

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, JULY 10, 2018**

CONVENE: Chair Kristin Miller convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, July 10, 2018, at 9:32 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, Recreation Superintendent Rebecca Sandoval, City Clerk Alice Atkins and Senior Administrative Assistant Susan Matthews.

SWEARING IN OF NEWLY APPOINTED/REAPPOINTED BOARDMEMBER(S):

Alice Atkins, City Clerk swore in the following:

- Reappoint Soren Loft for a two (2) year term through 2020
- Reappoint Millie Olivas for a two (2) year term through 2020
- Appoint Dominique Strivings for a two (2) year term through 2020

ROLL CALL: In attendance were Boardmembers Diane Balsamo, Millie Olivas and Dominique Strivings, Vice Chair Soren Loft, and Chair Kristin Miller.

PRESENTATIONS:

PR-1 Introduction of newly promoted Recreation Superintendent, Rebecca Sandoval
Katie Distelrath, Recreation Manager

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 June 12, 2018, Regular Meeting: The Board adopted the Minutes of the June 12, 2018, Regular Meeting.

PUBLIC INPUT: None

ADMINISTRATIVE REPORTS:

AR-1 Reorganization of the Monrovia Old Town Advisory Board: Katie Distelrath, Recreation Manager reviewed the Agenda Report.

Following a brief discussion, it was moved by Boardmember Balsamo, seconded by Boardmember Strivings to elect Vice Chair Loft to Chair and Boardmember Olivas to Vice Chair of the Monrovia Old Town Advisory Board for Fiscal Year 2018/2019. The motion carried unanimously.

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **Overview of the 2018/2019 Budget** – The Budget is developed based on Council objectives, historical spending and plans for the future. Keeping in mind that the main purpose of the

Monrovia Old Town Advisory Board is to drive business into Old Town. Some of our priorities include: website development and social media presence, heightened focus on events including the new Wine Walk, enhancing our fall programming, holiday carolers and activities, adding holiday decorations to side streets, revamping our New Year's Eve event, Music in Old Town, and a new business directory. Ms. Cherry then reviewed the 2018/2019 budget with the Board who all agreed it looks good.

- b. **Updates Related to the Monrovia Municipal Code Tattoo Ordinance** – The ordinance is being considered by Council. If it is approved it would become a part of Old Town in August, 2018. There is a list of requirements that must be met, including a conditional use permit, before a business can offer tattoo services. We will keep the Board posted on any licensing that comes out of the ordinance.
- c. **Coexisting with Wildlife Community Meeting Update** – Ms. Cherry provided a flyer to invite the Board to come out and learn about *Living with Wildlife*.
- d. **Marketing Subcommittee Update** – On June 26 staff met with the Marketing Subcommittee to discuss the website and logo. The discussion included: need for a website to be the vehicle to launch our social media; a directory that can be updated regularly; a place to showcase our unique experiences; establish a brand for Old Town; have an interactive Old Town Map. It was decided that we need to keep it simple and sophisticated. We will report back to the Board as we move forward in the process.
- e. **Invitation to Monrovia Renewal North West Completion Celebration**

Katie Distelrath, Recreation Manager

- a. **Quarterly Merchant Meeting** – We are recommending August 15 from 6:00-7:30 p.m. in the Community Room at the Library for the next Old Town Monrovia Merchant Quarterly Meeting. Boardmembers requested additional flyers/handouts for merchants. Ms. Distelrath will have staff bring them to the Board's businesses.
- b. **Fall Programming Recommendations** – Staff was asked to look at how we can enhance our fall activities in Old Town. In addition to the hayrides already approved by the Board we are looking to see how merchants in Old Town would like to participate. Suggestions included: staff dressed in costume at each corner to greet visitors, corn hole or other games, face painting, pumpkin decorating. Staff can utilize some of the funds set aside for the hayrides to pay for advertising. Boardmember Strivings suggested we consider a photo booth in Old Town during the fall activities. Staff is proposing offering the activities the week of October 13.
- c. **Street Fair Oversight Committee** – We need to fill vacancies on the Street Fair Oversight Committee. Chair Loft and Boardmember Strivings volunteered to be on the committee.

Rebecca Sandoval, Recreation Superintendent

- a. **Holiday Subcommittee Update** – Staff met with the Holiday Subcommittee and reviewed feedback from the 2017 holiday decorations. The Subcommittee elected to roll out with some of the same ideas in 2018. Fall decorations will go up in September and be removed in November when the winter/holiday decorations will go up. We are completing an inventory on decorations. We plan to purchase some more spheres for the larger trees and find new locations for large wreaths.
- b. **Update on Old Town Wayfinding Signs** – The signs are being updated and should be completed by August.

OLD TOWN MERCHANT FILM LIAISON REPORT:

Ted Goldbeck, Old Town Merchant Film Liaison

Mr. Goldbeck was not able to attend the meeting. Tina Cherry reported that there is no filming currently scheduled in Old Town.

MONROVIA CHAMBER OF COMMERCE REPORT

Sari Canales, Executive Director

Ms. Canales handed out some packets and provided updates on upcoming events including the July Networking Breakfast and a Mixer at the Foothill Credit Union. She also reminded the Board that November 24 is Small Business Saturday and the Chamber plans to set-up a raffle booth. Each time a shopper spends \$250 or more they get a raffle ticket for Old Town door prizes. Please contact the Chamber office if you would like to get involved. Also, they are working on updating the directory. There was a suggestion to offer Old Town reusable shopping bags on Small Business Saturday.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Balsamo:** No report.
- (b) **Boardmember Miller:** Asked that when Old Town is scheduled for sewer and electrical work and we do everything at the same time so the businesses are not impacted twice?
- (c) **Boardmember Strivings:** Thank you for accepting her appointment to the Board.
- (d) **Vice Chair Olivas:** The Lime Bike racks were empty for a long while, but today they seem full. Staff added that Lime Bike is looking to hire someone fulltime to ensure the bikes are returned to the racks in a timely fashion.
- (e) **Chair Loft:** No report.

NEXT SCHEDULED MEETING: The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, August 14, 2018, 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

AJOURNMENT: Chair Loft adjourned the meeting at 10:20 a.m.