

**MINUTES OF THE SPECIAL MEETING/STUDY SESSION OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, JANUARY 23, 2018**

CONVENE: Chair Kristin Miller convened the Study Session of the Monrovia Old Town Advisory Board on Tuesday, January 23, 2018, at 9:37 a.m. Monrovia Public Library Community Room, 321 S. Myrtle 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. Councilmember Spicer was also in attendance.

ROLL CALL: Boardmembers Balsamo, Jurado, Olivas, Vice Chair Loft and Chair Miller

PUBLIC INPUT: None

DISCUSSION:

2017 Review

Tina Cherry, Public Services Director addressed the Board. Ms. Cherry explained that the primary purpose of MOTAB is to drive business to Old Town:

- By enticing visitors through marketing and promotions on social media and in print ads;
- By offering unique experiences; and
- By creating a safe and welcoming space.

The primary purpose of the study session is to reflect on 2017 accomplishments, revisit goals from 2017 and discuss priorities for 2018 to ensure we are meeting our primary purpose.

Ms. Cherry provided a PowerPoint presentation outlining the 2017 events and activities supported by MOTAB. The board discussed the following items:

- Expanded Live Music in Old Town
- Hayrides in Fall and Winter
- Spring Bunny Photos
- Wine Walk
- Enhanced Halloween Spooktacular
- Enhanced holiday decorations, focusing on side streets
- Enhanced Social Media presence, marketing and logo development
- Enhanced communication with Merchants – Boots on the Ground
- Renewed and Enhanced New Year’s Eve Event

2017 Missed Targets

There were a few targets that we missed in 2017 that we will work on in 2018 including:

- Expanded Lighting on Side Streets
- Social Media Promotions
- Parkway Wayfinding Signs
- Holiday Decorating Contest for businesses

Priorities for 2018

Ms. Cherry discussed the priorities that have been identified for 2018:

- Electrical Upgrades
- Improved Lighting
- Pedestrian Safety Improvements (raised crosswalks/lights/etc.)
- Enhanced Landscape/Irrigation Improvements/Side Street Expansion
- Bollards for Special Events
- Alley Enhancements
- Parking Way Finding
- Parking Lot Enhancements
- EV Charging Stations
- Enhanced Public Art

Other factors to be faced in 2018 include:

- Friday Night Street Fair Relocation
- Go Monrovia Mobility Program
- Homelessness
- Library Park Renovations

In addition to the items presented by Ms. Cherry, the Board also suggested items to be considered in 2018:

- Photographer to take pictures at events for social media
- Merchant directory
- Add Old Town Infrastructure plan to the website and discuss progress at quarterly meetings
- Pet Expo
- Develop ways to attract more retail businesses in Old Town

Next Steps:

Ms. Cherry advised the board that she would present a summary of the study session at the February Board Meeting. At that time she hopes to gain consensus and share any new thoughts since the study session. At the March Board meeting staff will provide recommendations to the board based on information gathered at the Study Session and the February Board meeting. Finally, a budget will be developed and presented to the Board at the MOTAB meeting in April.

AJOURNMENT: Tina Cherry adjourned the meeting at 11:46 a.m.