



CITY MANAGER'S MONTHLY NEWSLETTER

December 2020



CITY MANAGER'S MESSAGE

Happy Holidays to our residents and business owners!

La Verne's traditional holiday events have been updated to keep everyone safer and jolly. Enjoy the annual City Hall Christmas tree lighting as a virtual event and sign up for the free drive-thru Winter Wonderland! We've also added two virtual competitions for residents who enjoy decking their halls (Holiday Home Decorating Contest) or donning their festive apparel (Ugly Sweater Contest).

And of course, Santa will visit La Verne on Christmas morning. We hope you enjoy the City's December Festivities, and wish you a safe and joyous Holiday.

All the best,

Bob Russi, City Manager

To receive this newsletter automatically every month, please sign up for e-subscribe by clicking [here](#)

CALENDAR

December 5 – 9:00-5:00 PM
Bonita High School E-Waste
BHS Parking Lot

December 7 - 6:30 PM
City Council Meeting via Live
Stream
City Website at cityoflaverne.org

December 19 - 9:00 AM - 3:00 PM
Hazardous Waste Roundup
Brackett Field

December 19 - 5:00 - 8:00 PM
Winter Wonderland Drive Thru-
Event
City Hall Parking Lot

December 21 - 6:30 PM
City Council Meeting via Live
Stream
City Website at cityoflaverne.org

December 24 - ALL DAY
*City Hall, City Yard and Community
Center closed*

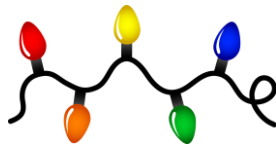
December 31 - ALL DAY
*City Hall, City Yard and Community
Center closed*

HIGHLIGHTS OF CITY COUNCIL

At the November 2nd and 16th meetings, the City Council:

- Reaffirmed the ongoing need for a local emergency
- Established benefits for Executive Management and Middle Management, Professional, and Confidential employee groups
- Adopted a salary chart for full-time and part-time employees
- Approved an ordinance regulating the possession of certain items at public protests and assemblies
- Directed the City Manager and Fire Chief to meet the County fire staff regarding contracting EMS and Fire services to the County
- Adjourned in memory of Police RSVP George Lemberger, who passed away on October 14, 2020
- Reappointed Carolyn Cockrell to the Youth and Family Action Committee and also the Tri-City Mental Health Governing Board through June 30, 2022
- Awarded a 5-year contract to Haven Management Services for asset and management services at Valley Rancho Mobile Home Park and La Verne Mobile Country Club Mobile Home Park

HOLIDAY EVENTS



Tree Lighting Ceremony

This year's annual City Tree Lighting Ceremony will be a virtual event, recorded ahead of time and aired before the December 7th City Council meeting. Due to public health concerns, we are forgoing our usual spectators, but everyone can enjoy the tradition online!

Christmas Morning in La Verne

Santa's visit may be a little different this year, but he's still coming to La Verne neighborhoods on Christmas morning! Starting at 7:00 am on Christmas, Santa will travel through La Verne on six routes, and a lead car with a siren will herald Santa's arrival throughout each route. Santa will wave from his vehicle but will not be accompanied by runners delivering bags of candy along the route. Be sure to say hello to Santa and his crew when they make their traditional visit to La Verne!

Christmas Morning Treats

Residents can pick up the candy packs (candy, nuts, fruit, and a holiday note) ahead of time at City Hall from **December 21st-23rd**. Residents who have signed up for Winter Wonderland will receive their candy packs on December 19th. This year the candy packs will be assembled by a packaging business instead of La Verne's volunteer elves!



Virtual Holiday Events

The City will also be hosting two virtual competitions for residents to unleash their creativity and put their holiday spirit on display. All residents are invited to “deck their halls” and enter the City’s **Holiday Home Decorating Contest** by taking up to three photos of their festive home decorations and submitting them through [the City’s website](#). La Verne residents are also encouraged to take one (1) photo of themselves wearing their most amazingly horrendous holiday sweater as part of the City’s **Ugly Sweater Contest**, which can be submitted on our [website here](#). There are five (5) ugly sweater contest categories, including Pets, Tots (0-3), Children (4-12), Adults (13+) and Family/Group sweaters. The deadline for both the home decorating and ugly sweater contest is Wednesday, **December 16th**.

