



CITY MANAGER'S MONTHLY NEWSLETTER

March 2018



CITY MANAGER'S MESSAGE

Dear Residents and Business Owners,

This issue provides highlights from the State of the City Address and the two City Council Meetings in February. In addition, there is information regarding the paramedic service fee, new businesses in La Verne and facts about what's going on in the community. You can find all information about what's happening in the City at www.cityoflaverne.org

Join us for an exciting month in La Verne. One of our community's most anticipated events is right around the corner! The Cool Cruise Classic Car show is on March 31st in Old Town La Verne. Keep reading for more information about registration and activities available that day.

Please enjoy the updates and development news provided in this issue.

Bob Russi, City Manager

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<http://cityoflaverne.org/index.php/documents/newsletters/city-manager-s-monthly-newsletter>

CALENDAR

March 5 – 6:30 PM

City Council Meeting
City Hall Council Chambers

March 3 – 8:30 AM

La Verne Little League
Opening Day
Pelota Park

March 10

Diamond Bar Household
Hazardous Waste Event
*City Streets Gateway Corporate
Center, 1300 block of
Bridge Gate Drive, Diamond Bar*

March 19 – 6:30 PM

City Council Meeting
City Hall Council Chambers

March 31 – 10:00 AM

Easter Egg Hunts
Las Flores and Emerald Parks

March 31 – 9:00 AM – 5:00 PM

Cool Cruise Classic Car Show
Old Town La Verne

La Verne State of the City Address

On February 8th, 2018, Mayor Kendrick presented the State of the City Address at the Hillcrest Meeting House. Mayor Kendrick reported on the advances the City made last year in the areas of development, safety, infrastructure investments, image, and sustainability.

Attendees also heard some highlights on what to expect in 2018 such as:

- Opening of more than ten new businesses and restaurants, including Blaze Pizza, Broken Yolk, Flame Broiler, and Firehouse Subs
- Street maintenance projects to be undertaken, including Wheeler Avenue
- Construction at ULV and on the Gold Line
- Transit-oriented development near the future Gold Line Station
- Continuing effort to get community input for the City's General Plan update

Know the Facts

In recent months there have been various bits of information being disseminated across social media forums and creating a lot of discussion in the community. Unfortunately segments of the community are drawing conclusions based on misinformation or incomplete facts on these issues. To help alleviate that, the City has activated a section on its website titled "Know the Facts." Listed in this section will be links to information on a variety of subjects of community-wide significance. We will do our best to keep this section updated with what we know to be the most pressing issues the community is talking about, but if you have suggestions, please let us know. Use the following link to know the facts: <http://cityoflaverne.org/index.php/about-la-verne/303-know-the-facts>

HIGHLIGHTS OF CITY COUNCIL MEETINGS

At the February 5th and 20th meetings, the City Council:

- Presented the Jack Huntington Pride of La Verne Award to Denise Fisher for organizing "Christmas Elves" gift drives since 2012 to donate gifts to children at the LeRoy Haynes Center and David and Margaret program.
- Presented the Jim Scranton Pride of La Verne Award to Art Aguilar, who has volunteered for the City of La Verne T-Ball league since 2005 and the Youth Basketball league since 2009.
- Approved fiscal sustainability strategies presented at the January 11th workshop and approve the list of strategies outlined in this report, and gave staff authority to begin implementing approved items.
- Reaffirmed their commitment to not wanting to consider LA County as an option for fire services.

Council Corner

Beginning this month, the City will host a variety of community engagement experiences. These are intended to give community members access to Council members and City staff in a one-on-one or small group settings to hear their perspective on community issues or matters of individual interest. We will hold these at various locations and upcoming community events. The first two opportunities will be at Cool Cruise on March 31 in Old Town La Verne and at the CicLAvia event on April 22, also in downtown. We will be located at the City of La Verne booth for both these events. Information on additional dates and locations will be included in future newsletters and the City website.

PUBLIC SAFETY

Congrats to La Verne Reserve Police Officers

On February 1st, the La Verne Police Department was honored to have three Reserve Officers graduate from the Los Angeles County Sheriff's Department Reserve Academy. Reserve Officer Gabriel Salas graduated from Academy Class 138 and is now a Level III Reserve Officer. Level III Reserve Officers may work alone and perform the same duties as full-time regular Officers.

Reserve Officers Janessa Gonzalez and Tim Lopez graduated from Academy Class 139 and are now Level II Reserve Officers. Level II Reserve Officers may perform general law enforcement assignments while under the immediate supervision of a full-time Officer. These officers may also work assignments authorized for Level III Reserve Officers without immediate supervision.



