



MONROVIA CITY COUNCIL

AR-1 Review of Monrovia Old Town Advisory Board Discussion and Merchant Survey Results Related to Expansion of Membership from Five to Seven

March 16, 2021

Background

- December 1, 2020 City Council reviewed a recommendation to fill vacant seat on MOTAB
 - Mayor Pro Tem Crudgington recommend staff review expanding MOTAB in a effort to help our struggling businesses out of this pandemic
- January 19, 2021 City Council Study Session
 - By ordinance amendment, Council may increase the MOTAB board size from 5 members to 7
 - A review of existing boards and commissions shows current board size

Board/Commission	Number of Board Appointees
Community Services Commission	7
Historic Preservation Commission	7
Library Board	5
Monrovia Old Town Advisory Board	5
Planning Commission	7

Background

- Historic View of Applications

Year	Community Services Commission	Historic Preservation Commission	Library Board	MOTAB	Planning Commission
2010	2/8	2/5	3/11	3/5	2/10
2011	2/15	2/5	2/8	2/4	3/12
2012	2/12	3/7	-	3/4	2/13
2013	3/11	2/2	3/4	2/5	2/8
2014	2/7	2/4	2/5	3/3	3/8
2015	3/9	3/6	-	2/3	2/5
2016	3/8	2/3	3/7	3/4	2/7
2017	3/11	2/5	2/5	2/3	3/18
2018	2/11	3/6	-	3/3	2/11
2019	3/10	2/2	3/6	2/2	2/7
2020	2/8	2/3	2/5	3/6	2/5

Background

- Prior to making a decision, City Council requested to hear from the merchants and MOTAB
- Staff developed a Survey and requested feedback via email
 - Survey was sent out to 180+ merchants on the distributions list on the following dates:
 - Friday, February 5, 2021
 - Friday, February 12, 2021
 - 21 Total Responses = 19 Survey Responses and 2 Emails Responses

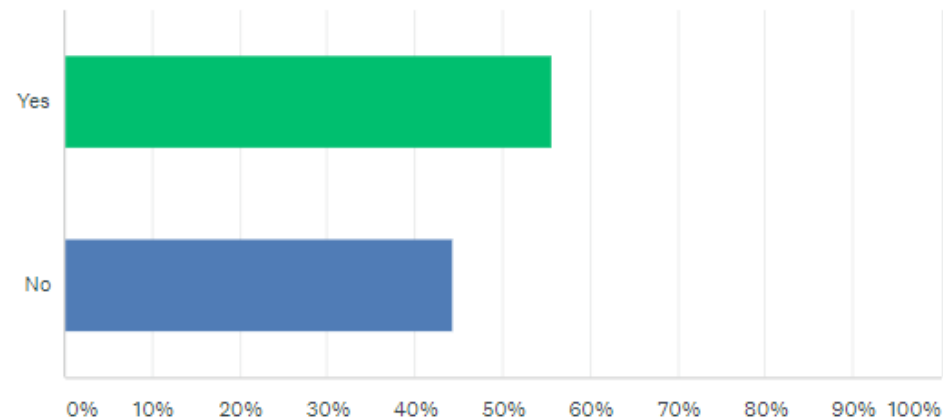
Survey Results

Q2



Do you feel five (5) Monrovia Old Town Advisory Board Members sufficiently meets the needs of the Business Improvement District?

