



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



**DEPARTMENT:** Public Services

**MEETING DATE:** November 14, 2017

**PREPARED BY:** Katie Distelrath,  
Recreation Manager

**AGENDA LOCATION:** AR-1

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**TITLE:** Monrovia Police Officer's Association's Men's Health Car Show Street Closure Request

**BACKGROUND:** On September 11, 2017, Seth Hermes, President of the Monrovia Police Officer's Association (MPOA), spoke during Public Comment about MPOA's desire to host a Monrovia Police Officer's Association's Men's Health Car Show event in Old Town. The event is aimed at raising awareness related to men's health issues, generate donations for worthy charities, and bring new visitors to Monrovia's Old Town. Staff met with Mr. Hermes to establish a date that would work both for the MPOA and the Old Town Merchants.

**ANALYSIS:** The Monrovia Police Officer's Association's Men's Health Car Show is scheduled for Saturday, December 2, 2017 from 8:00 a.m. – 2:00 p.m. To minimize the impact on Old Town Merchants, it is recommended that Myrtle Avenue remain open during the entire event. The car show will be held in Library Park as well as on portions of West Lime and Palm Avenues. The midblock parking lot on Lime will remain available for local merchant patrons and the parking lot will be monitored by City Staff during the event.

MPOA would like to extend an invitation and encourage local businesses host a booth and participate at the event. Monrovia based businesses would not be required to pay a fee for the space; however, donations would be appreciated. In addition, non-Monrovia based businesses would pay a fee of \$100 for booth space. The MPOA has also developed a creative way to entice visitors to dine at local restaurants during the event. Presale tickets for items on a select menu maybe sold for \$10 with half of the proceeds going towards men's health issues and cancer research. MPOA will be available to discuss this innovative idea with interested businesses. To further enhance the event, live entertainment and a beer garden will be offered during the event.

**OPTIONS:** Staff has provided the following options for consideration:

1. Recommend approval of the street closures for the Monrovia Police Officer's Association's Men's Health Car Show.
2. Do not recommend approval of the street closures and/or request more information from Staff.

**STAFF RECOMMENDATION:** Staff recommends the board approve option No. 1, recommend approval of street closures for the Monrovia Police Officer's Association's Men's Health Car Show.

**ACTION:** If Board concurs, the appropriate action is a motion to approve street closures for the Monrovia Police Officer's Association's Men's Health Car Show.

**AR-1**