

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
TUESDAY, January 12, 2021**

**Pursuant to the Governor's Executive Order N-29-20,
Board members and Staff participate via teleconference.**

In accordance with Executive Order N-29-20 and guidance from the California Department of Public Health on gatherings, members of the public were encouraged to participate in the meeting remotely. Public comment was accepted by email to Tina Cherry prior to 8:30 a.m. on the day of the meeting.

CONVENE: Chair Reyes convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, January 12, 2021, at 9:30 a.m. via teleconference. In attendance, participating via video conference, were City Manager Dylan Feik; Community Services Director Tina Cherry; Recreation Manager Rebecca Sandoval; and Management Analyst Heather Gibson.

ROLL CALL: In attendance were Boardmembers Gina Ammon, Diane Balsamo, Ricardo Jurado, Vice Chair Kristin Miller, and Chair Alex Reyes.

PRESENTATIONS: None

CONSENT CALENDAR: It was moved by Boardmember Balsamo, seconded by Boardmember Ammon to approve the consent calendar. The motion carried unanimously. The consent calendar consisted of the following Agenda item:

CC-1 Unadopted Minutes of the December 8, 2020 Regular Meeting

PUBLIC INPUT: None

ADMINISTRATIVE REPORTS:

AR-1 Evaluation of the Pilot Program Related to Outdoor Dining in Old Town – Community Services Director Tina Cherry provided an update on the Outdoor Dining Pilot Program in Old Town. Current outdoor dining expansion is on hold due to the Safer at Home Order. Staff will continue to monitor the status of the Health Order and are prepared to re-launch the program as soon as permitted to do so.

AR-2 Evaluation of the Relocation of the Friday Night Street Fair and Farmers Market – Community Services Director Tina Cherry provided an update on the relocation of the Street Fair to the 500 block of Myrtle Avenue, including the schedule of dates in which the Street Fair was closed for the Holidays. Overall, the location change of the Street Fair has received positive feedback, however staff will be working with the operator of the Street Fair to educate their vendors to park off-site and not directly adjacent to the Street Fair. Further, staff will be working with the street fair operator to address the entrance of the street fair, to create a more welcoming space for patrons.

Given the Holidays in which the Street Fair was dark, and the impacts of the Safer at Home Health Order to Outdoor Dining during the first months of the relocation, staff recommended extending the relocation of the Street Fair in the 500 block of Myrtle through the first quarter, March 2021.

Following discussion, **It was moved by Vice Chair Miller, seconded by Chair Reyes to extend the relocation of the Street Fair to the 500 block on Myrtle Avenue through March, 2021. The motion carried unanimously.**

REPORTS FROM STAFF:

1. Rebecca Sandoval, Recreation Manager

- a. Holiday Program Overview - Provided an update on Holiday programs, including Holiday Decorating, Old Town Social Media Posts, Carriage Rides, and the New Year's Day Fly Over.
 - (1) Holiday Carriage Rides - took place every Sunday in December. There were a total of 136 riders; 51 participants utilized Old Town Merchant Receipts and 85 participants paid cash.
 - (2) Old Town Holiday Window Decorating Contest - 7 businesses participated, and 5 display awards were given out. Participating businesses and award winners were featured on the City Holiday Map and Social Media.
- b. Update on Greenway Finding Signs - Staff is working with B&H Signs to continue to change out and update Greenway Finding Signs to ensure signs stay current.
- c. Update on Valentine's Day Carriage Ride - Carriage Rides will be offered on February 14, 2021 from 3pm-8pm. Reservations are required and will be available for private rides only, beginning February 1, 2021.

2. Tina Cherry, Community Services Director

- a. Update on the Concrete Planter in Old Town – Update on relocating the planters currently located on Lemon Ave. The Board discussed other locations and potential merchants that may be interest in adopting the care and maintenance of a planter.
- b. City of Monrovia State of the City Event – The State of the City will be held virtually on Wednesday, January 27, 2021 at 6:00pm.
- c. Proposed Annual Goal Setting Meeting – Each year in January or February, the Monrovia Old Town Advisory Board meets to review the previous year and set goals for the coming year. Staff will work with the Board to identify a date for a Public Meeting.

MONROVIA CHAMBER OF COMMERCE REPORT

1. Sari Canales, Executive Director

- a. Update and possible extension of "Operation Save Our Restaurants" beyond January 15, 2021.
- b. Monrovia Chamber Awards Program, January 29, 2021 – Award Ceremony has been pushed back until the Spring
- c. Update on Chamber of Commerce Activities, Committee Meetings and Networking Events.

REPORTS FROM BOARDMEMBERS:

- a. Chair Reyes – Commented on the activity in Old Town and encouraged members to keep other businesses informed and be a resource for those who have questions.
- b. Boardmember Ammon – Commented on "Operation Save our Restaurants" and the coupons offered for the program.
- c. Boardmember Balsamo – Commented on the activity in Old Town. Asked the graffiti on the movie studio be removed.
- d. Boardmember Jurado – Commented on great efforts taking place given the current circumstances.

- e. Vice Chair Miller – Commented on the efforts taken during the Holiday Season. Commented on the importance of maintaining and updating Social Media and the Old Town Monrovia Website. Commented on the frequency of trash pick-up and the rate increase implemented in July.

NEXT SCHEDULED MEETING: The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, February 9, 2021, 9:30 a.m., Monrovia, California.

ADJOURNMENT: Chair Reyes adjourned the meeting at 10:15 a.m.