Give a Meaningful Gift – Donate Blood

If you would like to give this life saving gift, the American Red Cross will be at the La Verne Community Center on **Tuesday, December 15th from 9:00 am-3:00 pm**. Donors will automatically be entered for a chance to win an Outdoor Living Experience, (propane-powered pizza oven, fire pit, and outdoor heater) by Propane. Please schedule an appointment online by visiting www.redcrossblood.org or on the Donor App and enter sponsor code: **citylv** or call 1-800-Red-Cross. All donors and staff will be screened before entering the drive, only healthy donors will be allowed inside. All blood donations are tested for COVID-19 antibodies.

CHAMBER OF COMMERCE

Small Business Saturday

This year your La Verne Chamber of Commerce is rallying the neighborhood to Shop Small by inviting the community to join us for a scavenger hunt for Small Business Saturday. From Saturday November 28th through Thursday December 31st, La Vernians will have a chance to test their knowledge of their neighborhood, enjoy shopping at fun and unique stores and restaurants, and have a chance to win some great prizes! For more details and a Scavenger Hunt Map go to LaVerneChamber.org.

Shop La Verne E-Card

The La Verne Chamber of Commerce, in partnership with Yiftee, is proud to announce the new Shop La Verne E-Card, a digital gift card that makes it fun and easy to keep local spending local. With the Shop La Verne E-Card, you can support your favorite local business during the Holiday Season and beyond. Recipients can choose to spend it at one of a growing number of participating merchants in La Verne, or mix it up and spend flexibly at multiple locations. Egifts are virtual, contactless, keep local dollars local, and can be purchased from the safety of your home on the Chamber’s Website, or at participating retailers, and at our local Staples store.

When you SHOP LA VERNE, the bulk of the money you spend and most of your taxes stay local — helping schools, paving streets, and keeping you safe. For more details and a list of participating retailers go to LaVerneChamber.org.

COMMUNITY SERVICES



Holiday Coloring Contest

Be on the lookout for our first ever Holiday Coloring Contest! Children ages 3-12 will be able to participate in this contest! Those interested can download their entry at www.cityoflaverne.org or may pick the form up at City Hall. Monday, December 7th will be the last day to submit entries. You may contact the Community Services Department for more information at 909-596-8700.

Drive-Thru Winter Wonderland!

On Saturday, December 19th from 5:00 - 8:00 pm, the City of La Verne Community Services Department will be hosting a "Drive-Thru Winter Wonderland." The **FREE** event will take place through the City Hall parking lot. Join us for a fun drive-thru experience and pick-up some treats, crafts, and your Christmas morning goodie bag! While this is a free event, registration is required and can be done online or in person. **Please note at the time of this newsletter publication, the event is full, we are taking names for a wait list.** For more information contact the Community Services Department at 909-596-8700.



COMMUNITY DEVELOPMENT

Parlez-vous Français?

Neither do we...but you don't have to know French to enjoy some delicious crêpes! La Creperie is coming soon to La Verne, and they'll be offering a delicious menu full of French cuisines. Their menu will feature many of the same items offered at their Long Beach location, and will offer breakfast, lunch, and dinner. La Creperie plans on opening at 2091 Foothill Blvd (former Sergio's location) in about a month, so come on down and check them out when they do!

Old Town La Verne Specific Plan: Looking to the Future While Honoring the Past

With construction of the L Line, (formerly known as the Foothill Gold Line) underway, the residents of the City of La Verne will continue to see progress on transit-oriented development initiatives as outlined by the City's Old Town La Verne Specific Plan. The Old Town La Verne Specific Plan was carefully crafted based on community and stakeholder input. The Plan also aims to complement the new L Line station and preserve the historic and unique character of Old Town, while looking to the future in anticipation of community needs.

"We're excited to see movement on this plan that has been in the making for quite some time," said La Verne Principal Planner Candice Bowcock. "One of the next big changes the La Verne community will witness starting as early as February 2021 is the demolition of some industrial buildings along Arrow Highway, just east of E Street, where the Gold Line station parking will be located. The implementation of this plan will continue to strengthen our community's future economy and build on our City's unique architectural history."

The City's Old Town La Verne Specific Plan received input from the La Verne City Council and La Verne residents, as well as community stakeholders such as the University of La Verne and the Fairplex. The University of La Verne will also pitch in to maintain the iconic exterior of the City's historic packing house while transforming its interior to accommodate new restaurants and retail establishments in the future.

"The City worked closely with the University to find ways to breathe new life into the historic packing house and create a more functional community space," said Bowcock. "This will allow the City to retain the packing house as a historic building while also serving as a catalyst for connecting the transit platform to the historic community."

In addition to the City's coordination with the University, the City worked closely with the Fairplex to ensure that their development of any property located within La Verne is physically cohesive with that of the City's. As outlined in the Specific Plan, the Fairplex is looking to develop a Promenade, which will be a potential tram/bicycle/pedestrian connection from Fairplex to the L Line Station.

