



MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Public Services

MEETING DATE: September 13, 2016

PREPARED BY: Lisa Hansberger
Senior Recreation Supervisor

AGENDA LOCATION: AR-2

TITLE: Holiday Decorations in Old Town

BACKGROUND: For many years Old Town Monrovia has been decorated for the holidays. Having a festive environment in Old Town invites people to visit, shop, and dine. Having a welcoming and cheerful Old Town drives business to Monrovia.

Over the years these decorations have included approximately 275 illuminated spheres in the tree canopies, candy canes and small wreaths placed on light poles, and two large wreaths on the Old Town Monument Sign. There are decorations in Library Park such as a 25 foot lighted tree on the Library roof and illuminated snowflakes projected on the Library entrance. In addition, holiday garland is strung across Myrtle Avenue in Old Town at various locations.

Each year City staff contract with the service provider, Dekra-Lite, to store, maintain, and install the decorations. Funding for the decorations comes from a variety of sources and historically MOTAB has contributed to the maintenance, replacement, and expansion of the Old Town decorations.

ANALYSIS: In an effort to enhance the aesthetics in Old Town during the holiday season, each year staff inventories our supplies to assess what may be needed. Staff works with the MOTAB Holiday Decorations Subcommittee to determine what is needed / desired. On August 4 and August 22 staff met with the Subcommittee (Chair Balsamo and Boardmember Olivas) to discuss options. Various items are being recommended this year based on feedback staff received last season.

Refurbished Decorations

The existing garland strung across Myrtle Avenue at Olive Avenue and Foothill Boulevard needs to be increased in length in order to look more aesthetically pleasing. The same vendor who created the original garland decorations has proposed adding the extensions on to each to reduce the overall cost. Once the extension is complete the garland will be placed, removed, and stored by City staff.

Proposed New Decorations

- Lighted, Jeweled Arch to be placed near the Library Park Fountain.
- Six (6) Lighted garlands with bows to wrap the pedestrian light posts in Library Park.
- Forty (40) Holiday Street Pole Banners to be installed on the pedestrian walkway lights on Myrtle Avenue.

The subcommittee was pleased with the recommendations; however, were not comfortable moving forward with the proposal until a budget updated, demonstrating the available funds, could be provided. The proposed cost for the recommended items to be funded through MOTAB is outlined below.

Requested Item	Proposed Cost
40 Pole Banners	\$2,025
Extension of two Garland	\$8,377
TOTAL	\$10,402

PROPOSED NEW BANNERS



FISCAL IMPACT: Each year, funds in the MOTAB account roll over. These funds are not included in the annual operating budget; however, may be used for one-time expenses. The proposed expense may be funded from the current Fund Balance and will not impact MOTAB operations.

Fund Balance June 30, 2015: \$18,482
 Total Revenue FY 15/16: \$110,372
 Total Expense FY 15/16: \$96,981
 Fund Balance June 30, 2016: \$31,873

STAFF RECOMMENDATION: Staff recommends the board approve the purchase of new holiday pole banners and the refurbishment of two (2) holiday garlands for placement in Old Town.

MOTION: If board concurs, the appropriate action is a motion to recommend approval of \$10,402 for the purchase of new holiday pole banners and the refurbishment of two (2) holiday garlands for placement in Old Town.