Answered: 18 Skipped: 1



ANSWER CHOICES	RESPONSES	
Yes	55.56%	10
No	44.44%	8
Total Respondents: 18		

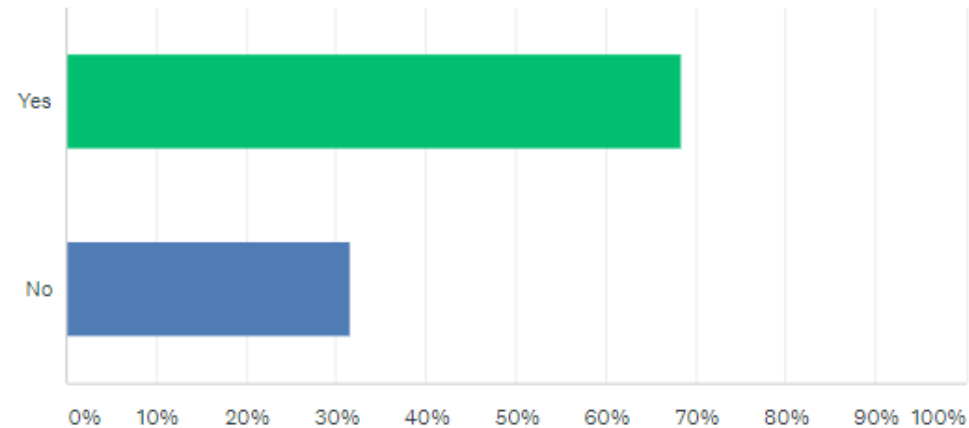
Survey Results

Q3



Do you feel expanding the Monrovia Old Town Advisory Board to seven (7) Members will have a positive impact on the Business Improvement District?

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	68.42%	13
No	31.58%	6
TOTAL		19

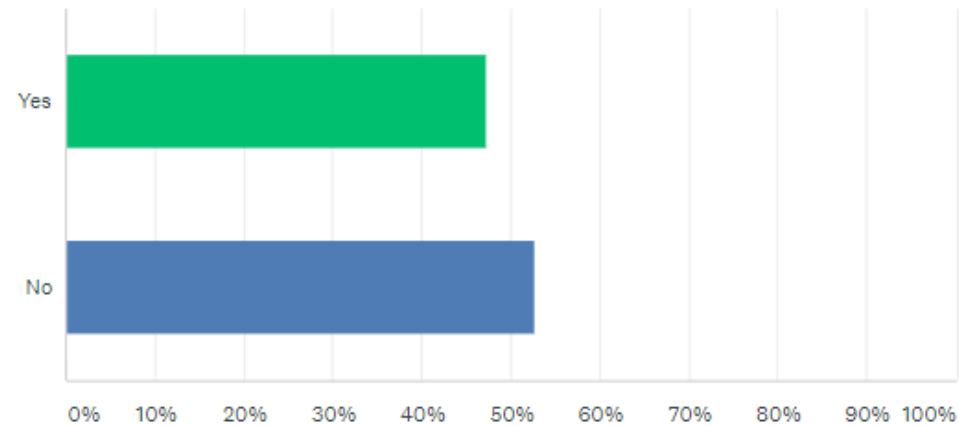
Survey Results

Q4



By having additional Monrovia Old Town Advisory Board Members, do you believe it will aid the re-opening efforts following COVID?

Answered: 19 Skipped: 0



ANSWER CHOICES	RESPONSES	
Yes	47.37%	9
No	52.63%	10
TOTAL		19

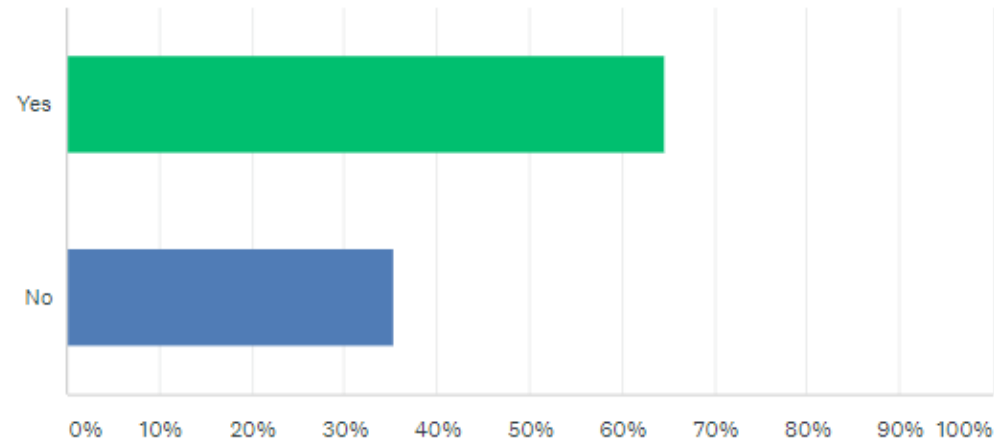
Survey Results

Q5



Have you considered applying for the Monrovia Old Town Advisory Board?

