

**MINUTES OF THE REGULAR MEETING OF THE  
MONROVIA OLD TOWN ADVISORY BOARD  
TUESDAY, DECEMBER 10, 2019**

**CONVENE:** Chair Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, December 10, 2019, at 9:35 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 Strivings, seconded by Boardmember Loft, to approve the consent calendar. The motion carried unanimously. The consent calendar consisted of the following Agenda items:

**CC-1** Unadopted Minutes of the November 12, 2019 Regular Meeting

**PUBLIC INPUT:**

Chris Studebaker, community volunteer, commented on current and upcoming events.

**ADMINISTRATIVE REPORTS:**

**AR-1 2019 New Year's Eve Street Closure Request** - Rebecca Sandoval presented the street closure request for the event scheduled on December 31-January 1, in Old Town.

It was moved by Vice Chair Reyes, seconded by Boardmember Miller, to approve the street closure request for the 2019 New Year's Eve event. The motion carried unanimously.

**REPORTS FROM STAFF:**

**1. Tina Cherry, Community Services Director**

- a. Marketing Subcommittee Meeting – Meeting date to the Board for consideration at a future meeting.
- b. Small Business Saturday Evaluation – Provided a recap of the event on Saturday, December 7. The event included a booth at Lemon and Lime, T-shirt sales, treats to four-legged friends and handed over 200 flyers.
- c. Proposed Study Session - Discussed the proposed dates for the study session. Ms. Cherry will forward meeting notice for January 16, at 9 a.m.

- d. Wine Walk Subcommittee to Convene January 2020 – Announced Save the Date for the event that will be held on Saturday, April 18, 2020, 6-9 p.m.

## **2. Rebecca Sandoval, Recreation Superintendent**

- a. Thankful and Grateful Holiday Gathering Evaluation – Ms. Sandoval thanked the Board and event partners and provided a recap of the event and activities that included tree lighting ceremony, community booths, live entertainment, truck petty zoo, horse drawn carriages, and photos with Santa. Provided a slideshow of the event.
- b. Holiday Parade Evaluation – Provided a recap of the event that included 110 entries. The event, held on Thursday, December 10, 6-9 p.m., included a dignitary reception and live music. Also shared event comments and recommendations.
- c. Holiday Program Update – Provided an update on events canceled due to inclement weather. Holiday flyers were distributed to the Board.
- d. Holiday Window Display Contest Update – To date, nine applications received. Invited the Board to participate in judging event on Monday, December 16, 5-6 p.m. Vice-Chair Reyes and Boardmember Strivings volunteered to judge.

## **MONROVIA CHAMBER OF COMMERCE REPORT**

### **Sari Canales, Executive Director**

1. **Small Business Saturday** - Provided a recap of the event held on Saturday, December 7. Ms. Canales distributed packet of upcoming events.

### **REPORTS FROM BOARDMEMBERS:**

- a. Chair Balsamo – Delivery truck parked on Lemon blocking traffic.
- b. Vice Chair Reyes – The parade announcers were very enjoyable.
- c. Boardmember Miller – Thanked Public Works staff for work on trash services.
- d. Boardmember Strivings – Commented on the nomination of Chris Studebaker as Volunteer of the Year.
- e. Boardmember Loft – Commented on flyer to businesses.

**NEXT SCHEDULED MEETING:** The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, January 14, 2020, 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 10:33 a.m.