

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, MARCH 12, 2019**

CONVENE: Chair Loft convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, March 12, 2019, at 9:33 a.m. in the City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Community Services Director Tina Cherry, Recreation Manager Katie Distelrath, Recreation Superintendent Rebecca Sandoval and Office Administrator Susan Matthews.

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

PRESENTATIONS: None

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

CC-1 Unadopted Minutes of the February 12, 2019, Regular Meeting: **It was moved by Vice-Chair Balsamo, seconded by Boardmember Reyes, to approve the minutes of the February 12, 2019, regular meeting.** The motion carried unanimously.

PUBLIC INPUT: None

ADMINISTRATIVE REPORTS:

AR-1 2019 Street Rods Forever Car Show Street Closure Request: Community Services Director Tina Cherry, reviewed the Agenda Report and answered the questions of the Board.

Following a brief discussion, **it was moved by Boardmember Miller, seconded by Vice Chair Balsamo, to approve the 2019 Street Rods Forever Car Show Street Closure Request.** The motion carried unanimously.

REPORTS FROM STAFF:

1. Tina Cherry, Community Services Director

- a. Update on Sidewalk Vendor Map and Guidelines** – Ms. Cherry reviewed the SB 946 sidewalk/street vendor regulations. We will continue to regulate the things that we can such as licensing, permits, location. Information will be sent out to the merchants to keep them informed. We will also include contact information for our Code Enforcement Officers so merchants can report any suspicious activity.
- b. Update on Boardmember Recruitment** – Vice Chair Balsamo and Boardmember Millers terms are expiring this year. There will be an informational meeting on March 27, 2019 to provide more information on what it means to serve. Applications are due by May 1, 2019.

- c. **Update on Athens Trash Decals Deployment** – Athens deployed the solid waste education stickers for the dumpsters in Old Town. A suggestion was made that we share the Athens video with the merchants through our email distribution group.

2. Katie Distelrath, Recreation Manager

- a. **Merchant Mixer Recap** – The Merchant Mixer was held on Friday, March 8, 2019 from 9:00 – 10:30 a.m. in the Library Community Room. The change to a morning meeting was well received and attended. The feedback was that everyone had a good time. Thank you to Chair Loft for providing refreshments.
- b. **Website Launch Update** – We still have some housecleaning to do to insure a successful launch.
- c. **Wine Walk Update** – The event has been set for Saturday, April 13 from 6:00 – 9:00 p.m. We have three confirmed music sponsors. We are working with local vendors on the wine procurement. Thank you to the Boardmembers for helping to sell tickets and promote the event to other merchants in Old Town.
- d. **Proposed Study Session Date** – The Study Session is a time to recognize work done in the past year and to forecast what the next year will look like. It is also a time to prepare our budget for the next fiscal year. Two dates were proposed and the Board concurred that Monday, March 25 from 9:00 to 10:30 a.m. works for the Boardmembers and staff.

MONROVIA CHAMBER OF COMMERCE REPORT:

1. Sari Canales, Executive Director

- a. Updates – Ms. Canales shared some upcoming Chamber events.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Miller:** Had a good time at the Glendora Wine Walk. Is really impressed by how successful our Wine Walk has been since this is only our 3rd year.
- (b) **Boardmember Reyes:** Consideration should be given to rent control on Myrtle.
- (c) **Boardmember Strivings:** Absent and excused. In her absence the board reminded everyone of the Fuzz Fest on Friday, March 15.
- (d) **Vice-Chair Balsamo: Brought to the Board's attention the** concern of another food service (burger) opening in Old Town since they are many others already. Merchants want to good balance between retail and food service. Suggested we put a committee together to work on driving retail to Old Town.
- (e) **Chair Loft** No report.

NEXT SCHEDULED MEETING: The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, April 9, 2019 at 9:30 a.m., in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

ADJOURNMENT: Chair Loft adjourned the meeting at 10:14 a.m.