Answered: 17 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	64.71%	11
No	35.29%	6
TOTAL		17

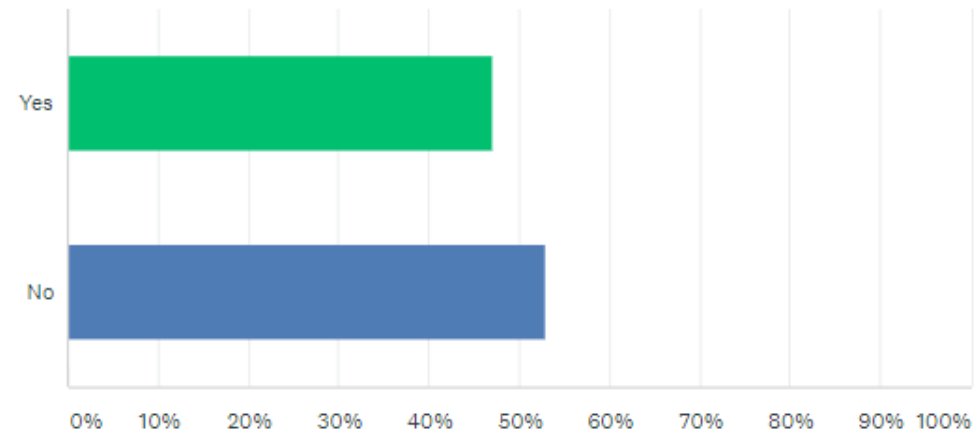
Survey Results

Q6



Would you consider applying for the Monrovia Old Town Advisor Board?

Answered: 17 Skipped: 2



ANSWER CHOICES	RESPONSES	
Yes	47.06%	8
No	52.94%	9
TOTAL		17

Support for Expanding MOTAB

- *I think adding members to the advisory board is a good idea. The more representation from different businesses will ensure the needs of the downtown will be met. The Old Town of today is drastically different than the Old Town of even twenty years ago. As the business community continues to evolve the representation should as well.*
- *The larger the representative body is the better it will be to make sure all the different types of businesses have their voice heard.*
- *I think 2 additional great candidates would benefit our post COVID efforts.*
- *7 person board will allow for a broader outreach to all of our Old Town merchants.*
- *7 Member provides for more diversity on the Board.*

Support for Not Expanding MOTAB

- *I am all for old-fashion way, keep it the same.*
- *I believe the mix we currently have is great. We have a restaurant a real estate agent a small business and a business on a side street.*
- *I don't think it matters if its 5 or 7. What matters is the quality of the board members. You have a hard enough time filling the 5 seats. Expanding it to 7 will be hard if you can even do it. Just having 7 for the sake of having 7 is not worth the effort to change the number. But if you are going to expand it to have 7 people that care about old town as a whole rather than just their own business interest, then expand it.*

Other

- *Most merchants don't know what MOTAB is or does.*
- *It is difficult to encourage people to submit an application. I believe some business owners do not want to take part in MOTAB because they feel their businesses will be singled out and look at differently by city and the community if they speak up. As the chamber representative, I believe it is the right time to speak up. The board members should represent not only their business but their neighbors and really take the time to come up with solutions. Observation: There are 3 board members from 400 block, 1 from 500 block and 1 from Colorado. There is no representation from 600 block, Olive, Lemon, Lime, nor Palm. I understand that there cannot be a representative from each block but it would be good to have each board member reach out to a specific location. Also, maybe representation from Personal Care business.*

MOTAB Feedback

- On February 16 , Staff presented the findings from the Survey to the merchants and MOTAB during their regular meeting
- Most members were indifferent to the proposed expansion
- The discussion included comments related to the quality of the candidates and whether the additional members were needed
- It was also asked if the Ordinance could be crafted in a way to allow for up to 7 but no fewer than 5 members

Options

1. Approve the amendments to the Monrovia Municipal Code contained in Ordinance No. 2021-03 (Attachment "A" - Version 1) to expand the Membership of the Monrovia Old Town Advisory Board from five persons to seven.
2. Approve the amendments to the Monrovia Municipal Code contained in Ordinance No. 2021-03 (Attachment "B" - Version 2) to change the Membership of the Monrovia Old Town Advisory Board from five persons to "an odd number of persons, not to exceed seven but no less than five."
3. Do not approve the amendments to the Monrovia Municipal Code contained in Ordinance No. 2021-03 and provide staff with additional direction.
4. Take no action.

Discussion and Questions