



## MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



**DEPARTMENT:** Public Services

**MEETING DATE:** November 14, 2017

**PREPARED BY:** Tina Cherry, Director

**AGENDA LOCATION:** AR-3

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**TITLE:** 2017 New Year's Eve Street Closure Request

**BACKGROUND:** The annual New Year's Eve Event on Myrtle Avenue has been offered for six years. The event allows people to come together to celebrate the New Year in a festive and safe environment, and encourages new visitors to Old Town. In previous years, the event was offered by the New Year's Eve Committee (Comprised of Old Town Merchants) on behalf of MOTAB and included a kid's play area and activity booths, live music, a beer and wine garden, and a ball rising at midnight. The event was made possible by sponsorships from local businesses and organizations.

At the conclusion of the 2016 New Year's Eve event, staff was notified by the New Year's Eve Committee that they would no longer be able to organize the annual event. MOTAB and the merchant community were appreciative of the Committee's work over the years and specifically the leadership of Pam Fitzpatrick and Rudy Castrellon. However, the merchants and MOTAB understood the extensive time and effort it takes to coordinate such a large scale event and why the change was needed.

With the recent changes, it was determined that the City would support the coordination of the annual event in partnership with MOTAB. A New Year's Eve Event MOTAB Subcommittee was formed which includes Chair Kristin Miller and Boardmember Diane Balsamo.

**ANALYSIS:** In 2017, the desire was to offer a New Year's Eve event where more merchants in Old Town could benefit from the event while also removing the hardship for one merchant or non-profit to host the beer and wine garden. In addition, the Subcommittee wanted to make some changes to the overall entertainment in a response to comments heard from the merchants and Old Town visitors. Some of the proposed changes for the 2017 event will include:

- *Offer more ambient music throughout Old Town from 6:00 p.m. to 9:00 p.m.*
  - Historically, there have been few "party goers" on the street at this time. Most visitors in Old Town at this time are in restaurants enjoying dinner or have not yet left their homes to make their way to the event. Offering more ambient music will create an atmosphere that may be conducive to this type activity.

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- *Provide opportunities for restaurants to host food booths in the street, where small bite offerings may be sold.*
  - One of the comments staff heard from Old Town visitors is that more access to food in the street from 6:00 – 9:00 p.m. was desired. In addition, this gives Old Town merchants more ways to participate in the event.
- *Move the Headline entertainment to perform 9:00 p.m. – 12:30 a.m.*
  - This tends to be the time when more visitors are in Old Town.
- *Relocate the Main Stage and Ball Rising to Lemon Avenue and extend the closure to Lime Avenue.*
  - This will allow more businesses to be a part of the overall celebration.
- *Enhance the Ball Rising Ceremony at midnight.*
  - Staff is updating the light bulbs used on the Ball which will create a bigger impact when lit. Staff is also researching the addition of Confetti Cannons or Streamer Cannons to deploy along with the Ball.
- *Develop interactive games and activities such as a Trivia Game for “party goers” to play leading up to the Headline Entertainment.*
  - The Subcommittee is working on personalizing this trivia by developing fun facts about Monrovia and our Old Town.
- *Explore the possibility of offering fee based childcare at the Monrovia Community Center.*
  - This provides families with an alternative for their children to enjoy a youth friendly atmosphere to ring in the New Year.

In addition to the enhanced event components, staff has been working for the past several weeks with the Department of Alcohol Beverage Control (Department) to find an innovative way to expand the serving areas for each ABC licensed establishment for one night under a Conditional Use Permit. This innovative approach is new to the Department; however, they are optimistic about the possibility. They are aware that the proposed plan has the support of the Monrovia Police Department and that the City is willing to address any conditions or concerns the Department would like the City to mitigate. At the time of the agenda posting, staff had not yet received a final determination from the Department. If the new approach is not approved, staff will implement an alternative plan similar to previous years by hosting a beer and wine garden in the street.

The event is scheduled for Sunday, December 31 from 6:00 p.m. to 1:00 a.m. on Monday, January 1, 2017. The event is located in Old Town on Myrtle Avenue between Olive Avenue and Lime Avenue. The street closure request for the event is as follows:

Time: 10:00 a.m. on Sunday, December 31 to 3:00 a.m. on Monday, January 1, 2017  
 Street: Myrtle Avenue from Olive Avenue to Lime Avenue and mid-block closure on each side street east to Ivy Avenue and west to Primrose Avenue

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

1. Recommend approval of the New Year’s Eve street closure request.
2. Do not recommend approval of the street closure and request additional information from Staff.

**STAFF RECOMMENDATION:** Staff recommends the board approve Option No. 1, recommend approval of the New Year's Eve street closure request.

**ACTION:** If board concurs, the appropriate action is a motion to recommend approval of the New Year's Eve street closure request.