

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, FEBRUARY 13, 2018**

CONVENE: Chair Kristin Miller convened the Regular Meeting of the Monrovia Old Town Advisory Board of Tuesday, February 13, 2018, at 9:35 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, Millie Olivas, Vice Chair Soren Loft, and Chair Kristin Miller. Boardmember Ricardo Jurado was excused.

PRESENTATIONS:

PR-1 Go Monrovia!: Oliver Chi, City Manager presented

The following was heard out of order:

REPORTS FROM STAFF:

1. Tina Cherry, Public Services Director

- c. **Update on the Big Belly Smart Trash/Recycle Units:** Alex Tachiki, Management Analyst, provided an update to the board.

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

CC-1 Unadopted Minutes of the January 9, 2018, Regular Meeting: The Board adopted the Minutes of the January 9, 2018, Regular Meeting.

CC-2 Unadopted Minutes of the January 23, 2018, Study Session: The Board adopted the Minutes of the January 23, 2018, Study Session.

PUBLIC INPUT:

- 1. Dominique Strivings, St. Baldrick's Foundation
- 2. Sari Canales, Monrovia Chamber of Commerce

ADMINISTRATIVE REPORTS:

AR-1 2018 Street Rods Forever Car Show Street Closure Request: Katie Distelrath, Recreation Manager, reviewed the Agenda Report and answered the questions of the Board.

Following a brief discussion, it was moved by Vice-Chair Loft, seconded by Boardmember Balsamo to approve the 2018 Street Rods Forever Car Show Street Closure request. The motion carried unanimously.

AR-2 Old Town Monrovia Logo: Jamie Bumia, Management Analyst, reviewed the Agenda Report and answered the questions of the Board.

Following a brief discussion, **it was moved by Boardmember Balsamo, seconded by Boardmember Olivas to approve the Old Town Monrovia Logo.** The motion carried unanimously.

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **Study Session Recap:** Tina Cherry gave a quick update on the Study Session that was held on January 23, 2018.
- b. **Mid-Year Budget Update:** Tina Cherry reviewed the mid-year budget update with the Board. Ms. Cherry mentioned that the Board will need to ask the City Council for additional funds for the April Wine Walk and Monrovia Days.
- c. **Update on the Big Belly Smart Trash/Recycle Units:** This item was heard prior to the Consent Calendar.

Katie Distelrath, Recreation Manager

- a. **Quarterly Meeting, February 26, 2018, at 6:30 p.m.:** Katie Distelrath informed the Board of the upcoming Quarterly Meeting scheduled for February 26, 2018, at 6:30 p.m. in the Monroe Room at the Monrovia Community Center. The meeting will cover the following topics: Go Monrovia!, Wine Walk, Old Town website launch and Old Town filming.
- b. **Spring Bunny Photos in Library Park:** During the January 23, 2018, Study Session, the topic of the Spring Bunny Photoshoot in Library Park was discussed. At that time the board suggested staff advertise the event more this year. Following a discussion, Ms. Distelrath said staff will compile different locations and times for the bunny to be set up during the event and will bring it back to the Board for further discussion.
- c. **Wine Walk Subcommittee Update:** The subcommittee recently met to talk about the upcoming Wine Walk on April 21, 2018. During the meeting, it was agreed that staff should obtain a domain name for the Monrovia Wine Walk so that the webpage will redirect residents to the City webpage, for a more user-friendly portal. Once the domain is captured, staff will link the page to the Old Town website as well. The subcommittee also mentioned to staff that it will be more helpful for participants to get both the City and ABC application at once, to reduce confusion. Chair Miller did mention to staff that if the Go Monrovia program launches in March, to look into the option of still having the shuttle for the event that runs from Station Square to Old Town.

Jamie Bumia, Management Analyst

- a. **Marketing Subcommittee Update:** The subcommittee recently met and the website is coming along! Once staff has more information, they will be more than happy to go into detail with the Board on the different layout and features it has to offer. Staff is currently compiling the information that merchants have been sending in for their

pages. The due date to turn in your information to staff is Friday, February 23. Once the website launches, staff will reconnect with the merchants who missed the first cut off and make sure to get their businesses also included in the website. Staff currently has responses from 14 merchants.

- b. **Update on Valentine's Day Carriage Rides and Follow Up on Holiday Carriage Numbers:** Jamie provided the Board with a quick overview for the upcoming Valentine's Day Carriage rides being held in Old Town. Staff has currently filled 15 full carriages and sold 45 tickets. Ms. Bumia did mention to the Board that during the January 23, 2018, Study Session, there were questions regarding the Holiday Carriage rides, specifically the dates and times offered and the overall outcome. Ms. Bumia presented the Board with the following stats: Three (3) Sundays in December had a total of 51 people utilize the carriage rides. Two (2) Thursdays in December had a total of 49 people utilize the carriage rides. Staff feels that the Holiday carriage rides were a success and the Board agreed.

OLD TOWN MERCHANT FILM LIAISON REPORT:

Ted Goldbeck, Old Town Merchant Film Liaison

- a. Mr. Goldbeck reported on recent filming's in Old Town. The recent production of the Netflix series Best Worst Weekend Ever, was a success with little to no problems. There was recently a still-shooting project at Library Park that had low impact and was another great success. Mr. Goldbeck reported to the Board that after every major filming, he hopes to create a small meeting to discuss the highs and lows of the event.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Balsamo:** Would like to mention that there is an upcoming Monrovia Reads event on March 1, 2018, at the Doubletree Hotel. Tickets can be purchased by contacting Monrovia Reads directly.
- (b) **Boardmember Jurado:** Excused.
- (c) **Boardmember Olivas:** No report.
- (d) **Vice Chair Loft:** No report.
- (e) **Chair Miller:** Wanted to inform staff and Old Town merchants that the Monrovia Fire Department recently outsourced their fire inspections and to not be alarmed if you receive a notice in the mail from a company regarding a fire inspection fee. If you have any questions or concerns, please contact the Monrovia Fire Department.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, March 13, 2018, 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 11: 00 a.m.