

MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, APRIL 9, 2019

CONVENE: Chair Loft convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, April 9, 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, Office Administrator Susan Matthews and Administrative Assistant Adriana Marin.

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 March 12, 2019 Regular Meeting: It was moved by Vice Chair Balsamo, seconded by Boardmember Reyes, to approve the minutes of the March 12, 2019 Regular Meeting. Boardmember Strivings abstained. The motion carried unanimously.

CC-2 Unadopted Minutes of the March 25, 2019 Special Meeting/Study Session. It was moved by Boardmember Strivings, seconded by Boardmember Miller, to approve the minutes of the March 25, 2019 Special Meeting/Study Session. Chair Loft abstained. The motion carried unanimously.

PUBLIC INPUT: Caroline Kaufman, Merchant

REPORTS FROM STAFF:

1. Tina Cherry, Community Services Director
 - a. Quarterly Budget Update – Ms. Cherry provided the year to date review from July 2018 through March 2019. Items discussed included: expenditures to date, revenue to date, fund balance (operating budget) comparison.
 - b. Reminder Board and Commission Recruitment – Deadline to apply is Wednesday, May 1, 2019.
 - c. Reminder Boards and Commissions Reception – This year’s reception will take place on Monday, May 6, 2019 at the Myrtle Tree.
 - d. Marketing Update - The new Old Town t-shirts are now available for purchase. Men’s and Women’s cut for \$20.00 each. They are being sold at the Community Center.
 - e. Study Session Recap – The Study Session held on March 25 was a success. Topics discussed included accomplishments for 2018 and plans for 2019.
 - f. Transition Related to Administrative Support – Introduction of Adriana Marin, Administrative Assistant to Recreation. Ms. Marin will take over next month for Ms. Matthews who was recently promoted.
2. Katie Distelrath, Recreation Manager
 - a. Wine Walk Update – Ms. Distelrath reviewed the updated plans for this year’s Wine Walk to be held on Saturday, April 13.

- b. Bunny Photos in Library Park – MOTAB will once again host Bunny Photos in front of the fountain at Library Park on Saturday, April 20 from 1:00 p.m. to 3:00 p.m.
3. Rebecca Sandoval, Recreation Superintendent
 - a. Monrovia Days Overview – Ms. Sandoval provided an overview of Monrovia Days that will be held on May 17, 2019 through May 19, 2019 in Library Park. There will be carnival rides, food, live band, performances, and the parade.
 - b. Fountain to the Falls – Sign-up now to participate in this year’s event on Saturday, May 11, 2019 beginning at 7:00 a.m.

MONROVIA CHANMBER OF COMMERCE REPORT:

1. Sari Canales, Executive Director
 - a. Updates – Ms. Canales shared some upcoming Chamber events

REPORTS FROM BOARDMEMBERS:

- a. Boardmember Miller: No report
- b. Boardmember Reyes: Suggested we collect emails to increase our database, kiosk at his location, kiosk at the front desk and City Hall.
- c. Boardmember Strivings: Suggested a text blast service to get information out to merchants. Also, the Fuzz Fest was a great success. They raised \$28,838 at the event.
- d. Vice-Chair Balsamo: No report
- e. Chair Loft: The organics program is working.

Next scheduled meeting: The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, May 14, 2019, 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 10:34 a.m.