

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, OCTOBER 10, 2017**

CONVENE: Chair Kristin Miller convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, October 10, 2017, at 9:32 a.m. City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Recreation Manager Katie Distelrath, Management Analyst Jamie Bumia, Management Analyst Alex Tachiki and Senior Administrative Assistant Susan Matthews.

ROLL CALL: In attendance were Boardmembers Diane Balsamo, Ricardo Jurado, and Millie Olivas, Vice Chair Soren Loft, and Chair Kristin Miller.

PRESENTATION:

- PR-1 Athens Services Update – Alex Tachiki, Management Analyst**
- PR-2 Quarterly Budget Update – Tina Cherry, Public Services Director**

CONSENT CALENDAR: It was moved by Boardmember Jurado, seconded by Vice Chair Loft to approve the consent calendar. The motion carried unanimously. The Consent Calendar consisted of the following Agenda item:

CC-1 Unadopted Minutes of the September 12, 2017 Regular Meeting: The Board adopted the Minutes of the September 12, 2017 Regular Meeting.

CC-2 Street Closure Request for Fire Prevention Event: The Board recommended approval of the street closure request for the Fire Prevention Event.

PUBLIC INPUT:

None

ADMINISTRATIVE REPORTS:

AR-1 Holiday Carolers in Old Town

Jamie Bumia, Management Analyst, presented to the Board. She provided details of the Holiday Caroling in Old Town. She also explained some of the proposed changes for this holiday season including: contracting with various performers, adding caroling on Friday night to enhance the Farmers Market, and varying the time of the performances to maximize the impact in Old Town.

It was moved by Boardmember Juardo, seconded by Vice Chair Loft to approve the Holiday Carolers in Old Town as presented in the Staff Report. The motion carried unanimously.

CC-1

AR-2 Live Music in Old Town Program Review

Katie Distelrath, Recreation Manager presented to the Board. She reviewed the report and provided information on a survey that was created to gain feedback on the Live Music in Old Town Program. The results of the survey were very favorable and did not indicate a need for any changes to performance days, times, locations or performers.

Following a brief discussion, it was moved by Vice Chair Loft, seconded by Boardmember Olivas to approve the extension of the Live Music in Old Town Program through the end of FY 17/18 and to authorize the additional expenditure of \$2,200.00. The motion carried unanimously.

AR-3 Holiday Carriage Rides in Old Town

Jamie Bumia, Management Analyst, presented the report to the Board. There was discussion regarding the type of transportation carriage or wagon, the dates and times, and the amount to charge.

Following a brief discussion, it was moved by Boardmember Balsamo, seconded by Boardmember Olivas to recommend approval of the Holiday Carriage Rides in Old Town and to charge \$5.00 per person, reserve the wagon and offer the rides on Thursdays, December 14 and 21 from 5:00-8:00 p.m. and Sundays, December 3, 10 and 17 from 3:00-6:00 p.m. The motion carried unanimously.

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **Proposed Quarterly Merchant Meeting** – Would like to ask the Board if it would be beneficial to schedule quarterly meeting with the merchants in a relaxed environment? The thought is to hold the quarterly meetings at a business in the BID so everyone can learn more about their neighbors. The Dog Zone has already volunteered to host the first quarterly meeting in November. Perhaps the new Studio Movie Grill would host the next meeting in February, 2018 and then we can then look for volunteers for the May and August, 2018 meetings. MOTAB could fund the libations and food for the events. The Board agreed that we should move forward with plans to have scheduled quarterly meetings.
- b. **Monrovia Police Department ACT Video Community Event** – on October 26 the Monrovia Police Department will host an event at Monrovia High School to debut their ACT, Achieving Community Trust, video to the public and they would like to extend the invitation to the MOTAB Board. Refreshments will be served starting at 6:00 p.m. with the video viewing at 7:00 p.m.
- c. **Monrovia Police Officers Association “Men’s Health fundraiser and Exotic Car Show” Update** – Seth was at our last meeting to discuss the upcoming event. Library Park is available on December 2 so the car show can take place on that day at Library Park only. The POA will extend space to Old Town merchants to have booths if they are interested. They will have additional information available at the November 10 MOTAB meeting.
- d. **Flag Stand Trial Update** – Ms. Cherry reviewed the history behind the flag stands. Staff has made some observations over a 13 day period. They noted over 300 points of contact. Mostly

used by the elderly and children. They felt safer, but suggested the flags be brighter or reflective for night crossing. They also suggested the instruction be included at the stands and that they should be more visible. The merchants in the area agreed with the comments and added that 50% of businesses thought it was good for safety but added that we need a major infrastructure improvement.

