

**MINUTES OF THE REGULAR MEETING OF THE  
MONROVIA OLD TOWN ADVISORY BOARD  
HELD TUESDAY, AUGUST 9, 2016**

**CONVENE:** Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, August 9, 2016, at 9:32 a.m. City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Senior Recreation Supervisor Lisa Hansberger and Senior Administrative Assistant Susan Matthews.

**ROLL CALL:** In attendance were Boardmembers Soren Loft, Millie Olivas, Sean Sprinkel, and Chair Diane Balsamo. Absent/Excused Vice Chair Kristin Miller. Boardmember Miller arrived at 9:43 a.m.

**PRESENTATION: Street Fair Operator Presentation - Raw Inspiration**

**CONSENT CALENDAR:** It was moved by Boardmember Sprinkel, seconded by Boardmember Loft to approve the consent calendar. The motion carried unanimously. The Consent Calendar consisted of the following Agenda item:

**CC-1 Unadopted Minutes of the July 12, 2016 Regular Meeting:** The Board adopted the Minutes of the July 12, 2016 Regular Meeting.

**PUBLIC INPUT:**

Karin Crehan – Monrovia Chamber of Commerce  
Pam Fitzpatrick – Old Town Merchant

**ADMINISTRATIVE REPORTS:**

**AR-1 New Year's Eve Special Event Permit and Street Closure Application and Sponsorship Request**

Lisa Hansberger, Senior Recreation Supervisor advised the Board that Tina Cherry, Public Services Director will be presenting on this item. Ms. Cherry shared a presentation which outlined the history of the event and the roles of both the City and MOTAB. The major change this year will be the Beer/Wine Garden will be an enterprise with a separate budget and 100% of the risk going to the operator. It was suggested that Old Town Merchant, Rudy Castellon, continue to operate the Beer/Wine Garden as he has been a proven operator. The City will need MOTAB's support in securing sponsorships for the event. It was noted that the Beer/Wine Garden will not be seeking sponsorships for 2016.

**It was moved by Boardmember Loft, seconded by Vice Chair Miller to approve the Special Event Permit and Street Closure Application and the \$3,000 Sponsorship Request for the 2016 New Year's Eve Event.** The motion carried unanimously.

**AR-2 Old Town Landscaping (verbal report)**

Tina Cherry, Public Services Director shared a Powerpoint presentation on the proposed changes to the Old Town Landscaping. The presentation included photos of proposed plant palettes for both sun and shade. Plants were chosen for their durability, sustainability and maintenance as well as their positive impact to the aesthetics in Old Town. Boardmember Miller requested that more color be added to the palette. Designer, Jaime Yamashita advised that she will add additional plants to the palette for color.

Following discussion, **it was moved by Vice Chair Miller, seconded by Boardmember Sprinkel to recommend approval of the proposed plant palette, with the addition of plants for color, for Old Town Landscape.** The motion carried unanimously.

#### **REPORTS FROM STAFF:**

##### **Tina Cherry, Public Services Director**

1. **Daniel Stern Art Installation** – The installation will take place on August 17. All three pieces will arrive in Monrovia and will be placed on that day. Staff is working on a plaque that describes the sculpture. An official dedication will take place on September 10.
2. **Recognition of Beacon Media Awards** – Old Town was noted as a Gold Award Winner in the 2016 Beacon Media Awards. The City placed an advertisement and an editorial in the August 25 edition of the Monrovia Weekly.
3. **Merchant Outreach and Engagement, Boots on the Ground Update** – Thank you to the members who continue to work on this project. We have three more Outreach dates set for August 16, August 25 and August 30.
4. **Old Town Tree Light Update** – Staff is working on completing the installation of the white lights on the tree trunks prior to the September Opening of the New Street Fair. We are also looking to install some festival lighting on a permanent basis to add to the charm of Old Town.

##### **Lisa Hansberger, Senior Recreation Supervisor**

1. **Holiday Decorations Subcommittee** – We are looking to expand the inventory that the committee worked on last year. Specifically we need to increase the number of spheres to give balance to the colors. We are also investigating the cost of expanding the width of the garland on Foothill and Myrtle and Olive and Myrtle to expand across the entire street. In addition, we are looking at adding lights in the park (lit garland and bows), replacing small bows on the wreaths and possible pole banners in holiday designs. The committee plans to bring proposals to the September MOTAB meeting.
2. **Kiosks** – Old Town currently has one kiosk. Staff is looking at securing additional kiosks to be placed in different areas of Old Town. Another advertising opportunity for Old Town is adding kiosks at Station Square. A suggestion was made to have them back lit and add a local business map so people can locate businesses (or a larger more detailed map of Old Town in addition to the Green way finding signs).
3. **MOTAB Business Cards and Shirts** – The Boardmembers were presented with their MOTAB Business Cards. Staff will be ordering shirts for the Boardmembers. It was suggested that we order men's and women's cut white polo shirts with the MOTAB logo. It was also requested that the Boardmembers be provided with nametags.

##### **Pam Fitzpatrick, MOTAB Filming Liaison**

1. **Filming in Old Town Update** - Several people have come into town to look but it has been unusually quiet. She is investigating to see if there are any issues. Ms. Fitzpatrick stated that she is volunteering her time for a student filming at the Library.

#### **REPORTS FROM BOARDMEMBERS:**

- (a) **Chair Balsamo:** Encourages everyone to come out to Old Town on September 10. There will be a lot of great activities taking place that day.

- (b) Vice Chair Miller:** Asked that we look into the lighting in the alleyways that go from Myrtle to the parking structures as they do not seem to be very well lit. She has photos of trash in the walkways and cigarette butts in front of business. It looks awful and needs to be addressed. She asked staff for a follow-up on the Horse and Carriage Rides in Old Town for the Holiday season. Ms. Hansberger advised that staff has made inquiries but there are things that we need to discuss before the vendors can provide a quote such as: how many days per week, just the week before Christmas or more, would they charge the individual riders, minimum hours or minimum number of rides (who pays)? Ms. Cherry added that staff met with the Fire and Police Departments and they felt it was a viable idea. Chair Balsamo and Vice Chair Miller will be a part of the meeting. Staff will bring additional information to the Board in September.
- (c) Boardmember Loft:** Mid-block Crosswalk/Safety Flag Stands – Boardmember Loft brought a prototype of the flag stand. He demonstrated how the stands work and how important it is that we do something soon.
- (d) Boardmember Olivas:** The skateboarding situation in Old Town is getting really dangerous. We need a patrolman on foot walking the area. She tried to approach a skateboarder and was ignored. Ms. Cherry stated that she would talk with the Police Chief and work with him on getting someone out there.
- (e) Boardmember Sprinkel:** Very fortunate to have so many supported events in Old Town but the one thing we are missing is an event that is specifically designed to bring people to Old Town. There was mention of a Wine Walk. He spoke with the gentleman who runs the Wine Walk in Covina and it is very successful. Boardmember Miller added that she has been on the Covina Wine Walk and she was surprised at how many people attended and the fact that the participants went into all different types of businesses. Boardmember Sprinkel asked that a formal presentation on a Wine Walk be placed on the agenda in the next few months. Suggestions were made for a possible walk in February near Valentine’s Day. Incorporating transportation (Station Square) was also suggested. Ms. Cherry added that Claremont is hosting a Wine Walk on September 10. Some staff will be attending and she suggested Boardmembers may want to attend as well.

**NEXT SCHEDULED MEETING:**

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, September 13, 2016, 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

**AJOURNMENT:** Interim Chair Diane Balsamo adjourned the meeting at 10:58 a.m.