



CITY MANAGER'S MONTHLY NEWSLETTER

October 2018

CITY MANAGER'S MESSAGE



October marks the beginning of many fall traditions for La Verne. The Harvest Festival at Heritage Park, the Halloween Parade, and The Chamber of Commerce's Taste of La Verne Food & Wine Festival are just a few of the community's favorites. If you haven't had a chance to experience any of these, you may want to come see what you've been missing.

For more information about these events and other information about the City, keep reading!

Bob Russi, City Manager

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HIGHLIGHTS OF CITY COUNCIL

At the September 4th and 17th meetings, the City Council:

- Celebrated the badge pinning of Firefighter/Paramedic Thomas Sierra.
- Recognized the LVGSA 12U All-Star team and coaches, champions of the Eastern "C" District Tournament.
- Authorized a \$1.2 million dollar purchase of new radios for Public Safety and Public Works.
- Received an update from staff on various aspects of the Goldline Extension Project
- Approved a three-year management contract with Flying Deuces for the Cool Cruise car shows.

CALENDAR

October 6th - 30th
Heritage Harvest Pumpkin Patch
Heritage Park (hours vary)

October 15th - 6:30 p.m.
City Council Meeting
City Hall Council Chambers

October 16th - 5:00-9:00 p.m.
Taste of La Verne Food & Wine Festival
Brackett Airport's Sky Aviation Hanger

October 20th - 10:00 a.m.
Children's Halloween Parade
Heritage Plaza (CVS)

LA VERNE CHAMBER

Taste of La Verne Food & Wine Festival

The Taste of La Verne Food & Wine festival will take place on October 16th, from 5 p.m. to 9 p.m. at Brackett Airport's Sky Aviation Hangar. This event will please any palate. There will be great foods from some of the best local restaurants and wines from celebrated local wineries. For more information please click [here](#).

COMMUNITY SERVICES



Children's Halloween Parade

The 38th Annual Children's Halloween Parade will be held at Heritage Plaza (CVS) on Saturday, October 20th at 10:00 a.m. Children ages 1-12 can show off their costumes while gathering treats from the merchants. There will also be a raffle held at 10:45 a.m. Participants must be present to win.

Come to the Hop - The Halloween Hop!

The Halloween Hop Dance for People with Special Needs will be held at the Community Center on Friday, October 26th from 6:00-9:00 p.m. Participants can enjoy refreshments, photo opportunities, a DJ, and a chance to party with their peers. Tickets are \$5 presale at the Community Services Office and \$7 at the door. If you are interested in volunteering at this event, please call Max at (909) 596-8776.



Veterans Memorial Pavers

Community Services is still accepting paver orders for the Veterans memorial until October 4th for installation by this upcoming Veterans Day on November 11th, in time for the ceremony on Monday, November 12th. The costs to purchase pavers are: \$150 for a 4 x 12 paver, \$300 for an 8 x 12, and \$400 for a 12 x 12. For further information regarding purchasing a paver or if you have any questions, please contact the Community Services Department.

COMMUNITY DEVELOPMENT

Craft-E-Flights has landed in La Verne

A new craft beer and wine retailer specializing in products from local and regional microbreweries and wineries is scheduled to open in early October. Customers can order products online through the Craft-E-Flights website and have them delivered directly to their home, or they can pick



up their orders from the Craft-E-Flights store at 2497 Foothill Blvd, Ste. #B1 in the La Verne Towne Center North shopping center. Don't want to order online? No worries, walk-in customers are welcome to browse and purchase beer and wine products in-store.



Five Below to open in October!

Five Below is now open! Located in the Target center, Five Below specializes in selling a variety of items from back-to-school supplies, sports gear, beauty products, outdoor gadgets, and much more, all \$5 or under.

Summit at Fairplex

The City attended the San Gabriel Valley Economic Partnership's Developers Summit at the Fairplex, where cities, investors, brokers, and developers met to discuss development opportunities. Following this event, the City participated in a more focused meeting with developers that are interested in responding to the Fairplex's development for the La Verne site, they answered questions related to the Old Town La Verne Specific Plan, the EIFD, and processing of the development applications.