- e. **Café Mundial Sidewalk Landscape** – Staff is looking into repairing the irrigation and then replanting in the area will occur.
- f. **Pressure Wash Schedule** – Johnny Ogden does the pressure washing about once a year and he does intermittent clean up as needed. Athens is now contracted with the city to assist with the work. We will get back to the Board with a calendar and additional information on when/what will be scheduled. In the meantime, if the Board notices anything please contact Tina Cherry or Alex Tachiki.

Katie Distelrath, Recreation Manager

- a. **Halloween Spooktacular Update** – The annual event is happening on Halloween. Staff has been doing face to face discussions with businesses and we have 16 businesses who want to hand out candy. Staff will provide the candy to the businesses who sign up. They will also receive a candy stop sign and be on the map. We are still looking for a MOTAB judge to judge the costume contest. Boardmember Balsamo volunteered. Chair Miller asked that we do an email blast so that more businesses can be involved.
- b. **Holiday Decorations Update** – Decorations will go up in stages. We will start at the south end of the BID and work up to Library Park. They will be up by Thanksgiving. We have some new decorations to add this year including adding decorations to the side streets.
- c. **New Year's Eve Sub-Committee Update**- We are still negotiating some options. There will be music and the ball. We will bring more information to the Board in November.
- d. **New Chief of Police** – Ms. Distelrath updated the Board on the announcement that Alan Sanvictores will be our new Chief of Police.
- e. **Update on Wayfinding Signs in Old Town** – Staff is currently finishing putting all the new signs up. They should all be changed by the end of the month.

Jamie Bumia, Management Analyst

- a. **Marketing Subcommittee Update** – The subcommittee is really excited to show the Board the logo. It was a very lengthy process but they feel they came up with something really great. The Board agreed and the subcommittee will take the logo to Council for approval.
- b. **4th Quarter Print Advertisement** – Holiday advertising will be placed in the 4th quarter. The Board expressed that they all liked the calendar that was produced last year. They would also like to see social media announcements and flyers.
- c. **Merchant Email Distributions List** – Merchants have found it to be very effective so we will continue to use the list. Please get the word out and let people know. Chair Miller asked who to send the emails to? Jamie Bumia is the point person.

OLD TOWN MERCHANT FILM LIAISON REPORT:

Ted Goldbeck, Old Town Merchant Film Liaison

- a. We had a filming last week and there were a couple of communication issues. Throughout the day he was checking on how things were going and overall it was pretty successful.

CC-1

Recommendation for the next filming we create a card for signature with name and phone number or email of everyone that needs to be contacted. Chair Miller noticed the sign-up sheet we use is outdated. She also noted that she regularly gets asked to sign the sheets late in the day so they may be excluding businesses that close earlier. Mr. Goldbeck also noted that it is on a case by case basis for filming on Fridays (no impact on street fair). He is also reviewing the guidelines for filming during the holiday season.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Balsamo:** Two big events in town, October Fest at Immaculate Conception, she has tickets if anyone is interested. Also, Sunday is the Taste of Old Town put on by Kiwanis.
- (b) **Boardmember Jurado:** No report
- (c) **Boardmember Olivas:** Thank you to everyone who took the time to work on the Colorado Commons stairway. It looks really great.
- (d) **Vice Chair Loft:** No report
- (e) **Chair Miller:** Would like the opportunity to meet the Public Works staff assigned to Old Town. Also thinks we should consider having a study session like we did last year.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, November 14, 2017, 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

AJOURNMENT: Chair Miller adjourned the meeting at 10:59 a.m.