

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

**CONVENE:** Chair Loft convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, November 13, 2018, at 9:39 a.m. in the City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Recreation Superintendent Rebecca Sandoval and Senior Administrative Assistant Susan Matthews.

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

**PRESENTATIONS:** None

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

**CC-1** Unadopted Minutes of the October 9, 2018, Regular Meeting  
**It was moved by Vice Chair Balsamo, seconded Boardmember Miller to approve the Minutes of the October 9, 2018 Regular Meeting.** The motion carried unanimously.

**PUBLIC INPUT:** None

**ADMINISTRATIVE REPORTS:**

**AR-1 2018 New Year's Eve 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 Strivings to approve the 2018 New Year's Eve Street Closure Request.** The motion carried unanimously.

**REPORTS FROM STAFF:**

**Tina Cherry, Public Services Director**

- a. **November 7, 2018 Old Town Merchant Mixer Recap** –We had about 12 participants at the event. Content included: preview of website, 4<sup>th</sup> quarter ad review, NYE event. Suggestions: offer speaker at mixer, try a morning meeting, engage onsite managers and invite them to participate.
- b. **MOTAB Request for a Holiday Parade Entry** – The holiday parade is scheduled for December 6 with the tree lighting at 6:30 p.m. and the parade at 7:00 p.m. We encourage participation, however, the MOTAB Boardmembers will need to provide their own vehicle. Staff will assist with the application.
- c. **Update on Holiday Decoration Enhancements and Installation** – Staff began decorating this week. Décor and banners are going up and garland will be placed on the side streets of Lime, Lemon and Colorado.
- d. **Studio Movie Grill Construction** – Staff is working with the contractor to do everything possible to minimize the impact. They are working on painting, signage and a grease interceptor. The contractor is working from 3:00-7:00 a.m. to lessen the impact and finish the job.

## **Rebecca Sandoval, Recreation Superintendent**

- a. **Old Town Monrovia Fall Festival Recap** – The Fall Festival was moved from October 13 to October 27 due to the weather. Participants loved the dog costume parade, wagon rides and free crafts. Feedback included: better communication, get maps out to merchants earlier, ensure staff is familiar with the event, highlight the breezeways, have the dog costume parade start on the 500 block to help include those businesses.
- b. **Review of Old Town Monrovia Website** – Ms. Sandoval provided one last review of the website to the Board before we launch.
- c. **Review of 4<sup>th</sup> Quarter Print Advertisement** – Ms. Sandoval reviewed the 4<sup>th</sup> quarter print advertisement.
- d. **Old Town Merchant Holiday Window Display Decorating Contest** – This year will mark the 1<sup>st</sup> annual contest. Applications will be available later this month. The deadline to apply is December 13. The displays will be judged as part of the Holiday Home Tour judging. Staff will send an email to MOTAB distribution list with all of the particulars.

## **MONROVIA CHAMBER OF COMMERCE REPORT**

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

- a. **Small Business Saturday** – Event is Saturday, November 24 – posters are going up at businesses for the event. They also have bags for the merchants.
- b. **New App** – Chamber is looking into launching a new app called Snaptown. It will include a rewards program.
- c. **Chamber Events** – Everyone is welcome to attend events as a non-member and check them out.

## **REPORTS FROM BOARDMEMBERS:**

- (a) **Boardmember Miller:** Will MOFA have their event on Small Business Saturday? Tina Cherry advised they are doing their event later in the day.
- (b) **Boardmember Reyes:** Would like to develop a program to incentivize Old Town restaurants and retailers to provide changing tables in their restrooms.
- (c) **Boardmember Strivings:** Trying to park in the 8 hour lot on Lime and Ivy, however, the church has a section blocked off and they are charging people to park. Tina Cherry advised that we are working with the church but they have the right to block off the section of the lot that is theirs and charge for parking.
- (d) **Vice Chair Balsamo:** Last week, early in the morning, staff was using a leaf blower on Lime and Myrtle and they did not stop when people passed by. She asked that they pay more attention to their surroundings.
- (e) **Chair Loft:** Colorado and Lemon parking lot is being neglected again. There is a lot of trash. He would like staff assigned to pick up the trash in that area.

**NEXT SCHEDULED MEETING:** The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, December 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 10:50 a.m.