

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
TUESDAY, FEBRUARY 11, 2020**

CONVENE: Chair Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, February 11, 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:

PR-1 Ashton Gout, Assistant City Clerk, provided a presentation on the Census 2020; discussed potential funding, outreach plan, and the information Kiosk at the Library.

CONSENT CALENDAR: The Consent Calendar consisted of the following Agenda items:

CC-1 Unadopted Minutes of the January 14, 2020 Regular Meeting
It was moved by Boardmember Loft, seconded by Boardmember Reyes, to approve the Minutes of the January 14, 2020 Regular Meeting. The motion carried unanimously.

CC-2 Unadopted Minutes of the January 16, 2020 Special Meeting/Study Session
It was moved by Boardmember Miller, seconded by Boardmember Strivings, to approve the Minutes of the January 16, 2020 Special Meeting/Study Session. The motion carried unanimously.

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. Thanked the Board for participation in the study session. A summary of the proposed 2020 Goals was distributed.
- b. Marketing Sub-Committee Meeting - Provided an update; discussion items included social media, website updates, printing advertisement, pricing of banners, and merchandise.
- c. Wine Walk Sub-Committee Meeting - Provided an update; discussion items included 2020 Goals, event application and flyers. The next meeting is scheduled for February 21.
- d. Green Wayfinding Sign Installation – All changes have been implemented. Staff is reviewing the proposal and will present to the Board at a future meeting.
- e. The proposed date for the Spring Merchant Mixer is Thursday, April 16, at 6 p.m.
- f. The Street Fair Oversight Committee meeting will be held on Wednesday, February 12.

2. Rebecca Sandoval, Recreation Superintendent

- a. The Valentine's Day Carriage Rides will be held on Friday, February 14, at Library Park.
- b. The Spring Bunny Photo will be held on April 11, at Library Park.

MONROVIA CHAMBER OF COMMERCE REPORT

Sari Canales, Executive Director

1. Announced New Members in Old Town
2. BASH – Business Associates Social Hours – February 11, 5-7 p.m.
3. Business Conference - April 24, 2020
4. Chamber Ribbon Cutting-Monrovia Music Fest – February 25, 4:30 p.m. at Studio C

REPORTS FROM BOARDMEMBERS:

- a. Chair Balsamo – Commented on clarification on Lemon Court and cleanup.
- b. Vice Chair Reyes - Suggested business spotlight of the month on Instagram.
- c. Boardmember Miller - Commented on trash cleanup.
- d. Boardmember Strivings – Commented on the fountain at Lemon Court attracting mosquitos.
The Old Town Monrovia’s St. Baldrick’s Annual FuzzFest will be held on Friday, March 13, 2020.
- e. Boardmember Loft - None

NEXT SCHEDULED MEETING: The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, March 10, 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 10:09 a.m.