



**CITY OF MONROVIA
MONROVIA OLD TOWN ADVISORY BOARD
AGENDA REPORT**



DEPARTMENT: Community Services

MEETING DATE: July 20, 2021

PREPARED BY: Tina Cherry, Director

AGENDA LOCATION: AR-3

TITLE: Selection of MOTAB Representative to serve on the Street Fair Oversight Committee

BACKGROUND: For over twenty-five years, the City has hosted a Farmers Market and Street Fair in Old Town Monrovia with the support of various third party operators. In 2016, the City entered an agreement with Raw Inspiration to host the weekly Farmers Market and Street Fair in Old Town Monrovia. On May 18, 2021, the City Council extended the five (5)-year agreement for one-year as the agreement allows for five (5), one-year extensions at the City's discretion. Raw Inspiration has been a terrific partner as they are good communicators, go out of their way to be sure to listen to the merchants, and they work towards supporting the brick and mortar businesses.

As a part of the agreement with Raw Inspiration, the contract calls for an Oversight Committee to monitor the general performance and operations of the Farmers Market and Street Fair. The Committee shall consist of two members of City Council, two members of MOTAB, two merchants at large, and various City staff. The Committee shall meet at needed, but not less than once per year. Topics for discussion may include but are not limited to the following: overall aesthetic of the market, the quality of the artisan vendors, the quality of the fruit and vegetables sold by the farmers, the entertainment, as well as review any complaints or concerns expressed by the merchants, vendors, or community.

ANALYSIS: In February of 2020, the Oversight Committee met to prepare a report for MOTAB and the City Council. During the following months, because of the Pandemic, the Market was closed and over the last fifteen months all efforts have been focused on how to survive through the COVID-19 pandemic. Now that guidelines are being eased, and businesses are beginning to returning to pre-pandemic capacity, it is time to reconvene the Oversight Committee.

Since the last meeting of the Committee, the two MOTAB members assigned to the Committee have retired. To hold a Committee meeting, MOTAB needs to identify two new members to serve in this capacity.

RECOMMENDATIONS: Staff recommends the Monrovia Old Town Advisory Board designate two Boardmembers to serve as the MOTAB representative on the Street Fair Oversight Committee.

BOARD ACTION REQUIRED: If the Board concurs, the appropriate action would be a motion to: Designated Boardmembers _____ and _____ to serve as the MOTAB representative on the Street Fair Oversight Committee.

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