



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Community Services

MEETING DATE: August 17, 2021

PREPARED BY: Rebecca Sandoval,
Recreation Manager

AGENDA LOCATION: AR-2

TITLE: Street Closure Request for the 2021 Monrovia Chamber of Commerce Beer, Wine & Music Festival

BACKGROUND: The Monrovia Chamber of Commerce Beer, Wine & Music Festival is an important fundraiser as well as a terrific community event offered since 2016 at Station Square Park. In 2020, the Chamber canceled the event due to the pandemic. This unique community event offers live music, food, and craft beer and wine samplings. Historically, the event has been a ticketed event for attendees 21 and over only.

ANALYSIS: The Chamber of Commerce has submitted a special event permit application for the 2021 Monrovia Chamber of Commerce Beer, Wine & Music Festival scheduled for Saturday, September 25 from 4:00 to 9:00 p.m. in Library Park. This year's event has been reimagined to a festival style event and will include vendor booths, three live bands, a beer garden featuring local craft breweries, wine vendors, and food vendors. This year's event will be open to the public and for all ages. Security will be required to patrol the beer garden, which will be a fenced area to ensure only participants 21 and over are entering. The Chamber is also looking to highlight local Monrovia businesses by offering vendor booth space at the event for those that are interested.

The Chamber is requesting a street closure to allow food trucks to park on Palm Avenue. The street closure request is for Saturday, September 25 from 12:00 p.m. to 11:00 p.m. and includes all of Palm Avenue from Myrtle Avenue to Primrose Avenue.

The Chamber will be responsible for notifying all impacted businesses and residents on Palm Avenue as well as post the no parking signs 72 hours prior to the start of the closure.

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the 2021 Monrovia Chamber Beer, Wine & Music Festival Street Closure Request.
2. Do not recommend approval of the 2021 Monrovia Chamber Beer, Wine & Music Festival Street Closure Request and request more information from Staff.

STAFF RECOMMENDATION: Staff recommends approval of the 2021 Monrovia Chamber Beer, Wine & Music Festival Street Closure Request.

AR-2

MOTION: If the board concurs, the appropriate action is a motion to recommend approval of the 2021 Monrovia Chamber Beer, Wine & Music Festival Street Closure Request.