The extensive Old Town La Verne Specific Plan touches on more than just commercial development. Adjacent industrial areas are also being rezoned to accommodate housing developments. This will provide more housing options for the community while still honoring the City's history with appropriately fitting aesthetics. Accompanying improvements will also create an attractive environment for pedestrians, cyclists, L Line riders and local transit users.

With the execution of the Specific Plan, the City is building toward a bright future where sustainable development is encouraged, La Verne's economic base is enhanced, and visual blight is decreased or eliminated entirely. The City's Plan was even awarded by the Los Angeles American Planning Association in 2013 in recognition of its creativity, thoroughness, and its extensive outreach during the planning process.

For additional information on the vision and design framework of the City's Old Town La Verne Specific Plan, please visit the La Verne Crossings website.



PUBLIC SAFETY

Spark of Love Toy Drive

The LVFD is once again partnering with ABC7 and SoCal firefighters for the 2020 Spark of Love Toy Drive. To adhere to COVID restrictions, we have modified the way we will be accepting donations. This year we will not accept toy donations at the fire stations, but we strongly encourage and appreciate gift cards. Monetary donations are appreciated and will be accepted through December 18th. Checks can be made payable to: The La Verne Fire Association.

However, if you would like to donate a toy we have created a Target Registry for you to do so online at tgt.gifts/SparkofLove2020. All toys purchased online will be delivered directly from Target to the fire station.

If you are a La Verne family in need of assistance with toys for your child(ren) for the holiday, please call the La Verne Fire Department at 909-596-5991, or stop by at 2061 Third Street to apply for toy donations.

Holiday Safety Tips from La Verne Police Department

La Verne Police Department wants to protect you during the holidays! Here are several tips.



1. *The holidays are a great time to get to know your neighbors.*

Neighbors watching out for neighbors and reporting suspicious activity to the police help make our community safer. If planning to travel during the holiday season, inform a trusted neighbor about your plans, including where you will be and when you might be expected back to your residence. Ask a neighbor or other dependable persons to watch your house and retrieve your newspapers and mail if possible, or place those services on hold.

2. *When you're out shopping for the holidays, stay alert to surroundings.*

Take a moment to glance around for possible suspicious persons, vehicles, or activity. There is safety in numbers; arrange to shop with friends and relatives. The holiday season is notorious for con artists who may attempt to distract you with the intention of taking your money or belongings. Don't overload yourself with packages. Avoid wearing expensive, flashy jewelry and carrying large amounts of cash. Never leave personal belongings, including your purse, unattended. Keep a record of all your credit card numbers in a secure place at home. Park and walk in well-lit areas and carry keys in your hand. Always lock your vehicle and keep valuables out of sight.

3. *Know that shopping online is not risk-free.*

The National Cyber Security Alliance recommends that you make sure you have a security suite (firewall, anti-virus and anti-spyware) installed and updated before shopping online. Keeping your operating system and Web browser up-to-date is also recommended. Before you enter your personal and financial information for an online transaction, look for signs that the site is secure. This includes a closed padlock on your Web browser's address bar or a URL address that begins with `shhttp` or `https`. This indicates that the purchase is encrypted or secured. Never use unsecured wireless networks to make an online purchase. Before providing personal or financial information, check the website's privacy policy. Make sure you understand how your information will be stored and used. When possible shop at known, trusted websites. Print and save records of your online transactions. Read your credit card statements as soon as you get them to make sure there are no unauthorized charges. If there is a discrepancy, report it immediately. Don't leave packages on your porch or in visible areas. Arrange to have packages delivered to work or a friend's house.

Below is a link to a video that gives a few tips that can be used to prevent becoming a victim of package theft. The holiday season is upon us and many of us will be making online purchases. We suggest that when possible, schedule delivery for a day when you expect to be home. Have your packages delivered to work, a neighbor, or a friend's house. Request that packages be placed at a side or back door, instead of the front porch.



<https://lumen5.com/v/jin8/>

4. *Keep your home safe throughout the holidays.*

Lock and secure all windows and doors, including sliding glass or French doors when leaving for any length of time. We suggest keeping the entrance points into your house secured while you're at home as well. Set indoor and outdoor lights on timers and think about doing the same with a television to make it appear as if someone is home. Never keep gifts or valuable objects in plain view from any window. Deter potential burglars by closing blinds, shutters, drapes, and curtains. If a person knocks at your door and you don't recognize them, don't feel obligated to open your door. Do not ignore the knock, though-make it known that you are home, but unavailable to open the door. Teach your children that by no means will they open the door to anyone prior to your knowledge and authorization.

