henderson. City Representatives present: Community Development Director Eric Scherer, Principal Planner Candice Bowcock, and Secretary Natalie Hiatt. Others present: Mia Valdez, Ken Valmonte, Fang Wang, Roy Cannizzo, and Francisco Ramirez.

2. CALENDAR

**Annual Protest Hearing
Beer Walk**

**Monday, 5/20 and 6/30 – 6:30pm
Saturday, 9/28 - 5pm-8:30pm**

3. APPROVAL OF THE MINUTES

It was moved by Dr. Espinoza and seconded by Ms. Stark to approve the minutes of February 5, 2024, February 22, 2024, and April 1 2024. Motion carried by a 5-0 vote.

4. NEW BUSINESS

A. Wine Walk Recap – Ms. Rehm provided the following figures: Ticket sales \$50,545.01, costs \$32,646, and estimated net profit \$29,852.65. Ticket sales included 729 wine tasting tickets, 101 designated driver/food only tickets, and 77 tickets given to the volunteers and sponsors.

Ms. Rehm suggested cutting back on the number of bands next year to reduce costs. Mr. Scherer stated that Hal Fredrickson is not available to coordinate the bands next year.

Mr. Walters stated that having one check-in at Mainiero worked well and there were plenty of volunteers from the Rotary and Women’s Club. Mr. Scherer added that the location of the portable restrooms worked, and they were utilized throughout the event.

Mr. Walters recommended increasing the Food Tasting tickets to \$45.00 next year.

- B.** Budget Review and Recommendation – Mr. Scherer stated that there might be a discrepancy with the total ticket revenue. Ms. Hiatt will review the totals and report back.

Mr. Scherer reviewed the 2024/25 Budget Report with the group. He stated that at the end of the fiscal year it's estimated they will have \$160,000 in reserves. The report reflects a \$30,000 transfer to the Association. The increase will help the Board catch up and fund a part-time employee to assist with the events. The Capital Outlay budget in the amount of \$20,000 was previously budgeted to help fund the second phase of tree lights. Mr. Scherer stated that he thought the funds could be used for the purchase of brackets on the streetlights for decorative banners.

Mr. Walters asked for an assessment of the condition of the existing tree lights. Mr. Scherer submitted a request to Public Works and has yet to receive an answer. He will follow up and report back.

Ms. Scherer stated that the City Manager is in the process of preparing a request for proposal (RFP) for improvements in Old Town.

It was moved by Mr. Henderson and seconded by Ms. Stark to recommend approval of the 2024/25 Budget to City Council. The motion carried by a 5-0 vote.

The Board also discussed the donation amount being given to the Rotary. It was moved by Ms. Rehm and seconded by Ms. Stark to approve a \$2,000 donation to the Rotary. Motion carried by a 5-0 vote. Mr. Scherer stated that the check will be presented to the group at an upcoming City Council meeting.

Mr. Scherer stated that it came to his attention that the process in which City Council approves the group's budget was done backwards in the past. This year the first City Council meeting will approve the budget annual report and a presentation will be given by Mr. Scherer and Mr. Walters. This meeting is scheduled for Monday, May 20th at 6:30pm. At the second meeting there will be a protest hearing and a recap of the budget from Mr. Scherer. This meeting is scheduled for Monday, June 6th at 6:30pm.

- C.** Café Wang Patio Recommendation – Mr. Scherer stated that the patio expansion expired in February and the Board approved an extension through May while a survey was performed by the Board.

Mr. Henderson stated that a confidential survey was conducted for the businesses on D Street. He stated that 80% of the businesses were opposed to the patio expansion.

Mr. Cannizzo spoke in opposition to the patio expansion but recommended that they keep it through the summer. He also recommended that after the patio is removed that the spaces be converted to handicap parking.

Mr. Scherer explained that due to the design of D Street handicap parking would not work. He also stated that a resident contacted the City wanting the patio removed and the resident also spoke at a recent City Council meeting.

Mr. Valmonte provided handout including data of the utilization of the patio. He stated that they tried to create a design everyone would enjoy.

Dr. Zuhey asked for more information on the opposition that was provided during the survey. It was stated that parking or perception of lack of parking was the main opposition.

Mr. Scherer stated that he intends to take the Sidewalk Dining policy back to City Council for review. The policy was originally drafted and approved in 2019. The current policy allows for each business to have two tables and four chairs at no fee. If more tables are requested there will be rental fee for the space being occupied. The business must also provide the proper insurance and ADA access.

It was moved by Mr. Henderson and seconded by Ms. Stark to recommend to City Council the removal of Café Wang's patio expansion at the end of the calendar year. Motion carried by a 3-2 vote (Dr. Espinoza and Mr. Walters voted no).

