

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, NOVEMBER 14, 2017**

CONVENE: Chair Kristin Miller convened the Regular Meeting of the Monrovia Old Town Advisory Board of Tuesday, November 14, 2017, at 9:31 a.m. in the 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 and Administrative Assistant Ashton Gout.

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

PRESENTATIONS:

PR-1 Introduction of Field Services Staff- Chase Buckelew, Field Services Manager introduced William Duran, Parks Maintenance Lead Worker and Todd Hull, Field Services Superintendent to the Board.

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

CC-1 Unadopted Minutes of the October 10, 2017 Regular Meeting: The Board adopted the Minutes of the October 10, 2017 Regular Meeting.

PUBLIC INPUT: None.

ADMINISTRATIVE REPORTS:

AR-1 Monrovia Police Officer's Association's Men's Health Car Show Street Closure Request
Katie Distelrath, Recreation Manager, reported that the event was being rescheduled and the item would be brought back once a new date was confirmed.

AR-2 2017 Holiday Parade Street Closure and Sponsorship Request
Katie Distelrath, Recreation Manager, presented to the Board the details outlined in the agenda report. Staff asked for two volunteers to be the judges for the parade. Boardmembers Balsamo and Olivas volunteered.

Following a brief discussion, it was moved by Boardmember Balsamo, seconded by Vice Chair Loft to approve the Holiday Parade Street Closure and sponsorship. The motion carried unanimously.

AR-3 2017 New Year's Eve Street Closure Request
Tina Cherry, Public Services Director, provided details of the 2017 New Year's Eve Event.

Following a brief discussion, it was moved by Boardmember Jurado , seconded by Boardmember Balsamo to approve the street closure for the New Year's Eve event. The motion carried unanimously.

AR-4 Old Town Holiday Decorations Update

Katie Distelrath, Recreation Manager, provided details of the Old Town Holiday Decorations Update, including the opportunity to expand the decorations from Myrtle Avenue to side streets, as determined in a previous meeting. The side streets would have four banners placed on the light posts.

Following brief discussion, it was moved by Boardmember Jurado, seconded by Vice Chair Loft to approve the holiday decoration implementation plan and purchasing of additional decorations not to exceed \$5,000. The motion carried unanimously.

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **Quarterly Merchant Meeting Update**— Notified the Board that the Quarterly Merchant Meeting would take place in November, February, May and August each year. The first meeting would be on Monday, November 27 at 6pm at the Dog Zone. Staff sought direction on where the meetings should take place, either a business or a more neutral location, such as the Library Community Room or the Community Center. Following a brief discussion, the Board agreed that the quarterly meeting should take place in a neutral location at the Community Center. The Board agreed that merchants should have the platform to share new things in their business when they partake in the BID. Following discussion, the Board agreed to meet at the Community Center on Monday, November 27 at 6:30 p.m., at a time that could allow more merchants to attend.
- b. **Proposed January Study Session** – Requested direction on dates and times for the proposed January Study Session. The Board agreed on Tuesday, January 23 at 9:30 a.m.
- c. **Old Town Public Art and Landscape Update (Big Belly Installation / 500 mid-block tree well)**- The Board was presented with current positive feedback over the newly installed Big Belly trash compactors on Myrtle. Staff would continue to revisit this as they progress and provide more information on maintenance when the time comes. Ms. Cherry also reported that a tree well was removed during a filming and once placed back to its original location, the landscape died. The area was reassessed and staff was looking into relocating the tree and possibly taking out the tree well to add a poetry concrete stamp, allowing more public art to be placed in Old Town.

Katie Distelrath, Recreation Manager

- a. **Halloween Spooktacular Recap**- The Board was provided with positive feedback from the Halloween Spooktacular Event that took place in Old Town. Staff thanked the sponsors and businesses that took place in the event this year. The Board asked staff to ensure the map is distributed to all Boardmembers next year, Also, requested more photos of the event during the peak hours. The Board asked to budget for more candy to be given to the merchants, due to the large turnout.

Jamie Bumia, Management Analyst

- a. **Holiday Caroling Update-** With the upcoming Holiday season fast approaching, staff scheduled five different performers to carol through Old Town on various days, at various times. The Board suggested that the carolers stop in front of businesses that are open, so their customers can partake in the experience.
- b. **4th Quarter Print Advertisement Update** – Staff reviewed a sample Holiday Advertisement. The Board directed staff to provide poster size advertisements to businesses for display in their windows and extras for Boardmembers to pass out. They also requested social media announcements and flyers.

OLD TOWN MERCHANT FILM LIAISON REPORT:

Ted Goldbeck, Old Town Merchant Film Liaison

- a. Mr. Goldbeck reported on an upcoming production that would take place on Myrtle Avenue on Saturday, November 18. The filming would be very low impact, done by a drone and would not disrupt businesses or residents. Mr. Goldbeck had not yet been notified of any filming to take place during the Holiday season but would report back to the Board once anything comes up.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Balsamo:** Announced the upcoming Community Prayer Breakfast at the Marriott, and reported, Viva Escrow would be having their Holiday Mixer at their business on Wednesday.
- (b) **Boardmember Jurado:** No report.
- (c) **Boardmember Olivas:** No report.
- (d) **Vice Chair Loft:** Requested that Public Works staff pay more attention to trash that often accumulates in the parking lot on the 500 block between Lemon and Colorado.
- (e) **Chair Miller:** Requested that Public Works staff rethink future landscaping in Old Town as the current landscaping was starting to look dry.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board was scheduled for Tuesday, December 12, 2017, 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

AJOURNMENT: Chair Kristin Miller adjourned the meeting at 10:36 a.m.