

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, JANUARY 9, 2018**

CONVENE: Vice Chair Soren Loft convened the Regular Meeting of the Monrovia Old Town Advisory Board of Tuesday, January 9, 2018, at 9:33 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 and Vice Chair Soren Loft. Chair Kristin Miller absent and excused.

PRESENTATIONS: None

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 December 12, 2017 Regular Meeting: The Board adopted the Minutes of the December 12, 2017 Regular Meeting.

PUBLIC INPUT: Keely Milliken, Centre Stage

ADMINISTRATIVE REPORTS: None

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **January Study Session** – Reminder that the MOTAB Study Session will be held on January 23, 2018 at 9:30 a.m. The meeting is open to anyone who would like to attend. Refreshments will be served.
- b. **State of the City** – This year’s State of the City will be held on Monday, January 29, 2018 at 7:00 p.m. at the Studio Movie Grill.
- c. **Giving Campaigns** – MOTAB has discussed ideas for a giving campaign in Old Town. Pasadena and Sacramento have an ongoing giving campaign. They installed devices that look like parking meters where people can contribute to community needs at large. The program encourages community members to contribute to the overall needs of the city (not just one target group). We are looking at identifying locations to place meters in Old Town.

Katie Distelrath, Recreation Manager

- a. **New Year’s Eve Event Wrap-up** – The event was a great success! Thank you to the Board and Subcommittee for their hard work. We had seven participating businesses that extended dining out to the street. The businesses were involved in the design of their outdoor area so it worked well. Some of the feedback included; start planning earlier, businesses participating in the extended dining need to have more staff on hand, thought it would be fun to partner with other businesses, serve food outside, didn’t love the band, like

the stage location, more restrooms, advertise childcare. Comments from the Board included; great event, sales increased, happy to see it was inclusive of the entire neighborhood, and vibe was really good. Monrovia PD suggested that businesses selling alcohol have at least 2 bouncers. Staff will be increased next year as well. Also suggested that retail shops consider staying open a few additional hours.

Jamie Bumia, Management Analyst

- a. **Marketing Subcommittee Meeting Update** – Staff is working with the subcommittee on redesign of the logo. Should have something to present at the next MOTAB meeting. We are on-track with the website.
- b. **Holiday Carriage Rides and Caroling Wrap-up** – Both the carriage rides and caroling were well received by residents and visitors. The amount charged for the carriage rides was a good amount. The carolers were thankful they could roam up and down Myrtle. The Carolers also enjoyed interacting with the carriage ride participants.

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:** No report
- (c) **Boardmember Olivas:** No report
- (d) **Vice Chair Loft:** No report
- (e) **Chair Miller:** Absent and Excused

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board was scheduled for Tuesday, February 13, 2018, at 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

AJOURNMENT: Vice Chair Soren Loft adjourned the meeting at 10:00 a.m.