

**MINUTES OF THE REGULAR MEETING OF THE  
MONROVIA OLD TOWN ADVISORY BOARD  
HELD TUESDAY, AUGUST 8, 2017**

**CONVENE:** Chair Kristin Miller convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, August 8, 2017, at 9:31 a.m. City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Recreation Manager Katie Distelrath, Senior Recreation Supervisor Lisa Hansberger, Management Analyst Alex Tachiki and Senior Administrative Assistant Susan Matthews.

**ROLL CALL:** In attendance were Boardmembers Diane Balsamo, Ricardo Jurado, and Millie Olivas, Vice Chair Soren Loft, and Chair Kristin Miller.

**PRESENTATION:**

**PR-1 Big Belly Smart Waste and Recycling Systems in Old Town** – Alex Tachiki, Management Analyst

**CONSENT CALENDAR:** It was moved by Boardmember Balsamo, seconded by Vice Chair Loft to approve the consent calendar. The motion carried unanimously. The Consent Calendar consisted of the following Agenda item:

**CC-1 Unadopted Minutes of the July 11, 2017 Regular Meeting:** The Board adopted the Minutes of the July 11, 2017 Regular Meeting.

**PUBLIC INPUT:**

Tregg Wright – Street Rods Forever

**ADMINISTRATIVE REPORTS:**

**AR-1 Old Town Merchant Film Liaison Selection Process**

Tina Cherry, Public Services Director, presented to the Board the proposed merchant film liaison selection process as outlined in the agenda report.

**It was moved by Vice Chair Loft, seconded by Boardmember Jurado to approve the process outlined in the report for the recruitment of the Old Town Merchant Film Liaison.** The motion carried unanimously.

**REPORTS FROM STAFF:**

**Tina Cherry, Public Services Director**

- a. **Marketing Sub-committee Update** – There are two main projects the sub-committee is currently working on. The logo is in the revision phase and they hope to have a recommendation soon. The second project is the new website. Ms. Cherry provided a snapshot of what the homepage might look like. Features include streaming video, easy navigation, events calendar, service categories (shopping, dining and entertainment), blog site, paid advertising available (limited), email list serve sign-up, google map feature, and an Old

Town parking map. Considerations ahead include: content /gathering information, category groups, ad and boost pricing, blog content, and list serve management.

- b. **Hay Rides in Old Town in October Discussion** – The MOTAB Board asked that staff look into extending our carriage ride program currently offering rides during the Holiday Season and Valentine’s Day, to include a fall hay ride opportunity. Staff conducted research and determined that October 7 & 8 would be a good time to introduce the hay rides as part of the MAFA event in Old Town. Information was provided on the estimated cost and size of the hay ride wagon being proposed. Ms. Cherry advised the Board that we will bring additional details to the Board in September; however, we need a recommendation from the Board to move forward so that we can request a hold be placed on the wagon. The Board agreed to the recommendation to request a hold on the wagon that has hay and sits up to 16 people for a 4 hour block on October 7 & 8.
- c. **Establishing a New Year’s Eve Sub-committee** – Ms. Cherry asked for volunteers to participate on the New Year’s Eve Sub-committee. Boardmember Balsamo and Chair Miller volunteered.

#### **Katie Distelrath, Recreation Manager**

- a. **Wine Walk Sub-committee Update** – We have 31 different stops confirmed on the Wine Walk. Tickets are on sale and we have sold a few through the Community Center and on-line. Banners will go up this Friday so tickets sales should increase. Chair Miller created a social media post that is boosting interest. An informational meeting will be held on August 23 and we would like all merchants to attend. The meeting starts at 6:00 p.m. Refreshments will be served first to allow time for merchants who close at 6:00 to get to the meeting. Participating businesses will receive a care package including a rinse bucket, corkscrew, sharpies to mark off the passport and information on the wine being provided. Participants who are not able to attend can pick up their care package at the Community Center. Everyone who buys a ticket to the event will receive a map, wristband and card to punch. There will be balloons outside of every business that is participating so they will be easy to locate. In addition, the library will be open for restroom use and portable restrooms will also be placed in Old Town.
- b. **Holiday Decorations Sub-committee Update** – The sub-committee met recently to look over the decorations. At the next meet the decorations will be available for repair and cleaning. Pictures of the decorations will be taken and recommendations for additional decorations and placement locations will be brought to the Board for consideration.

#### **Pam Fitzpatrick, MOTAB Filming Liaison**

- a. **Recent Filming in Old Town Discussion**– Pam Fitzpatrick addressed the Board. She discussed some of the issues with the recent Universal NBC pilot filming in Old Town. There were several issues discussed but the most concerning is that the filming companies promise one thing and deliver something else. Most often the filming may not impact every business but the equipment, trucks, and extras do. There was a lengthy discussion with several suggestions made. Tina Cherry noted this recent filming was a good learning opportunity for all involved. She suggested the Board consider a separate study session to discuss future filming once a Filming Liaison is selected.

#### **REPORTS FROM BOARDMEMBERS:**

- (a) **Boardmember Balsamo:** No report.
- (b) **Boardmember Jurado:** Mentioned that the merchants on the South 400 block were not compensated for filming.
- (c) **Boardmember Olivas:** No report.
- (d) **Vice Chair Loft:** We lost 2 flags in the same day. He will replace them. Trash is still an issue in the back parking lot behind Old Town Bistro. He wants to talk to Public Works and get some help. Ms. Cherry advised that we are in the process of enhancing the staffing and getting a lead worker dedicated to Old Town. We will have more staff available to help with Old Town clean-up soon.
- (e) **Chair Miller:** Please ask merchants to promote the Wine Walk on social media.

**NEXT SCHEDULED MEETING:**

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, September 12, 2017, 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

**AJOURNMENT:** Chair Miller adjourned the meeting at 10:47 a.m.