

**MINUTES OF THE SPECIAL MEETING/STUDY SESSION OF THE  
MONROVIA OLD TOWN ADVISORY BOARD  
HELD MONDAY, MARCH 25, 2019**

**CONVENE:** Vice Chair Diane Balsamo convened the Study Session of the Monrovia Old Town Advisory Board on Monday, March 25, 2019, at 9:12 a.m. at the Monrovia Public Library Community Room, 321 S. Myrtle 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, Dominique Strivings and Vice Chair Diane Balsamo. Chair Soren Loft was absent and excused.

**PUBLIC INPUT:** None

**DISCUSSION:**

**2018 Review**

Tina Cherry, Public Services Director addressed the Board. The primary purpose of the study session is to have fun, share our ideas and to hear from one another. We will reflect on our 2018 goals and accomplishments and discuss priorities for 2019. No action will be taken today. Items discussed will be placed on the Agenda at a future meeting for MOTAB's consideration.

Ms. Cherry provided a PowerPoint presentation that included MOTAB's background, 2018 priorities and accomplishments. Items discussed included:

- Objectives
  - Entice visitors to Old Town
  - Create unique opportunities
  - Offer a welcoming space
- Marketing
  - Developed and launched new branding
  - Old Town Merchant Email Distribution List
  - Instagram/Facebook Page
  - Website
  - Merchant mixers.
- Events
  - Valentine's Day Carriage Rides
  - Spring Bunny Photos
  - Wednesday and Saturday Music in Old Town
  - Wine Walk
  - Fall Festival (new in 2018)
  - Halloween Spooktacular participation
  - Holiday Carolers
  - Old Town Holiday Decorating Contest (new in 2018)
  - New Year's Eve Event
- Other items
  - Merchant concerns at Lemon Court
  - Transitioned Old Town Film Liaison to Staff

- Enhanced parking wayfinding signs
- Enhanced holiday decorations on side streets
- Provided feedback
  - Tattoo Ordinance
  - Organics Program
  - Sidewalk Vendor Ordinance
  - *GoMonrovia* launch
  - Potential local sales tax measure

### **2018 Missed Targets**

There were a few targets that we missed in 2018 that we will work on in 2019 including:

- Website Launch
- Pet Friendly Event
- Block Ambassadors

### **Priorities for 2019**

Ms. Cherry continued the PowerPoint presentation and discussed the priorities that have been identified for 2019:

- Launch website
- Link people to the website
- Enhance Instagram posts and following
- Expand merchant outreach
- Merchandising
- Events
  - Continue to enhance Wine Walk
  - Enhance City sponsored events
  - Enhance Fall Festival
  - Develop pet friendly event
  - Summer Concert collaboration

Other factors to be faced in 2019 include:

- Friday Night Street Fair Relocation
- Filming in Old Town
- Homelessness
- Solid Waste Management
- Library Park Renovations
- Old Town Infrastructure Improvements

### **Next Steps:**

Ms. Cherry thanked the board for the tremendous work they continue to do for our City. Staff will review the information gathered at the Study Session to develop a budget and recommendations to present to the Board at a future MOTAB meeting.

**AJOURNMENT:** Vice Chair Balsamo adjourned the meeting at 10:32 a.m.