

**MINUTES OF THE SPECIAL MEETING/STUDY SESSION OF THE
MONROVIA OLD TOWN ADVISORY BOARD
THURSDAY, JANUARY 16, 2020**

CONVENE: Chair Diane Balsamo convened the Study Session of the Monrovia Old Town Advisory Board on Thursday, January 16, 2020, at 9:07 a.m. at the Monrovia Community Center Monroe Room, 119 W. Palm Avenue, Monrovia, California. In attendance were Mayor Tom Adams; Community Services Director, Tina Cherry; Recreation Manager, Rebecca Sandoval; Management Analyst, Heather Gibson; and Administrative Assistance, Adriana Marin.

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

PUBLIC INPUT: None

DISCUSSION: Review of 2019 Accomplishments and 2020 Priorities

Tina Cherry, Community Services Director, presented an overview of the 2019 Accomplishments and discussed the 2020 Priorities on a PowerPoint presentation and included the following:

- 2019 Goals / Objectives
 - Events
 - Enhance Partnership with City Sponsored Events
 - Marketing
 - Launch Website
 - Enhance Instagram
 - Expand Merchant Outreach
 - Create/Sale Old Town T-shirts
 - Launch Window Clings and Table Tents
 - Programs
 - Expand Old Town Holiday Decorations
- 2019 Year End Review
 - Events
 - Wine Walk
 - 4th of July Spectacular
 - Fall Festival
 - Halloween Event
 - Small Business Saturday
 - New Year's Eve Event
 - Thankful and Grateful Holiday
 - Holiday Parade
 - Programs
 - Valentine's Carriage Rides
 - Music in Old Town
 - Photos with Bunny
 - 4th Quarter Programs

- Holiday Caroling
- Holiday Carriage Rides
- Breakfast with Santa
- Holiday Window Decorating
- Concert Partnership
- Missed Targets
 - Pet Friendly Event Ideas
 - Block Ambassador
 - Grab and Go Concert Picnic Promotions
 - Solid Waste Management Education
 - Website Promotion

Discussion Items for 2020 Priorities

- Solid Waste Management
- Pet Friendly Event- Pup Crawl
- Enhanced Relationship with Chamber
- Develop new Business Outreach/Welcome Packet
- Old Town Monrovia Merchandise
- Old Town Octoberfest Event
- Green Wayfinding Sign Improvements
- Capital Projects

ADJOURNMENT: The special meeting of the Monrovia Old Town Advisory Board was adjourned at 10:45 a.m.

