

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, DECEMBER 12, 2017**

CONVENE: Chair Kristin Miller convened the Regular Meeting of the Monrovia Old Town Advisory Board of Tuesday, December 12, 2017, at 9:30 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 Senior Administrative Assistant Susan Matthews.

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

PRESENTATIONS:

PR-1 Halloween Spooktacular – Katie Distelrath, Recreation Manager presented

CONSENT CALENDAR: It was moved by Boardmember Balsamo, 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 November 14, 2017 Regular Meeting: The Board adopted the Minutes of the November 14, 2017 Regular Meeting.

PUBLIC INPUT: None

ADMINISTRATIVE REPORTS: None

REPORTS FROM STAFF:

Craig Jimenez, Community Development Director

- a. Zoning Regulation of Tattoo Businesses in Old Town – Mr. Jimenez presented to the Board that a request has been made to amend the regulations to allow for a tattoo business in Old Town. He explained that various steps have to be adhered to before we will allow a Municipal Code to be amended. Since we are at the beginning of the process, it is important to the City that we get input from MOTAB and the Planning Commission. That information will then be shared with Council to get additional direction. The owner of Styx Ride Shop at 425 Myrtle addressed the Board. Retail businesses are becoming extinct, they need to offer something that has to be purchased in person and can't be purchased online. He suggested that one chair in the back of his shop to offer tattoos may help his retail business. Also thinks it is a way to draw in new retailers to help change the perception of the retail business in Old Town. As long as it is 90% retail why not allow people the opportunity to offer other services (coffee, tattoos)? The Board agreed with the need to boost the retail businesses in Old Town, however, they may want to move to more family friendly things to allure customers. They understand the need to support retail and they don't want to stand in the way of progress for the retail businesses, suggested we consider a conditional use permit.

Tina Cherry, Public Services Director

- a. **Quarterly Merchant Meeting Follow Up** – We held a community meeting in November where a delicious dinner was served by Old Town Bistro. The turn-out was low and it may have been due to the fact it was held right after the Thanksgiving holiday. There was a discussion on what MOTAB is and highlights of 2017 programs and events offered. There was a lot of good feedback provided that will be incorporated into the MOTAB Study Session scheduled for January 23 at 9:00 a.m. An overall meeting presentation and summary will be sent out to the merchants this week. The next merchant meeting will be held in February where we will revisit filming in Old Town and provide an overview of the January Study Session.
- b. **Update on Proposed Water Rate Adjustments** – At the January 16, 2018 City Council Meeting, Council will consider the proposed water rate adjustment. Ms. Cherry provided the schedule for the remaining community meetings.
- c. **January Study Session** – Reminder that the MOTAB Study Session will be held on January 23, 2018 at 9:30 a.m.

Katie Distelrath, Recreation Manager

- a. **New Year's Eve Update** – MOTAB and the City are working together to develop the event. In prior years the event has included a beer garden. This year it was pointed out that a separate beer garden may be in competition with merchants in Old Town. Our goal is to expand the opportunities for the businesses in the BID. This year we are offering enhanced dining and drinking for merchants. There will be live music, childcare (for a small fee) shuttle services and an Uber/Lyft drop off and pick up area. Staff is coordinating with merchants to allow them to participate. A question was asked about retail businesses being able to offer something on the sidewalk in front of their business. Ms. Cherry advised it will be discussed at the sub-committee today.
- b. **Tree Lighting and Holiday Parade Follow Up** – A presentation of the event was shown to the Board. A special thank you to Boardmember Olivas for judging. There were 98 entries in the parade this year. It snowed– which was a great addition to the holiday parade and tree lighting. So many thanks to MOTAB for their contributions.
- c. **Halloween Spooktacular Recap**- 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, more photos be taken of the event during peak hours and that the Board allow more funds in the budget next year to provide more candy to the merchants.

Jamie Bumia, Management Analyst

- a. **Marketing Subcommittee Meeting Update** – On October 10, 2017 MOTAB agreed to the new logo. She showed it to the Board again and advised that the subcommittee is still working on the final product. We hope to launch the website in April, 2018. We are looking at social media, advertising banners, blogs, before we launch.
- b. **Update on Horse Drawn Carriage Rides** – Wagon rides have been really successful. December 3 we had 28 riders. December 11 had 61 riders. Upcoming dates are December 14, December 17 and December 21.

- c. **Update on Caroling in Old Town** – We are having an amazing time with caroling. Check out the calendar for upcoming dates.

OLD TOWN MERCHANT FILM LIAISON REPORT:

Ted Goldbeck, Old Town Merchant Film Liaison – Mr. Goldbeck was not present.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Balsamo:** No report.
- (b) **Boardmember Jurado:** Absent.
- (c) **Boardmember Olivas:** Thank you to staff, Old Town decorations look beautiful and great job with the parade.
- (d) **Vice Chair Loft:** He wants to plant a seed - we have talked about an upcoming art project in the 500 block by Café Mudial. It was suggested that we have donation boxes for the homeless populations, maybe we could have something with an art piece that collects coins or perhaps a wishing well.
- (e) **Chair Miller:** No report.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board was scheduled for Tuesday, January 9, 2018, at 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 10:24 a.m.