



AGENDA

Old Town La Verne Business Improvement District Advisory Board

Monday, April 4, 2022 – 8:30 am
2079 Bonita Ave – Chase’s Patio

1. WELCOME AND CALL TO ORDER-

Board Members

	Craig Walters, Chair
	Marianne Stark
	Micky Rehm
	Matt Forgey
	Zuhey Espinoza

City Representatives/Others Present

	Eric Scherer, Com. Dev. Director
	Natalie Hiatt, Com. Dev. Admin. Clerk
	Leah Skinner, Chamber of Commerce
	Adam Wong, University of La Verne

2. CALENDAR-

Cool Cruise	Saturday, April 16 th , 2022
Wine Walk	Saturday, May 14, 2022

3. APPROVAL OF MINUTES March 7, 2022

4. NEW BUSINESS

- A. Annual Meeting Topics – Candidate’s Forum?
- B. Budget Subcommittee
- C. University Dinner Crawl – Adam Wong

5. CONTINUED BUSINESS

- A. Wine Walk Update

6. COMMITTEE REPORTS/ UPDATES

- D. City Report (Eric Scherer):
- E. University Report (Zuhey Espinoza):
- F. Marketing (Micky Rehm):
- G. Chamber Report (Leah Skinner):
- H. Social Media Update (Micky Rehm):
- I. 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 May 2, 2022 8:30 am– 2079 Bonita Ave., Chase’s

**OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT
MINUTES OF THE REGULAR MEETING
Monday, March 7, 2022**

1. The meeting was called to order by Chairperson Craig Walters at 8:35 a.m.

Advisory Board Members present: Craig Walters, Dr. Zuhey Espinoza, and Matt Forgey (via telephone). City Representative present: Community Development Director Eric Scherer. Others present: George Henderson, Peri Hanawalt, Fang Wang, Ken Valmonte, and Ole Haslund.

Dr. Espinoza was recognized for attending her first meeting after her official appointment to the Board.

2. **CALENDAR**

Cool Cruise – Saturday, April 16, 2022

Wine Walk – Saturday, May 14, 2022

3. **APPROVAL OF THE MINUTES** January 10, 2022 and February 7, 2022

It was moved by Mr. Forgey and seconded by Dr. Espinoza to approve the minutes of the January 10, 2022 and February 7, 2022 meetings. Motion carried by a 3-0 vote.

4. **NEW BUSINESS**

No Items.

5. **CONTINUED BUSINESS**

- A. Wine Walk – Chairperson Walters stated that he was concerned as there are less locations that have indicated that they would participate in the event. There was also concern of finding enough food partners. Mr. Henderson indicated that the Chamber was going to be sending out an email to all La Verne restaurants, and it was confirmed that if there are interested restaurants from outside of La Verne, we will start to gather that information.

The next Wine Walk meeting will be held on Thursday, March 10, 2022 at 8:30 am at Micky’s Jewelry Studio.

6. COMMITTEE REPORTS/ UPDATES

- A. City Report (Eric Scherer): Mr. Scherer stated the City continues to work on the plans for Mainiero Square.
- B. University Report (Zuhey Espinoza): Ms. Espinoza stated that the University has transitioned to a “masking optional” format, but most students continue to learn remotely. On April 23rd will be the University’s Scholarship Gala and that she would be sending an email out with more information.
- 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)

No comments received.

8. ADJOURNMENT

Meeting was adjourned at 8:55 a.m., to the next meeting to be held on Monday, April 4, 2022 at 8:30 a.m.

Respectively submitted,

Eric Scherer