

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, OCTOBER 11, 2016**

CONVENE: Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, October 11, 2016, at 9:30 a.m. City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Senior Recreation Supervisor Lisa Hansberger, Senior Administrative Assistant Susan Matthews, Community Development Director Craig Jimenez, Commercial Code Enforcement Officer Krystina Contreras, and Management Analyst Brittany Mello.

ROLL CALL: In attendance were Boardmembers Soren Loft, Millie Olivas, Sean Sprinkel, and Chair Diane Balsamo. Vice Chair Kristin Miller absent and excused.

PRESENTATION:

PR-1 Recognition of Service, Sean Sprinkel
PR-2 Monrovia Renewal Update

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 September 13, 2016 Regular Meeting: The Board adopted the Minutes of the September 13, 2016 Regular Meeting.

PUBLIC INPUT:

None

ADMINISTRATIVE REPORTS:

AR-1 Quarterly Financial Update

Tina Cherry, Public Services Director addressed the Board. Ms. Cherry presented the Quarterly Financial Update from July through September, 2016. She reported that MOTAB received 40% of anticipated revenues based on business license renewal and our expenses are low so we are financially healthy. At the last MOTAB meeting the Board raised questions regarding the bid assessment. Ms. Cherry reminded everyone of the form that all merchants fill out for the bid assessment. Merchants sign the form under penalty of perjury that they are accurately reporting the business income. If the City notices suspicious activity we can pull financial information for the business but staff does not recommend that we do that. We need to trust that everyone is reporting correctly.

Following a brief discussion, **it was moved by Boardmember Loft, seconded by Boardmember Olivas to receive and file the Quarterly Financials as submitted.** The motion carried unanimously.

AR-2 Proposed Holiday Carriage Rides in Old Town

Lisa Hansberger, Senior Recreation Supervisor presented two vendor options to the Board. Memory Makers has a carriage/wagon that hold 10 passengers and can be decorated for the holidays. Martini Ranch has a more traditional carriage that hold 4 passengers. Ms. Hansberger

also discussed the pricing for the three dates in December that the Board requested. Options were presented including MOTAB funding the entire cost, MOTAB paying a portion of the cost and charging the riders a small fee to offset, and looking for sponsorship to pick up part of the cost. There was also discussion on the route, time in line, number of riders per trip, and which carriage/wagon would work best.

Following discussion, **it was moved by Boardmember Olivas, seconded by Boardmember Sprinkel to move forward with Martini Ranch, charge a nominal fee, no sponsorship for this activity, and staff will return with alternative ideas for charging and managing for the Boards review.** The motion carried unanimously.

AR-3 Proposed Enhancements to the Holiday Garland in Old Town

Lisa Hansberger, Senior Recreation Supervisor addressed the Board. Ms. Hansberger explained that Staff is requesting that the Board discuss the options being presented and provide direction. Ms. Hansberger showed slides of the garland over Old Town from 2015. Several options were presented in the report and discussed in more detail.

Following discussion, **it was moved by Boardmember Loft, seconded by Boardmember Olivas to enlist a volunteer to complete the garland refurbishments, with MOTAB absorbing materials cost.** The motion carried unanimously.

AR-4 Fourth Quarter Print Advertising

Tina Cherry, Public Services Director addressed the Board. Ms. Cherry explained that Staff is requesting that the Board discuss the options being presented and provide direction. Staff is looking for direction on what the Board would like to do for advertising for the upcoming holiday season. Several options were presented in the report and discussed in more detail.

Following discussion, **it was moved by Boardmember Sprinkel, seconded by Boardmember Olivas to move forward with Monrovia Weekly and Star News for three (3) print ads in the 4th quarter 2016.** The motion carried unanimously.

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **Wine Walk** – the committee met to discuss the Wine Walk proposal. The committee is looking at a hybrid model to bring back to MOTAB. Originally the Board was interested in having the Wine Walk take place in February but the committee is not sure that is in the merchant's best interest considering all of the events that take place in the 4th quarter in Old Town. August came up as a consideration. The committee wants to make sure there is plenty of time to put together the event. In addition to a date for the event the committee is looking for a new member to take the place of Boardmember Sprinkel. The next committee meeting will take place on October 20 at 9:00 at City Hall and all are invited to attend.
- b. **Shuttle for New Year's Eve Event** – We will be offering a shuttle from Station Square. We will coordinate with the New Year's Eve Event Committee. Boardmember Loft asked that the shuttle information be included in the 4th quarter advertising.

Craig Jimenez, Director of Community Development

- a. **Old Town Merchant Code Education Letter** – Mr. Jimenez gave an overview of his department. He explained that they are building their staff by adding the Commercial Code Enforcement position. The first order of business for this new position is to review the encroachment permit process including permanent and temporary permits. A letter was sent out to merchants last week (copies provided to the Board). Staff will be doing an inventory of Old Town. Looking at things like displays and signage. Staff will educate merchants and work with them to get things up to date.

Pam Fitzpatrick, MOTAB Filming Liaison

1. **Filming in Old Town Update** – Small filming in Library Park for an Amazon online commercial. Didn't effect anything in Old Town but we did make \$500. Minor filming in front of the theatre will take place next week.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Loft:** Flag stands are in the works and should be completed in the next couple of weeks. He will bring the stands to the City for the final check and to decide when the trial period will begin. Reminded everyone of the 5 sponsor challenge for the NYE event. He has a list of retailers to target and is willing to help everyone meet their goal. Event in Library Park on October 21 from 6:30-8:30 for Monrovia PD pink patch project. Proceeds go to City of Hope for Breast Cancer research.
- (b) **Boardmember Olivas:** Taste of Old Town was a fabulous event. Great crowd and the feedback on social media has been positive. She still has concerns about the skateboards and bikes in Old Town.
- (c) **Boardmember Sprinkel:** Last report on the MOTAB Board. He has seen a lot of positive things happen in his year of service. A couple of things he wanted to see move ahead were; social media to reach out further, get people to use the Metro to get to Monrovia and then head to Old Town. He encourages MOTAB to continue to work on those things and he thanked everyone for their support.
- (d) **Vice Chair Miller:** Absent
- (e) **Chair Balsamo:** Taste of Old Town was a fabulous event. The band was awesome and they will be playing again on October 22.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, November 8, 2016, 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

AJOURNMENT: Chair Balsamo adjourned the meeting at 10:30 a.m.