



**CITY OF MONROVIA
MONROVIA OLD TOWN ADVISORY BOARD
AGENDA REPORT**



DEPARTMENT: Public Services

MEETING DATE: August 8, 2017

PREPARED BY: Tina Cherry, Director

AGENDA LOCATION: AR-1

TITLE: Old Town Merchant Film Liaison Recommendation

BACKGROUND: Old Town Monrovia is a popular destination for commercial shoots, student films, and television and movie productions. Guidelines for filming in Old Town were established to mitigate impacts to both merchants and customers during the filming process. In order to facilitate successful filming in Old Town, the City enters into a contract for service from FilmL.A. Inc. to assist with the coordination between the filming company and the City.

Furthermore, to better represent the interest of Old Town merchants, the City has also contracted with a local company or merchant to provide oversight during the filming process. In January 2016, the City Council approved an agreement with Pam Fitzpatrick to serve as the volunteer Old Town Merchant Film Liaison through June 30, 2017. In the spring of 2017, staff was made aware of another merchant who has an interest in serving as the volunteer Old Town Merchant Film Liaison. Due to there being more than one merchant interested in serving in this role, staff presented the issue to the MOTAB Board on August 8, 2017 with the following results.

To ensure all merchants had an equal opportunity to be considered for the role as the Old Town Merchant Film Liaison, staff suggested the following process:

- 1. Establish a subcommittee to conduct the interviews to be made up of two MOTAB Members, the City Council Liaison Alex Blackburn, and the Director of Public Services. MOTAB appointed Chair Miller and Boardmember Jurado to serve on the interview panel subcommittee.*
- 2. Open the recruitment to all merchants in the Business Improvement District, beginning Wednesday, August 9, 2017, through Friday, August 25, 2017.*
- 3. Request that each interested merchant submit a letter interest and a resume to the City of Monrovia Public Services Director by 5:00 p.m. Friday, August 25, 2017.*
- 4. Conduct interviews with all interested merchants.*
- 5. Provide a recommendation to MOTAB at the September 12, 2017 Board meeting.*
- 6. Provide a recommendation for City Councils consideration at a future meeting.*

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To ensure all the interested parties were aware of the role and responsibilities related to the Old Town Merchant Film Liaison, staff provided an outline of some of the duties. Examples include, but are not limited to the following:

- *This is a volunteer assignment; no compensation will be provided to the Film Liaison.*
- *Be accessible to the production companies and staff, to meet and discuss possible filming when needed, within reason.*
- *Discuss all the details of the filming; type of activity being filmed; locations, dates, and times being considered; and possible impacts to the various merchants.*
- *The Film Liaison is expected to consider the following factors:*
 - *Determine what strategies may be developed to ensure the least impact on the merchants.*
 - *In the event of a street closure, the Film Liaison notifies the production company that they need to request approval of the street closure from MOTAB before the permit can be approved.*
 - *Recommend the MOTAB Impact Fee based on low, medium, or high Impact (generally ranging from \$500 - \$5,000).*
 - *Determine the number and/or percent of required merchant signatures that are needed to authorize the filming.*
- *Review the documentation provided in the Filming Permit Application to ensure all Filming Guideline requirements have been met.*
- *Be accessible to staff and merchants during the entire filming process from set-up through clean-up to ensure all the conditions of the film permit are met.*
- *Provide regular monthly updates to MOTAB related to any perspective filming as well as gather feedback after the filming is complete.*
- *The term of the Old Town Merchant Film Liaison should be two years.*

ANALYSIS: On Wednesday, September 6, 2017, the Old Town Merchant Film Liaison subcommittee met with the four individuals who expressed interest in the position. All four candidates demonstrated their passion for Monrovia and desire to do all they could to support the merchants in Old Town; while still encouraging filming. A lot of really good ideas and suggestions were shared with the subcommittee during the interviews, which did not make the decision easy.

After much discussion, the subcommittee decided to recommend Ted Goldbeck from Krikorian Theatres / Studio Movie Grill to be appointed the Old Town Merchant Film Liaison. Ted has graciously accepted the nomination and is looking forward to the opportunity.

The subcommittee is suggesting the term for the Old Town Merchant Film Liaison be for one year and run through June 30, 2018. At that time the Board may choose to renew or extend the term for an additional year, or conduct a new recruitment.

FINANCIAL IMPACT: There is no fiscal impact associated with this action. This is a volunteer assignment.

OPTIONS: Staff has provided the following options for MOTAB's consideration:

1. Recommend approval to City Council of Ted Goldbeck as the Old Town Merchant Film Liaison through June 30, 2018; or

2. Do not approve the recommendation and request additional information from staff.

STAFF RECOMMENDATION: Staff recommends the board approve option No. 1, Recommend approval to City Council of Ted Goldbeck as the Old Town Merchant Film Liaison through June 30, 2018.

MOTION: If board concurs, the appropriate action is a motion to approve option No. 1, Recommend approval to City Council of Ted Goldbeck as the Old Town Merchant Film Liaison through June 30, 2018.