Gold Line Station Audit Walk

Mayor Pro Tem Davis, Council Member Carder, and staff participated in a "Walk Audit" around the future Gold Line station which was coordinated by Metro for the First Mile/Last Mile planning efforts. This Walk Audit also included residents, surrounding business owners, Fairplex, and the University, where groups walked certain blocks within ½ mile of the station to identify the strengths and deficiencies in being able to move walkers, bicyclists, and "rollers" (people using wheels) to and from the station. These notes were uploaded to an app so that Metro's consultant, the Arroyo Group, could map these areas and work with the City to fix any issues in advance of the Gold Line opening. The results of the Walk Audit will be shared at a future General Plan Advisory Committee meeting with a final report to be presented before the Council in the first part of 2019. At this event, Metro announced that the station would officially be named "La Verne/Fairplex" but that there will be a separate name with a direct tie to the City associated with the station. More information to follow.

Grand Opening at ULV

Citrus Hall dormitories and The Spot dining hall at the University of La Verne are now officially open! A grand opening and ribbon cutting ceremony for the University's new dormitory and dining hall was held on Thursday, September 4th. The well-attended event featured live music, food, prizes, student-led tours of the new facilities, and guest speakers, including Mayor Don Kendrick.

The celebrations are well-deserved for the new five-story 116,000 square foot building, which is now home to approximately 400 students. The impressive new building will be replacing the former Stu-Han and Brandt Hall dormitories, as well as Davenport Dining Hall. Be sure to check out the latest and greatest addition to the ULV campus at 2043 D Street.



FIRE DEPARTMENT

Halloween Fire Safety

Halloween is quickly approaching, and though it is a fun holiday, there are some fire safety tips that LVFD would like you to keep in mind. According to FEMA, “the occurrence of fire increases around Halloween due to arson and the use of candles as decorations.” Here are some helpful tips to follow for a happy and fire-safe Halloween with your family and friends!

When shopping for Halloween costumes, make sure to buy costumes labeled “flame resistant.” This means it is harder for the costume’s fabric to catch on fire, and if it does, flames will go out faster. Polyester and nylon are both flame resistant materials that will resist burning if exposed to open flame. Remind kids to stay away from candles and jack-o'-lanterns that may be on steps and porches, because any baggy or loose material on their costumes could catch fire if they get too close.

Children should never carry candles when they are trick-or-treating. Always use a flashlight, flameless candle, or light stick instead. While trick-or-treating, instruct children not to cut through back alleys or fields, and to instead stay in populated, well lit places. It is also a good idea to make sure that all trick-or-treaters in your group know how to dial 9-1-1 and their home or emergency contact phone number in case of an emergency or if they get lost.



The poster features a dark blue background with a full moon, silhouettes of trees, and a haunted house. The text is in white and yellow. The LA Verne Fire Department logo is in the top right corner.

LA VERNE FIRE DEPARTMENT HALLOWEEN FIRE SAFETY

KEEP YOUR HALLOWEEN FULL OF TREATS INSTEAD OF TRICKS WITH THESE SAFETY TIPS.....

- Do not allow children to carry sharp sticks or objects that could cause injury to themselves or others.
- Remind kids to stay away from candles and jack-o'-lanterns that may be on steps and porches, any baggy or loose material on their costumes could catch fire if they get too close.
- Place jack-o'-lanterns lit with candles well away from anything that could catch fire.
- Keep exits clear of decorations, and make sure all smoke alarms are working.
- If you have a Halloween party, check for cigarettes under furniture cushions and in areas where people were smoking before you go to bed.
- When decorating your house for the frightful night, be sure to check decorative lights for broken or cracked sockets, frayed or bare wires, or loose connections which can lead to an electrical fire. Throw away damaged sets and do not overload extension cords.