We congratulate each of our new Reserves on their accomplishments and wish them success with the next chapter in each of their careers.

What's the Paramedic Service Fee?

As residents of La Verne, you are likely aware of the Paramedic Service Fee which is included on the municipal services bill. However, there is often confusion about what exactly the fee covers. It is our hope that you do not need the services of the La Verne Fire Department Paramedics, but in the unfortunate case that you do, here is some clarification about the Paramedic Service Fee.

In November of 1980, the residents of La Verne approved Measure GG, which established a funding mechanism for the La Verne Fire Department Paramedic Program. The measure resulted in the ability of La Verne residents receiving Advanced Life Support (ALS) services, and emergency transportation to the local hospital without incurring any out of pocket costs. Residents pay a monthly fee on their municipal services bill which is \$4.88 as of April 2015. This Paramedic Service Fund was intended to be used solely for the provision and administration of emergency paramedic and ambulance service in the city.

However, the cost of maintaining the La Verne Fire Department Paramedic Program has increased to more than double the revenue generated from the program. In April 2003, the La Verne City Council approved an additional clause in the City Council Fee Resolution allowing the La Verne Fire Department, or it's contracted billing service, to bill the insurance companies of La Verne residents for paramedic services but to also ensure no "out of pocket" costs are applied to the residents. Individuals who are not residents of the City of La Verne and have been a recipient of Emergency Medical Services shall be charged fees for services rendered without regard for "out of pocket" expenses.

It should be noted that the parameters of the Paramedic Service Fee and the no "out of pocket" costs to La Verne residents only applies when La Verne Fire Department paramedic services are used—services by private ambulance companies are not covered.

When you are transported to the hospital by the La Verne Fire Department paramedics, you will likely receive a form titled "Request for Insurance Information." This is not a bill, but it allows us to bill your insurance company for the services rendered. If you are unsure of any documents you receive from the La Verne Paramedic Services, please feel free to call the Fire Department at (909)596-5991, or come to the Public Safety Facility at 2061 Third Street. We will be happy to explain it and answer any questions for you.

La Verne Fire Department is on Instagram!

Follow us on Instagram @LaVerneFireDepartment to keep up with LVFD's latest updates in photo form.

COMMUNITY SERVICES

Easter Egg Hunts in La Verne

The La Verne Rotary Club and the La Verne Community Services Department are Co-Sponsoring the Annual Easter Egg Hunt on Saturday March 31st, at 10:00 AM sharp for kids ages 1 to 12 years. This fun event will be located at Las Flores Park, 3175 Bolling Ave. and Emerald Park at the corner of Genesee and Chelsea. Admission is free and participants may gather eggs, candy and prizes. Bring your own basket to collect the eggs.



Mark Your Calendar for Cool Cruise Classic Car Show

The always popular Cool Cruise classic car show kicks off spring in Old Town La Verne with classic cars and classic rock music filling the streets of Old Town La Verne on Saturday, March 31st from 9:00 AM to 5:00 PM. This is always the biggest event every year in Old Town. Car enthusiasts and young and old alike always have a great time at this event. Cool Cruise benefits the Alex Xydias Center for Automotive Arts, which educates students to gain the necessary skills needed to enter the automotive industry. The event is always the Saturday before Easter. Local live classic rock music is also a regular part of the Cool Cruise. You don't want to miss it! For more information and registration please contact Jerry Diaz at (626) 624-1507 or La Verne City Hall at (909) 596-8706.

Enjoy Car-Free Streets at CicLAvia

CicLAvia, an open streets event, will be held on April 22nd. The event will span approximately seven miles along streets that connect the cities of San Dimas, La Verne, Pomona, and Claremont. The route will begin in San Dimas and travel through La Verne along Bonita Avenue to Fulton Avenue to Arrow Highway to College Avenue and First Street in Claremont. The event will be from 9:00 AM until 4:00 PM and be open for cyclists, pedestrians, runners, and skaters to use as a recreational space. There will be hubs located in every city along the seven mile route. The La Verne Hub will be located in Old Town La Verne where thousands of participants will be able to discover and enjoy the charm of downtown. If you have any questions you can visit www.ciclavia.org or call (213) 355-8500.



Honor a Veteran with a Memorial Paver

The La Verne Community Services Department is still accepting paver orders for the Veterans Memorial until April 12th for installation by this upcoming Memorial Day. The new pavers will be displayed at our Memorial Day Ceremony which takes place at Veterans Hall, 1550 Bonita Avenue, on Monday, May 28th at 11:00 AM. The cost to purchase pavers is: \$150 for a 4 x 12 paver, \$300 for an 8 x 12, or \$400 for a 12 x 12. If you have questions or would like further information regarding paver purchases, contact the La Verne Community Services Department at (909) 596-8700.

