



**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-4

TITLE: Old Town Holiday Decorations Update

OBJECTIVE: To provide the Board with an update related to holiday decoration implementation plan for 2017.

BACKGROUND: For many years, holiday decorations have been added to Old Town to enhance the small town feel and ambiance. The decorations provide a festive environment that invites people to choose Old Town as a shopping and dining destination during the holidays.

Traditionally, the decorations in Old Town have included illuminated spheres in the trees, candy canes on the light poles, projected snowflakes on the front of the Library, a 6 foot lit holiday tree on the Library roof, garland hung across Myrtle Avenue, and large wreaths hung on the Old Town Monrovia Monument Sign. Last year, the decorations were enhanced with the purchase of 40 holiday pole banners placed on Myrtle, and six lighted garlands with bows to wrap pedestrian street poles in Library Park.

During the off season, in March 2017, a private online auction was held with offerings such as slightly used commercial grade holiday decorations. The Board was able to secure several additional decorations at the auction at a significantly reduced rate to further enhance our decoration inventory.

Added Commercial Grade Holiday Decorations

Decoration Description	Quantity	Cost
Large Holiday Presents	3	\$37.50
Medium Holiday Presents	6	\$45.00
Candy Canes	24	\$80.40
Holiday Wreaths	12	\$12.60
Large Snowflakes	6	\$21.01
Box of Large Bows	1	\$9.61
Box of Autumn Décor	1	\$15.07
TOTAL		\$271.81

AR-4

ANALYSIS: Each year, Staff works with the Holiday Decoration Subcommittee to enhance the decorations in Old Town. The Subcommittee includes Chair Kristin Miller and Boardmember Millie Olivas. The Subcommittee met to discuss the priorities for the 2017 holiday season and to develop the recommendations. The recommendations were based on feedback from the merchants during the business outreach as well as comments from Old Town visitors. The proposed priorities for 2017 include:

- *Expand holiday decorations to the side streets throughout Old Town*
- *Extend holiday decoration throughout the 100 and 200 block on Myrtle to Foothill Boulevard*
- *Purchase 320 new bows for the candy canes on light poles*
- *Add oversized presents to holiday tree in Library Park*
- *Add oversized wreaths to the front of the Library building and at City Hall*
- *Place oversized snowflakes on the Library roof along with the holiday tree*
- *Replace holiday tree lights in Library Park with warm LED lights*

Many of the proposed priorities can be met in 2017. Expanding the holiday decoration to the side street however, has created some challenges. The Subcommittee requested staff look into adding spheres or lights to the trees and/or light poles along the side streets. Staff assessed the side streets and it was determined that the current infrastructure cannot support the necessary power needs. Staff researched solar power lights and battery operated lights and it was determined that neither of these options would be cost effective or sustainable. This is certainly something staff will be addressing for future years as well as a part of the Comprehensive Old Town Enhancement project. Staff also researched adding garland and bows to the light poles on the side streets. This proposal was not cost effective nor did it create the impact the Subcommittee was looking to achieve.

In an effort to be responsive to the merchants and Subcommittee requests, staff is recommending a third option for the Boards consideration. The Holiday Banners that were purchased in 2016 for Myrtle Avenue made a big impact, have minimal maintenance needs, and are cost effective. For these reasons, staff is recommending Holiday Banners be purchased for the side streets. Currently there are 161 light poles on the side streets throughout Old Town. It is suggested MOTAB phase these banners in each year as funding is available. With this proposed plan, each side street would receive approximately four (4) banners this year.

HOLIDAY BANNERS



City Staff has contracted with St. Nick's, to store, maintain, and install the Old Town decorations. Staff has met with St. Nick's on multiple occasions and installation of the holiday decorations began the

week of November 6 and will conclude the week of November 13. Funding for the decorations comes from a variety of funding sources and historically MOTAB has contributed to the maintenance, replacement, and expansion of the Old Town decorations.

FISCAL IMPACT: MOTAB approved a budget of not to exceed \$5,000 for FY 2017-2018 for the purchase and upkeep of holiday decorations. The following provides a breakdown of the proposed items and the recommend cost for the additional Holiday Banners for the side streets.

Purchased Items	Cost Estimate
Commercial Decorations	\$271
Christmas Lights for Tree, Star, Garland	\$900
Bows for 320 Candy Canes	\$700
Refurbishment Items for Wreaths	\$150
Replacement of 7 Spheres	\$230
40 Holiday Banners (\$45/each)	\$1,800
Total	\$4,051

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the holiday decoration implementation plan and purchasing of additional decorations not to exceed \$5,000.
2. Do not recommend approval and provide further direction for Staff.

STAFF RECOMMENDATION: Staff recommends the board approve option No. 1, recommend approval of the holiday decoration implementation plan and purchasing of additional decoration not to exceed \$5,000.

ACTION: If Board concurs, the appropriate action is a motion to recommend approval of the holiday decoration implementation plan and purchasing of additional decorations not to exceed \$5,000.