



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



DEPARTMENT: Public Services

MEETING DATE: September 12, 2017

PREPARED BY: Katie Distelrath,
Recreation Manager

AGENDA LOCATION: AR-4

TITLE: Approve an Extension to Hosting Live Music in Old Town

BACKGROUND: Over the years, live entertainment has been offered in Old Town. The live music is well-received by visitors and adds charm to the community. Historically, there has been one band that has played on Wednesday and Saturday nights, the Lance and Gary Show. The community has enjoyed the Lance and Gary Show; however, MOTAB was looking for something new. Staff was directed to look at other options to allow for a variety of artists, music genres, and locations, as well as a way to reduce the amplification; focusing more on atmospheric music.

At the March 14, 2017 MOTAB Meeting, staff provided some options for the Board's consideration. MOTAB provided additional insight and staff suggested that more information be brought back from the Board's consideration at the April Meeting.

On April 11, 2017 staff presented an expanded version of the Live Music in Old Town to the Board for consideration. The expansion would include:

- *Two (2) performances every Wednesday Night from 6:00 – 8:00 p.m. at various locations between the 100 and 600 block of Myrtle Avenue.*
- *Two (2) performances every Saturday Night from 6:00 – 8:00 p.m. at various locations between the 100 and 600 block of Myrtle Avenue.*
- *The artist would be selected from a variety of talented students attending Citrus College as well as other local talent looking to perform.*
- *The fee for each performance was set at \$50 per artist per night.*

The Board unanimously approved the Live Music in Old Town proposal and authorized an 18 week trial period from May 3 to September 2. The cost of the 18 week trial period was \$4,600; which included funds for marketing and promotions.

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ANALYSIS: The trial period for the Live Music in Old Town has come to an end. In order to thoroughly survey and assess the program, staff is requesting a 30 day extension through October 10 for a cost not to exceed \$800. During the next month, staff will be gathering feedback from merchants at various community meetings, surveying visitors, and connecting with business owners near the performance locations. Staff will bring a comprehensive overview of the program for the Board's consideration at the October 10, 2017 regularly scheduled Board Meeting.

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the 30 day extension of the Live Music in Old Town Program in the amount not to exceed \$800.
2. Do not recommend the approval of the 30 day extension and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends the board approve option No. 1, approval of the 30 day extension of the Live Music in Old Town Program in the amount not to exceed \$800.

ACTION: If Board concurs, the appropriate action is a motion to approve the 30 day extension of the Live Music in Old Town Program in the amount not to exceed \$800.