Donations Needed for Free Summer Lunch Program

The City of La Verne will once again offer its Summer Lunch Program this upcoming summer. The Summer Lunch Program is a free program for kids who receive a free lunch during the school year. Once the school year

ends, the free lunches are not available through the summer from the schools, and this program fills the gap. The program will run daily at Las Flores Park from 12:00 PM to 1:30 PM from June 11th through August 17th. The program is staffed by City employees and includes activities, crafts, and a free nutritious lunch. Last year close to 1300 lunches were served.

The Summer Lunch Program is funded entirely through donations. The City is once again seeking donations for the upcoming 2018 summer to keep this free program running for the children of this community who stop receiving a free lunch once the school year ends. If you are interested in being part of this great program, please contact the Community Services Department at (909) 596-8700.

Your Sponsorship is Needed for 2018 La Verne Concerts in the Park!

The La Verne Heritage Foundation along with the City of La Verne is proud to announce their 2018 Summer Concerts in the Park series. We are currently scheduling bands for the upcoming summer. These concerts have been one of their most popular local events for over 25 years.

To continue offering quality music, sponsors have an opportunity to donate towards these concerts. If you are a business owner, family, or know of someone who would like to help in continuing to offer these free events to La Verne residents and surrounding communities, please contact Chad Peterson at the City (596-8700) with your interest. To ensure your business or family name will be included in any time-sensitive advertising, it is important to express your interest ASAP. Benefits include a tax write-off, listing of your business in all concert advertising venues to reflect your support of community events, and your business's exposure at all the concerts.

Support your community with this great event! It is a pleasurable time for families to enjoy quality music, beautiful Heritage Park, and "Music Under the Stars."

PUBLIC WORKS/CONSERVATION

Safely Dispose of Household Hazardous Waste

Please collect your hazardous waste (pesticides, old batteries, used automotive fluids, used cleaning products, etc.) and electronic waste products (computers, old televisions, and broken cell phones) for a FREE collection event in Diamond Bar on March 10 at City Streets Gateway Corporate Center, 1300 block of Bridge Gate Drive, Diamond Bar. All L.A. County residents are welcome to participate. If you can't make it to this event, there is a roundup nearly every weekend in L.A. County. The entire schedule and more details are posted at www.888cleanla.com

Water, Mosquitoes, and Disease Prevention

Cold and flu season serves as a yearly reminder of how disease spreads. It takes just one disease carrier, the vector, in order to spread disease within places like work, school, and home. People aren't always the vectors for diseases though. Various insects (commonly mosquitoes) will also act as vectors for different types of diseases. To help prevent the spread of disease, ensure that water is not left to stagnate in areas like pools, ponds, buckets, and rain barrels. Even a little water left for a short time can be a breeding ground once it's still, so remember to keep water moving or properly treat it.

COMMUNITY DEVELOPMENT

Welcome These New Businesses to La Verne!

Several new businesses have recently opened their doors in La Verne. In January and February, four new restaurants opened shop, and more are expected to open in the coming months. Ding Tea, a specialty drink shop serving an assortment of milk tea and boba concoctions, is located in Heritage Plaza at Foothill and Wheeler. Flying Rice, an Asian fast-casual restaurant serving Korean-fusion dishes, is located one storefront down from Ding Tea in the same center. On the other side of Foothill Blvd. in The Commons shopping center,

Flame Broiler recently held a grand opening. Flame Broiler is known for their quick and healthy rice bowls, and famed magic sauce. Lastly, Alfredo's Mexican restaurant recently opened at 914 Foothill Blvd. In the coming months, Blaze Pizza and Firehouse Subs are expected to open in La Verne Town Center South and The Commons, respectively.

In addition to these new dining establishments, La Verne has also welcomed two new physical health related businesses. Fit Body Boot Camp has re-located their growing business to a larger space in the Village La Verne center, conveniently located next door to La Verne Physical Therapy, which held a grand opening and ribbon cutting ceremony on February 23rd. La Verne is proud to welcome these new businesses to the City.

Welcome These New Businesses to La Verne!

"A Sip of La Verne" Wine Walk Tickets Available Now

"A Sip of La Verne," Old Town La Verne's 6th Annual Wine Walk, will be held on Saturday, April 28th, 2018 from 5:00 PM to 8:30 PM. Merchants throughout Old Town offer wine tastings and food offerings from local restaurants in beautiful Old Town La Verne, at Bonita Avenue and D Street. Live music throughout is part of the festivities. This event sells out early every year, so get your tickets now at www.oldtownwinewalk.com. For more information please contact the City of La Verne at (909) 596-8706.

