

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

CONVENE: Chair Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, November 12, 2019, at 9:29 a.m. in the City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Community Services Director Tina Cherry, Recreation Superintendent Rebecca Sandoval, Management Analyst Heather Gibson, and Administrative Assistant Adriana Marin.

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

PRESENTATIONS: None

CONSENT CALENDAR: It was moved by Boardmember Loft, seconded by Vice Chair Reyes, to approve the consent calendar. The motion carried unanimously. The consent calendar consisted of the following Agenda items:

CC-1 Unadopted Minutes of the October 10, 2019 Regular Meeting

PUBLIC INPUT:

Chris Studebaker, community volunteer, commented on current and upcoming events.
Daniel, U.S. Census Bureau, commented on the 2020 Census on March 12, 2019.

ADMINISTRATIVE REPORTS:

AR-1 Thankful and Grateful Holiday Gathering Street Closure Request - Ms. Cherry presented the street closure request for the event scheduled on Tuesday, November 26, at Library Park.

It was moved by Boardmember Strivings, seconded by Vice-Chair Reyes to approve the street closure request for the Thankful and Grateful Holiday Gathering event. The motion carried unanimously.

AR-2 Holiday Parade Sponsorship and Street Closure Request – Ms. Sandoval presented the parade sponsorship and street closure request for the Holiday Parade on Thursday, December 5, 2019.

It was moved by Boardmember Miller, seconded by Boardmember Strivings, to approve the Holiday Parade Sponsorship. The motion carried unanimously.

It was moved by Boardmember Loft, seconded by Vice-Chair Reyes to approve the Holiday Parade Street Closure request. The motion carried unanimously.

REPORTS FROM STAFF:

1. Tina Cherry, Community Services Director

- a. Quarterly Budget Update - Provided a budget update on projected revenue and year-to-date expenses. As of July 1, the fund balance is \$85,000.
- b. Small Business Saturday Booth Update – Discussed partnership with the Chamber on bag and hosting a booth at the Small Business Saturday on Saturday, November 30. Discussion followed on booth location.
- c. Old Town Shopping Bags Update – The Item was tabled to next meeting.
- d. MOTAB Parade Entry - Invited the Board to participate in the parade. The Dignitary Reception will be held on December 5 at 5:30 p.m. Details to follow.
- e. Green Wayfinding Signs Update – Staff is working on signs and new logo.
- f. Business Welcome Packet Update - Staff is working with Community Development on the new business welcome packets. Staff has suggested including description of the business improvement district, MOTAB information, overview of programs, trash collection, Instagram and social media information.

2. Rebecca Sandoval, Recreation Superintendent

- a. Fall Festival Evaluation – Provided a recap of the event and activities that included a scavenger hunt, crafts, hay rides, live music, pet costume parade and 25 participating businesses. Also discussed event suggestions received.
- b. Old Town Holiday Decorations Update – Holiday decorations will be installed this week. Ms. Sandoval thanked Boardmember Miller for assistance with the wreaths and garlands.
- c. Old Town Holiday Program Update – The Holiday carolers and carriage rides are secured; Holiday music in Old Town will be held on Wednesday and Saturday; Breakfast with Santa is scheduled; and the Library will be hosting a Toddler Winter Ball on December 11; Movie Night on December 16; Star Wars Day on December 14.
- d. Old Town Holiday Window Display Contest – Staff will be forwarding application for the event. The event judging will be held on Monday, December 16, at 5:30 p.m.

3. Rebecca Sandoval, Recreation Superintendent

- a. Trick or Treat Halloween Bash Evaluation – Ms. Sandoval provided a recap on the Halloween Bash and activities that included a costume contest, dog costume contest, toddler activities, and 21 activity vendor booths. The event generated \$11,300 in revenue and had fifty-two businesses participating.

4. Sean Sullivan, Interim Public Works Director

- a. Update on Public Works Response to Trash Concerns in Old Town – Mr. Sullivan discussed immediate action staff is working on that includes deploying Athens team to collect material

on Mondays, field checks throughout the day, better coordination of the pull-out service, and developing signage and handout materials on trash program. Staff is working on a program study analysis.

MONROVIA CHAMBER OF COMMERCE REPORT

Sari Canales, Executive Director

1. Promoting Shopping Tote Bag – Handout to shoppers at Myrtle and Lemon.
2. ADA Compliance Seminar - Thursday, November 14, 2019.
3. Community Prayer Breakfast - Friday, November 22, 2019.

REPORTS FROM BOARDMEMBERS:

- a. Chair Balsamo – Thanked the city for the Fall Festival event.
- b. Vice Chair Reyes – Commented on bad smell at the parking lot next to the gym.
- c. Boardmember Miller – Enjoyed the Fall Festival and thanked the city for partnership.
- d. Boardmember Strivings – Commented on cleaning of breezeways.
- e. Boardmember Loft – No report.

NEXT SCHEDULED MEETING: The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, December 10, 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 10:48 a.m.