

**MINUTES OF THE REGULAR MEETING OF THE  
MONROVIA OLD TOWN ADVISORY BOARD  
TUESDAY, JANUARY 14, 2020**

**CONVENE:** Chair Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, January 14, 2020, 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, Rebecca Sandoval; Management Analyst, Heather Gibson; and Administrative Assistant, Adriana Marin.

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

**PRESENTATIONS:** None

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

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

**PUBLIC INPUT:**

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

**ADMINISTRATIVE REPORTS:** None

**REPORTS FROM STAFF:**

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

- a. Provided a recap of the New Year's Eve event that included live music, seven participating businesses and the ball lighting. The event had an estimated 5,000 in attendance. Also provided information on event recommendations and a slideshow of event activities.
- b. The Big Belly Trash Collection Installation will include five locations in Old Town.
- c. Provided an update on the Green Wayfinding Signs; twenty-six separate wayfinding signs will be installed. Staff will locate missing signs and secure quote to replace logos on signs.
- d. The Commission Study Session will be held on Thursday, January 16, at 9:00 a.m. at the Monrovia Community Center.

**2. Rebecca Sandoval, Recreation Superintendent**

- a. Provided an overview of the Holiday Window Decorating Contest. The event included ten entries and three businesses were awarded. Also presented a slideshow of the winners.
- b. Provided a recap of the Holiday event, held on Thursday, December 5, 6-9pm in Old Town, and program dates. The Holiday Carriage Rides included five program dates. Ms. Sandoval provided program revenue and expenditures.

- c. Provided a recap of the Noon Year's Eve event held on Tuesday, December 31, 10am-1pm. The event included story-time, music, arts and craft, two obstacle courses, and face-painting. The event had an estimated 2,000 in attendance. Also provided event expenditures.
- d. Valentine's Day Carriage Rides – The event will be held on Friday, February 14, 6-10pm; reservations begin February 3. Also mentioned the new route.

## **MONROVIA CHAMBER OF COMMERCE REPORT**

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

- 1. Monrovia Chamber Awards Gala - January 24
- 2. BASH Business Associates Social Hour-London Gastropub - Tuesday, February 11
- 3. Labor Law Seminar – Thursday, February 6
- 4. City Council Candidate Forum – February 13

### **REPORTS FROM BOARDMEMBERS:**

- a. Chair Balsamo - Commented on vehicle blocking the street and trash not broken down and placed in dumpster.
- b. Vice Chair Reyes - No report.
- c. Boardmember Miller - Commented on Christmas in Old Town.
- d. Boardmember Strivings - New Year's Eve event was amazing; very excited about partnership with Diplomat.
- e. Boardmember Loft - No report.

**NEXT SCHEDULED MEETING:** The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, February 11, 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 10:22 a.m.