

**INSTRUCTIONS FOR THE MARCH 1, 2021
OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT MEETING**

The Old Town La Verne Business Improvement District meeting will be closed to the public in compliance with Governor Newsom's Executive Order to minimize the spread of the COVID-19 Virus. Additionally, the meeting will be conducted via teleconference with members participating remotely. Considering this, the customary meeting format has been modified. Even with this change in format, the City is still encouraging public participation and wishes to make residents aware of the following opportunities for participation:

- 1) View the meeting through the City's website at www.cityoflaverne.org/stream
- 2) Please submit your written comments via email at planning@cityoflaverne.org. They will be shared with the District Board Members prior to the meeting and will be made part of the permanent record. We ask that you provide those emails before 7:00 p.m. the day before the meeting. **Please be advised that public comments submitted by emails or any other format to the City are public records that will be made available for public viewing.**
- 3) For individuals that wish to share their comments during the live stream, you may email planning@cityoflaverne.org by 7:00 a.m. on the day of the meeting with a phone number and the item(s) you wish to speak on. We will call you back at the appropriate time during the meeting for your comment.



AGENDA

Old Town La Verne Business Improvement District Advisory Board

Annual Meeting – Monday, March 1, 2021 – 8:30 am –
www.cityoflaverne.org/stream

1. WELCOME AND CALL TO ORDER-

Board Members

	Craig Walters, Chair
	Chris Gendreau, Vice Chair
	Marianne Stark
	Jason Miller
	Micky Rehm
	Matt Forgey (Alternate)

City Representatives/Others Present

	Tim Hepburn, Mayor
	Eric Scherer, Com. Dev. Director
	Natalie Hiatt, Com. Dev. Admin. Clerk
	Leah Skinner, Chamber of Commerce
	Lisa Levy Buch, Gold Line Const. Auth.
	Craig Hoelzel, Flying Deuces

2. CALENDAR-

3. PRESENTATIONS

- A. L (Gold) Line Update – Lisa Levy Buch
- B. State of the City – Mayor Tim Hepburn
- C. Annual Budget – Eric Scherer

4. CONTINUED BUSINESS

- A. Car Show Contract Extension

5. COMMITTEE REPORTS/ UPDATES

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

6. PUBLIC COMMENT (Any discussion or action on non-agendized items must be deferred to the following meeting, as required by California Brown Act Law)

7. ADJOURNMENT – Monday April 5, 2021 8:30 am–www.cityoflaverne.org/stream



OLD TOWN LA VERNE BUSINESS IMPROVEMENT DISTRICT 2021/2022 BUDGET

REVENUES	2020/2021 Budget	2020/2021 Est. Year End	2021/2022 Budget	
Business License Fees	\$16,000	\$14,000	\$15,000	32%
Interest	\$1,500	\$1,500	\$1,500	3%
Wine Walk	\$60,000	\$0	\$30,000	65%
Beer Walk	\$40,000	\$0	\$0	0%
REVENUES - TOTAL	\$117,500	\$15,500	\$46,500	100%
EXPENDITURES	2020/2021 Budget	2020/2021 Est. Year End	2021/2022 Budget	
OPERATIONAL (Div 1)				
Sidewalk/Trash/Cleaning/Landscaping	\$7,000	\$7,000	\$7,000	8%
ULV Dinner Crawl Entertainment	\$500	\$0	\$500	1%
Edison	\$800	\$800	\$800	1%
Annual Meeting	\$800	\$0	\$800	1%
Street Light Banners	\$2,000	\$0	\$2,000	2%
Contingency	\$900	\$0	\$900	1%
Transfer to Association	\$20,000	\$12,000	\$6,000	7%
Capital Outlay (Mainiero, Street/Tree Lights)	\$40,000	\$0	\$40,000	45%
OPERATIONAL SUBTOTAL	\$72,000	\$19,800	\$58,000	65%
EVENTS				
Cool Cruise Auto Show (Div 2)	\$3,000	\$0	\$1,750	2%
Future Old Town Event (Div 4)	\$3,000	\$0	\$3,000	3%
Holiday Stroll (Div 5)	\$6,300	\$1,700	\$6,300	7%
Wine Walk Event (Div 6)	\$33,150	\$0	\$18,100	20%
Fall Event- Halloween (Div 7)	\$300	\$300	\$300	0%
Cruisin La Verne Auto Show (Div 8)	\$3,000	\$0	\$1,750	2%
Beer Walk (Div 9)	\$22,500	\$0	\$0	0%
EVENTS SUBTOTAL	\$71,250	\$2,000	\$31,200	35%
EXPENDITURES TOTAL	\$143,250	\$21,800	\$89,200	100%

Note: Beginning Fund Balance on July 1, 2020 was \$126,500