

**MINUTES OF THE REGULAR MEETING OF THE  
MONROVIA OLD TOWN ADVISORY BOARD  
HELD TUESDAY, October 9, 2018**

**CONVENE:** Chair Loft convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, October 9, 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, Recreation Manager Katie Distelrath, Recreation Superintendent Rebecca Sandoval and Senior Administrative Assistant Susan Matthews.

**SWEARING IN OF NEWLY APPOINTED BOARDMEMBER:**

Appoint Alex Reyes for a two (2) year term through June 30, 2020  
Staff Reference: Alice Atkins, City Clerk

**ROLL CALL:** In attendance were Boardmembers Diane Balsamo, Alex Reyes, Dominique Strivings, Kristin Miller and Chair Soren Loft.

**PRESENTATIONS:**

**PR-1** Introduction of newly hired Management Analyst, Heather Gibson

**CONSENT CALENDAR:** The Consent Calendar consisted of the following Agenda items:

**CC-1** Unadopted Minutes of the August 14, 2018, Regular Meeting  
**It was moved by Boardmember Strivings, seconded Boardmember Miller to approve the Minutes of the August 14, 2018 Regular Meeting. Chair Loft and Boardmember Reyes abstained.** The motion carried unanimously.

**CC-2** Unadopted Minutes of the September 11, 2018, Regular Meeting  
**It was moved by Boardmember Miller, seconded Boardmember Balsamo to approve the Minutes of the September 11, 2018 Regular Meeting. Boardmember Reyes abstained.** The motion carried unanimously.

**PUBLIC INPUT:** None

**ADMINISTRATIVE REPORTS:**

**AR-1 Street Closure Request for the October 13, 2108 Fire Prevention Open House:** Katie Distelrath, Recreation Manager, reviewed the Agenda Report and answered the questions of the Board.

Following a brief discussion, **it was moved by Boardmember Balsamo, seconded by Boardmember Strivings to approve the Street Closure Request for the October 13, 2018 Fire Prevention Open House.** The motion carried unanimously.

**AR-2 Holiday Parade Sponsorship and Street Closure Request:** Rebecca Sandoval, Recreation Superintendent, reviewed the Agenda Report and answered the questions of the Board.

Following a brief discussion, **it was moved by Boardmember Miller, seconded by Boardmember Balsamo to approve the Holiday Parade Sponsorship in the amount of \$3,000.00 and the Street Closure Request.** The motion carried unanimously.

**AR-3 Quarterly Budget Update (Verbal Report):** Tina Cherry, Public Services Director, discussed the Quarterly Budget and answered the questions of the Board.

Following a brief discussion, **it was moved by Boardmember Miller, seconded by Boardmember Strivings to receive and file the Quarterly Budget Update.** The motion carried unanimously.

**AR-4 Reorganization of the Monrovia Old Town Advisory Board:** Katie Distelrath, Recreation Manager, reviewed the Agenda Report and answered the questions of the Board.

Following a brief discussion, **it was moved by Boardmember Strivings, seconded by Boardmember Miller to approve the recommendation that Diane Balsamo serve as Vice Chair of the Monrovia Old Town Advisory Board for the remainder of the 2018/2019 Fiscal Year.** The motion carried unanimously.

#### **REPORTS FROM STAFF:**

##### **Tina Cherry, Public Services Director**

- a. **Update on SB 946, Mobile Vendors** – Currently the City of Monrovia prohibits street vendors on our streets or in our parks. On Jan 1, 2019 SB946 goes into effect and limits our ability to regulate mobile vendors. Community Development is studying the bill to see what restrictions we may consider utilizing to protect the health & safety of our community. We will need to make adjustments to our municipal code to be compliant on Jan 1. Additional information will be shared as it becomes available.
- b. **Update on Film Liaison Position** – In previous meeting we discussed the recruitment for a new Film Liaison. We are making some staff changes and we feel that perhaps we do not need to fill the position right away. If the board feels the merchants interests are not being supported then we would bring the position back.

##### **Katie Distelrath, Recreation Manager**

- a. **Update on the Holiday Decoration Subcommittee** – We are contracting with a new lighting local contractor that has a passion for Monrovia – thank you to Boardmember Strivings for sharing his information. Side-street enhancements will include garland with battery packed lights.
- b. **Update on the Quarterly Merchant Mixer, Wednesday, November 7 at 6:30 p.m.** – We changed the title to make it a little more inviting. Board suggested we make some subtle changes – happy hour, refreshments, not dinner. We are keeping it on Wednesday – we have invites to hand out and an email will go out.
- c. **Update on Marketing Subcommittee**
  - a. New Old Town Logo – new logo is approved!
  - b. Instagram Account – we were able to take over the Old Town Instagram page – we want to be a certified page so we need 10,000 followers.
  - c. New Website - we are in the final stages of the development process. We are in a good place but a lot of the background work still needs to be done. We want to present something premier. We should be ready to show the subcommittee this month and present to the board at the November meeting.

## **Rebecca Sandoval, Recreation Superintendent**

- a. **Update on Old Town Monrovia Fall Festival Event** - Ms. Sandoval presented information on the Fall Festival Event that will take place on Saturday, October 13.
- b. **Update on Halloween Candy for Merchants** – At the request of MOTAB, staff will purchase better quality candy for this year’s event and distribute it to participating merchants. Participating businesses will be shown on a map along with 3 stops supported by staff.
- c. **Notification for Veteran’s Day Program** – The Veteran’s Day Program will take place on Monday, November 12 at 11:00 a.m. in Library Park. All City facilities will be closed that day but staff will be at the event to assist.
- d. **Update on 4<sup>th</sup> Quarter Advertising** – Staff is working on the 4<sup>th</sup> quarter advertisement to include all of the holiday events.
- e. **Update on Holiday Programming** – Ms. Sandoval discussed the Holiday Programming for Old Town. More information is forthcoming.

## **OLD TOWN MERCHANT FILM LIAISON REPORT:**

### **Tina Cherry**

- a. **Filming Feedback** – Ms. Cherry asked for feedback on the filming that took place on Monday, October 1. The filming was very professional and there was minimal impact.

## **MONROVIA CHAMBER OF COMMERCE REPORT**

### **Sari Canales, Executive Director**

- a. **Small Business Saturday** – The Chamber is working with the City on a water bill insert to promote the event.
- b. **Monrovia Insider Dining Guide** – They are still considering a guide but there is a significant expense so the Chamber is looking for sponsors.
- c. **Shop Local Facebook Page** – They have an organic reach by posting and reposting information.

## **REPORTS FROM BOARDMEMBERS:**

- (a) **Boardmember Miller:** Would like someone to check the sprinklers in Old Town – the bushes seem to be dying off.
- (b) **Boardmember Reyes:** None
- (c) **Boardmember Strivings:** During lunch on Monday she noticed on the north side of Lime (next to the theater) they had stands taking up 2 parking stalls and no one was there working.
- (d) **Vice Chair Balsamo:** There was no parking on Lemon this morning and a truck was blocking the street. How much longer will they be doing construction on the theater?
- (e) **Chair Loft:** Street Fair committee meeting is coming up on October 26 at 12:30. They need to address the continuing problem with the restrooms – need to have them spaced out.

**NEXT SCHEDULED MEETING:** The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, November 13, 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 10:49 a.m.