When decorating your house for the frightful night, avoid using open flame candles; they can easily start a fire, especially when left unattended. Be sure to check decorative lights for broken or cracked sockets, frayed or bare wires, or loose connections which can lead to an electrical fire. Throw away damaged sets and do not overload extension cords. If you have a Halloween party, check for cigarettes under furniture cushions and in areas where people were smoking before you go to bed. Have a happy and safe Halloween, and remember to stop by the La Verne Fire Department for treats while trick-or-treating in Old Town La Verne on the afternoon of the 31st.

PUBLIC SAFETY

Pink Patch Project

October is officially Breast Cancer Awareness Month. Our #pinkpatchproject patches, T-shirts, and hats are available for purchase Monday through Thursday from 7:00 a.m. – 5:00 p.m. Contact Community Services Officer Hollie Savage at 909-596-1913 or hsavage@lvpd.org with questions.



Prescription Drug Take Back Program

On Saturday, October 27th from 10:00 a.m. – 2:00 p.m. bring your expired, unused and unwanted prescription drugs to the La Verne Police Department for safe disposal. The service is free and anonymous, with no questions asked.



PUBLIC WORKS

La Verne Turf Removal Program Concludes

During the most severe months of the most recent drought, the City Council voted to allocate \$250,000 in conservation funds to pay residents \$1.50 per square foot to remove their grass, up to a maximum of \$2,000 per water meter. This program was established in an effort to reduce water usage, as drought tolerant landscaping uses approximately 1/3 the amount of water required by turf.

\$121,378.50 was issued in refunds for 173,706 square feet of turf removal. This turf removal will save the City of La Verne approximately 5,768,623 gallons per year, which is about enough for 25 households annually. Great job!

Teacher Resources

Do you know a K-12 teacher who would like to learn more about teaching students about water and our environment? Or a teacher who would like up to \$800 to use in the creative teaching of the importance of water? Spread the word about two great opportunities. Project WET (Water Education for Teachers) will present a workshop on Thursday, October 18th from 8 a.m.-3 p.m. Registration is open now. For more information and registration, visit



<https://www.rowlandwater.com/project-wet-registration-form/>. Edu Bucks offers up to \$800 per K-12 teacher for use in creative teaching of the importance of water. For more information and to apply, go to https://www.usewaterwisely.com/#EduBucks_Program_Description.

YOUTH & FAMILY ACTION COMMITTEE

Improved YFAC Outreach Efforts

The City of La Verne Youth and Family Action Committee (YFAC) is a formal committee of the City, comprised of representatives from private agencies, non-profit organizations, La Verne Police Department, Bonita Unified School District, City staff, and many interested citizens. With the committee's focus point on addressing challenges that confront our youth before growing into greater concerns, we are constantly made aware of new trends negatively affecting the community.

YFAC has recently launched a new outreach involving video messaging through social media platforms. The first video is a short introduction to YFAC and will be followed by videos with specific information and available programs educating and informing the community on issues facing our youth. For more information, please contact JR Ranells at (909) 596-8726 or click [here](#)

HISTORICAL SOCIETY NEWS

A.J. Milne House receives Bronze Marker

The A.J. Milne House located at 2279 Bonita Avenue will receive a Bronze Marker on Saturday, October 20th at 11:00 a.m. The craftsman bungalow, built in 1903/04, will receive a bronze marker designation from the La Verne Historical Society and the City of La Verne.

Currently occupied by Dave and Jane Olson, this 1 ½ story bungalow house appeared on a postcard (see below) when Bonita Avenue was still called Fourth Street and La Verne was called Lordsburg. Occupied from 1909-1916 by A.J. Milne, the house then changed hands multiple times. The Olson's have owned the home since 1989. Today the carefully preserved Milne House sits amid mature trees and in front of a garage and apartment that replaced the original barn. For more information go to <http://www.cityoflaverne.org/milne>



Fourth Street, Lordsburg, Cal.