



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: November 13, 2018

PREPARED BY: Rebecca Sandoval,
Recreation Superintendent

AGENDA LOCATION: AR - 1

TITLE: 2018 New Year's Eve Street Closure Request

BACKGROUND: The annual New Year's Eve Event on Myrtle Avenue has been offered for seven years. The event allows people to come together to celebrate the New Year in a festive and safe environment, and encourages new visitors to Old Town. In previous years, the event was offered by the New Year's Eve Committee (Comprised of Old Town Merchants) on behalf of MOTAB and included a kid's play area and activity booths, live music, a beer and wine garden, and a ball rising at midnight. The event was made possible by sponsorships from local businesses and organizations.

At the conclusion of the 2016 New Year's Eve event, staff was notified by the New Year's Eve Committee that they would no longer be able to organize the annual event. MOTAB and the merchant community were appreciative of the Committee's work over the years. At that time, it was determined that the City would support the coordination of the annual event in partnership with MOTAB.

At that time, a New Year's Eve Event MOTAB Subcommittee was formed which included Kristin Miller, Chair at that time, and Boardmember Diane Balsamo to assist in coordinating the New Year's Eve event. The goal was to have more merchants in Old Town participate and possibly benefit from the event. Staff worked with the Department of Alcohol Beverage Control to find an innovative way to expand the serving areas for each ABC licensed establishment for one night under a Conditional Use Permit. For this one night, participating businesses were allowed to expand their outdoor serving and seating area onto Myrtle Ave. This allowed participants to still feel included in the event while enjoying meals and beverages in businesses of their choice. The 2017 New Year's Eve event was a huge success with terrific entertainment and seven businesses participating.

ANALYSIS: The 2018 event is scheduled for Monday, December 31 from 7:00 p.m. to 1:00 a.m. on Tuesday, January 1, 2019. The event is located in Old Town on Myrtle Avenue between Olive Avenue and Lime Avenue. The 2018 Subcommittee will work with staff to improve the event logistics from the previous year and enhance the event with the following recommended changes:

- Conduct an orientation with participating businesses
- Create larger area for participating businesses
- Increase security
- Enhance signage related to alcohol restrictions (No Open Container in the Street)
- Additional seating for participants
- Offer an opening band from 7:00 p.m. - 9:00 p.m. on the main stage

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- Extend the music to 12:30 a.m.
- Incorporate a count down on the big screen
- Designated Lyft/Uber drop off and pick up at Library Park

The street closure request for the event is as follows:

Time: 10:00 a.m. on Monday, December 31, 2018 to 6:00 a.m. on Tuesday, January 1, 2019
Street: Myrtle Avenue from Olive Avenue to Lime Avenue and mid-block closure on each side street east to Ivy Avenue and west to Primrose Avenue

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the New Year's Eve street closure request.
2. Do not recommend approval of the street closure and request additional information from Staff.

STAFF RECOMMENDATION: Staff recommends the board approve Option No. 1, recommend approval of the New Year's Eve street closure request.

ACTION: If board concurs, the appropriate action is a motion to recommend approval of the New Year's Eve street closure request.