5. *When celebrating the holidays, celebrate responsibly.*

Never drink and then drive. Assign a designated driver, or call a taxi or ride share service. The Police Department recommends you plan ahead if you plan on consuming alcoholic beverages.

PUBLIC WORKS

Household Hazardous Waste and Electronic Waste Roundup

There will be a FREE collection event in La Verne on Saturday, December 19th, from 9:00 am - 3:00 pm at Brackett Field Airport. Roundup is sponsored jointly by the Sanitation Districts and the [Department of Public Works](#). The Household Hazardous Waste (HHW) Collection Program gives Los Angeles County residents a legal and cost-free way to dispose of unwanted household chemicals that cannot be disposed of in the regular trash.

THINGS WE WANT YOU TO BRING...

- Motor oil, antifreeze, paint, paint thinner
- Turpentine, cleaners with acids or lye
- Pesticides and herbicides
- Household and car batteries
- Old computers and television sets
- Sharps or used needles
- Expired pharmaceuticals and mercury thermometers

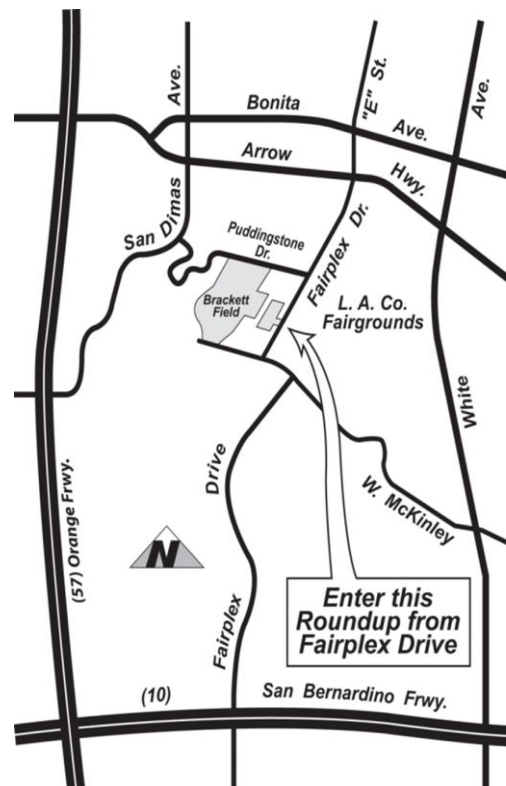
THINGS WE DON'T WANT YOU TO BRING...

- Explosives, ammunition or radioactive materials
- Waste from businesses will NOT be accepted
- Trash or old tires
- White goods such as washers, stoves, refrigerators or air conditioners

HOW TO PREPARE...

- In general, there is a limit of 15 gallons or 125 lbs. per vehicle
- Bring items in a sturdy box, preferably in their original labeled containers
- Be prepared to leave your containers
- Do not mix products together

FOR MORE INFORMATION, CALL: La Verne City Hall at 909-596-8726 or the Sanitation District of Los Angeles County at 800-238-0172.



'Tis The Season To Go Green

Nothing says "happy holidays" like lots and lots of food! Unfortunately, those holiday feasts often end with a lot of waste. According to the U.S. Environmental Protection Agency (EPA), between Thanksgiving and New Year's Day, the volume of household waste in the U.S. increases about 25%—that's one million extra tons.

Tips for reducing food waste:

- Shop smart. Plan meals, use grocery lists, and avoid impulse buys.
- Buy exactly what you need. Buy loose produce instead of packaged, and buy grains, nuts, and spices from bulk bins.
- Practice "first in, first out:" when unpacking groceries, move older products to the front and place newer items in the back of the fridge, freezer, or pantry.

Christmas Tree Recycling



Residents may recycle their trees during the first three weeks following Christmas on their scheduled collection day from **December 28th through January 11th**.

Trees will be collected at the curb and may be picked up by special trucks. After the three-week period, you may cut your tree and place the pieces in your green waste cart with the lid completely closed.

- Trees longer than six feet must be cut in half.
- Please remove all decorations including tinsel, lights, ornaments and tree stands.
- Flocked trees cannot be recycled. They will be picked up by the trash truck.

LIBRARY



All LA County Library locations are closed until further notice. To get more information on available library resources and assistance for those affected by the COVID-19, click here: <https://lacountylibrary.org/coronavirus/>.



Happy Holidays from the City of La Verne!

