

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

CONVENE: Chair Kristin Miller convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, March 13, 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, Management Analyst Jamie Bumia and Senior Administrative Assistant Susan Matthews.

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 Newly Hired Recreation Supervisor, Heather Sayers

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 items:

CC-1 Unadopted Minutes of the February 13, 2018, Regular Meeting: The Board adopted the Minutes of the February 13, 2018, Regular Meeting.

PUBLIC INPUT:

1. Pam Fitzpatrick – Old Town Merchant
2. Sari Canales, Monrovia Chamber of Commerce

ADMINISTRATIVE REPORTS:

AR-1 May 2018 Community Event Street Closure Requests: Rebecca Sandoval, Recreation Supervisor, reviewed the Agenda Report and answered the questions of the Board.

Following a brief discussion, it was moved by Boardmember Jurado, seconded by Boardmember Olivas to approve the May 2018 Community Event Street Closure Requests. The motion carried unanimously.

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **Update on proposed Old Town Monrovia Logo:** The new logo design was presented to Council on February 20, 2018. Council expressed their appreciation for the work that went into developing the proposed logo, however, they decided not to move forward on the project at this time. They will revisit the logo design at a later date.
- b. **GoMonrovia! Launch Event:** The launch event will take place on Saturday, March 17, 9:00 a.m. at Library Park (rain or shine). Everyone is welcome.
- c. **Update on Board and Commission Recruitment:** Boardmember Jurado, Boardmember Olivas, and Vice Chair Loft's terms are up this year. An informational meeting will be held on March 28 at 6:00 p.m. to discuss the process. Save the Date – May 17 - Boards and Commissions event.

Katie Distelrath, Recreation Manager

Ms. Distelrath was not able to attend the meeting. Ms. Cherry reported on her behalf

- a. **February Quarterly Merchant Meeting Recap:** Ms. Cherry provided a review of the Quarterly meeting. Items discussed included: attendance, *GoMonrovia!*, new website, filming, and the Wine Walk. The next meeting will be June 2018. Discussion from the Board included: make invitations more personable, Evite/Outlook event, convince merchants “they can make a difference”, ask- what they want us to do, call it a quarterly discussion group not a meeting.
- b. **Wine Walk Subcommittee Update:** 21 applications received. An informational meeting with dinner will be held on April 18 at 6:30 at the Community Center. On-line ticket sales started. We will also have a booth for ticket sales at the Street Fair. MOTAB Boardmembers agreed to help sell 20 tickets each.
- c. **Spring Bunny Photos:** We decided to have the bunny stay in Library Park. Coordinate with the Spring Egg Hunt. Spring Bunny Photos at Library Park from 1:00 p.m. to 3:00 p.m.

Jamie Bumia, Management Analyst

- a. **Old Town Monrovia Website Update:** 53 businesses have submitted their information and 13 business owners are interested in writing for the blog. Ready Artwork is continuing to work on the landing page. An advertising strategy that was developed by the subcommittee was presented and discussed by the Board. Other items included: getting the word out to visitors, possible giveaway, analytics, and the domain name. The Board agreed that Monrovia Old Town would be a good domain name if available.
- b. **Valentine Carriage Recap:** Ms. Bumia presented a recap of the Valentine’s Day Carriage Rides along with a comparison of 2017 versus 2018.

OLD TOWN MERCHANT FILM LIAISON REPORT:

Ted Goldbeck, Old Town Merchant Film Liaison

Mr. Goldbeck was not able to attend the meeting. Boardmember Jurado reported on his behalf

- a. There was a shoot in the park recently and everything went well.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Balsamo:** Arcadia Association of Realtors Bingo Bash on March 23 from 6:00 p.m. to 9:00 p.m. at the Arcadia Community Center. She has tickets if anyone is interested.
- (b) **Boardmember Jurado:** Happy to see the GoMonrovia bike rack in the breezeway.
- (c) **Boardmember Olivas:** Be cautious and keep any items in your car out of sight when parking.
- (d) **Vice Chair Loft:** No report.
- (e) **Chair Miller:** Doing a walk around with Boardmember Balsamo to promote the upcoming Wine Walk to merchants in Old Town. They have received a lot of positive feedback.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, April 10 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 10:26 a.m.