Ms. Valdez volunteered to take the lead and organize the Beer Walk. Mr. Walters recommended she schedule a meeting soon. The Beer Walk is tentatively scheduled for Saturday, September 28th.

5. CONTINUED BUSINESS

A. None

6. COMMITTEE REPORTS/ UPDATES

A. City Report (Eric Scherer): None

B. University Report (Cindy Vallejo): Dr. Espinoza stated that the University welcomed the 19th President Dr. Pardis Mahdavi. The University recently participated in "Love La Verne Day" and they are hosting a community meeting on May 14th to discuss gate access on B Street. She stated that the University is working to be intentional and engaged with the community. The University is also developing a community calendar that can be easily accessed via a QR code.

C. Marketing (Micky Rehm): None

D. Chamber Report (Leah Skinner): None

E. Social Media Update (Micky Rehm): None

F. 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. Cannizzo stated that he's been in contact with Waste Management and Lisa O'Brien of the Public Works Department regarding a trash enclosure that was damaged behind his building. Ms. Bowcock will follow up with the matter and report back.

8. **ADJOURNMENT**

Meeting was adjourned at 9:48 a.m., the next regular meeting to be held on June 3, 2024 at 8:30 a.m. at Café Wang – 2316 D Street, La Verne CA 91750.

Respectively submitted,

Natalie Hiatt

ATTACHMENTS:
2024/25 Budget Report
Café Wang Outdoor Dining Data

EXHIBIT A



OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT 2024/2025 BUDGET

REVENUES	2023/2024 Budget	2023/2024 Est. Year End	2024/2025 Budget	
Business License Fees	\$18,000	\$22,000	\$18,000	17%
Wine Walk	\$55,000	\$45,000	\$55,000	51%
Beer Walk	\$35,000	\$0	\$35,000	32%
REVENUES - TOTAL	\$108,000	\$67,000	\$108,000	100%
EXPENDITURES	2023/2024 Budget	2023/2024 Est. Year End	2024/2025 Budget	
OPERATIONAL (Div 1)				
Sidewalk/Trash/Cleaning/Landscaping	\$7,000	\$7,000	\$7,000	6%
ULV Dinner Crawl Entertainment	\$500	\$500	\$500	0%
Edison	\$3,000	\$0	\$3,000	2%
Annual Meeting	\$1,000	\$1,000	\$1,000	1%
Street Light Banners	\$1,000	\$1,000	\$1,000	1%
Contingency	\$2,000	\$0	\$2,000	2%
Transfer to Association	\$15,000	\$15,000	\$30,000	24%
Capital Outlay (Mainiero, Street/Tree Lights)	\$20,000	\$0	\$20,000	16%
OPERATIONAL SUBTOTAL	\$49,500	\$24,500	\$64,500	51%
EVENTS				
Cool Cruise Auto Show (Div 2)	\$2,000	\$2,000	\$2,000	2%
Future Old Town Event (Div 4)	\$0	\$0	\$0	0%
Holiday Stroll (Div 5)	\$2,600	\$2,000	\$2,600	2%
Wine Walk Event (Div 6)	\$29,500	\$29,500	\$29,500	23%
Fall Event- Halloween (Div 7)	\$400	\$400	\$400	0%
Cruisin La Verne Auto Show (Div 8)	\$2,000	\$200	\$2,000	2%
Beer Walk (Div 9)	\$25,650	\$0	\$25,650	20%
EVENTS SUBTOTAL	\$62,150	\$34,100	\$62,150	49%
EXPENDITURES TOTAL	\$111,650	\$58,600	\$126,650	100%

Note: Anticipated Fund Balance on July 1 2024 is \$160,000

Café Wang Outdoor Dining (Monthly)

Month	Inside Dine In	Outside Dine In	Total Dine In	% Outside Dine In
Jun 2022	562	219	781	28.0%
Jul 2022	650	269	919	29.3%
Aug 2022	756	179	935	19.1%
Sep 2022	783	193	976	19.8%
Oct 2022	671	183	854	21.4%
Nov 2022	761	89	850	10.4%
Dec 2022	862	57	919	6.2%
Jan 2023	865	36	901	4.0%
Feb 2023	883	59	942	6.3%
Mar 2023	911	47	958	4.9%
Apr 2023	833	143	976	14.6%
May 2023	848	93	941	9.8%
Jun 2023	719	114	833	13.6%
Jul 2023	707	177	884	20.0%
Aug 2023	741	122	863	14.1%
Sep 2023	672	167	839	19.9%
Oct 2023	570	133	703	18.9%
Nov 2023	598	79	677	11.6%
Dec 2023	660	49	709	6.9%
Jan 2024	593	44	637	6.9%
Feb 2024	621	22	643	3.4%
Mar 2024	657	30	687	4.3%
Apr 2024	705	50	755	6.6%
May (12) 2024	240	44	284	15.4%