

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
TUESDAY, JULY 9 2019**

CONVENE: Chair Loft convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, July 9, 2019, at 9:32 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 Administrative Assistant Adriana Marin.

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

SWEARING IN OF REAPPOINTED BOARDMEMBER(S):

Alice Atkins, City Clerk swore in the following:

Reappoint Diane Balsamo for a two (2) year term through 2021

Reappoint Miller for a two (2) year term through 2021

PRESENTATIONS: None

CONSENT CALENDAR: The consent calendar consisted of the following Agenda items:

CC-1 Unadopted Minutes of the June 11, 2019 Regular Meeting. **It was moved by Vice-Chair Balsamo, seconded by Boardmember Miller to approve the minutes of the June 11, 2019, regular meeting.** The motion carried unanimously.

PUBLIC INPUT: None

ADMINISTRATIVE REPORTS:

AR-1 Reorganization of the Monrovia Old Town Advisory Board - Katie Distelrath, Recreation Manager presented an overview of the board reorganization process.

It was moved by Boardmember Strivings, seconded by Boardmember Miller to elect Vice-Chair Balsamo to Chair and Boardmember Reyes to Vice-Chair of the Monrovia Old Town Advisory Board for a term ending June 30, 2020. The motion carried unanimously.

REPORTS FROM STAFF:

1. Tina Cherry, Community Services Director

- a. **Film Activity in Old Town** - Ms. Cherry provided an overview of recent film activity in Old Town on June 12-14, 2019. The filming production company was very professional and met all city requirements. Old Town will receive a \$1,500 impact fee to offset programs and events.
- b. **Schedule of Future Merchant Meetings** - Staff evaluated options for board consideration to include bi-annual meetings in April and September focusing on fall programming and fourth quarter activities. Staff is also recommending to continue to provide information to merchants via email distribution list and website.

- c. **New Business Welcome Packets** – Ms. Cherry is working with Community Development to update and enhance process. Will update board on welcome packets and monthly list of new businesses at a future meeting. Boardmember Miller suggested including calendar of events to packets.

2. Katie Distelrath, Recreation Manager

- a. **Fall Programming Subcommittee** – Ms. Distelrath asked the Board if anyone was interested in serving on the two-member subcommittee. Boardmember Miller and Chair Balsamo will continue to serve on subcommittee.
- b. **Holiday Decorating Subcommittee** – Chair Balsamo and Boardmember Miller will continue to serve on subcommittee.
- c. **Old Town Monrovia T-shirt Sales** – Ms. Distelrath is working with Chair Balsamo, Boardmember Miller and city hall to get T-shirts sold at these locations.

3. Rebecca Sandoval, Recreation Superintendent

- a. **Summer Concert Dinner Box Promotion** – Ms. Sandoval provided an update on the series of 16 summer concerts at Station Square and Library Park. Merengue participated in the dinner box promotion providing full meal options.

MONROVIA CHAMBER OF COMMERCE REPORT

- 1. Georgia Spencer, YES Intern, announced upcoming events and thanked Katie Distelrath, Rebecca Sandoval and Chair Balsamo for attending the ribbon cutting event.

REPORTS FROM BOARDMEMBERS:

- a. Boardmember Balsamo – visited the Sugarland store; very cute store that will do well.
- b. Boardmember Miller – inquired about Thrift Shop advertising on Instagram.
- c. Boardmember Reyes – enjoyed the 4th of July event.
- d. Boardmember Strivings – fireworks show and grand finale was amazing.
- e. Chair Loft – No report.

NEXT SCHEDULED MEETING: The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, August 13, 2019, 9:30 a.m., in City Council Chambers at Monrovia City Hall, 415 S. Ivy Ave., Monrovia, California.

ADJOURNMENT: Chair Balsamo adjourned the meeting at 9:56 a.m.