

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, AUGUST 14, 2018**

CONVENE: Chair Soren Loft convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, August 14, 2018, at 9:30 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 and Senior Administrative Assistant Susan Matthews.

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

PRESENTATIONS:

Remembering Pam Fitzpatrick – Monrovia Business owner

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

CC-1 Unadopted Minutes of July 10, 2018, Regular Meeting: The Board adopted the Minutes of the July 10, 2018, Regular Meeting.

PUBLIC INPUT: None

ADMINISTRATIVE REPORTS:

None

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **MAFA Art Walk** – Ms. Cherry reminded the board of the upcoming MAFA events.
- b. **Update on Mobile Vendors** – Ms. Cherry provided an overview of recent discussions and requirements for mobile vendors.

Katie Distelrath, Recreation Manager

- a. **Marketing Subcommittee Update** – Ms. Distelrath provided an update on the subcommittee's activities including presenting 3 options for the logo. She asked the board for their feedback. Staff will present the logos at the upcoming merchant meeting as well. The responses will then be incorporated into a presentation to MOTAB at the September meeting and then to Council for final approval.
- b. **Quarterly Merchant Meeting Reminder** – Reminder that the next MOTAB Quarterly Merchant Meeting will be held on Wednesday, August 15, 2018 at 6:00 p.m. at the Library's Community Room.

Rebecca Sandoval, Recreation Superintendent

- a. **Fall Festival Programming** – Ms. Sandoval presented on the Fall Festival Programming and welcomed comments from the Board.
- b. **New Year's Eve Subcommittee** – Boardmember Miller and Boardmember Strivings volunteered to be on the subcommittee.
- c. **Wayfinding Signs Update** – All of the wayfinding signs have been updated.

OLD TOWN MERCHANT FILM LIAISON REPORT:

Ted Goldbeck, Old Town Merchant Film Liaison

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

MONROVIA CHAMBER OF COMMERCE REPORT

Sari Canales, Executive Director

Ms. Canales 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.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Balsamo:** Absent and excused.
- (b) **Boardmember Miller:** Car Show is coming up next month, asked if staff has any updates. Staff is meeting with coordinators this week, they will send information through the MOTAB distribution list.
- (c) **Boardmember Strivings:** Shout out to Mason Fessenden, blind since birth, decided to transfer local restaurant menus to braille menus for their visually impaired customers. Bella Serra, Café Mundial, The Diplomat and Rudy's all have braille menus thanks to Mason.
- (d) **Vice Chair Olivas:** No report.
- (e) **Chair Loft:** Street fair parking issues. There is no parking at 3:00 because the vendors are taking up the parking spots. Also need to balance the availability of restrooms.

NEXT SCHEDULED MEETING: The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, September 11, 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 10:18 a.m.