

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, NOVEMBER 8, 2016**

CONVENE: Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, November 8, 2016, at 9:31 a.m. City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Recreation Manager Katie Distelrath and Senior Administrative Assistant Susan Matthews.

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

PRESENTATION: None

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

CC-1 Unadopted Minutes of the October 11, 2016 Regular Meeting: The Board adopted the Minutes of the October 11, 2016 Regular Meeting.

PUBLIC INPUT:

Katie Distelrath, Recreation Manager

ADMINISTRATIVE REPORTS:

AR-1 Holiday Carriage Rides in Old Town

Tina Cherry, Public Services Director reminded the Board that at the October 11, 2016 MOTAB meeting AR-2 Proposed Holiday Carriage Rides in Old Town was presented. The Board approved the expenditure of \$2,600 for the carriage rides proposed and requested that staff present additional information on the type of carriage, participant fee and how it would be collected. Ms. Cherry then presented an analysis of the two original vendors. Finally Ms. Cherry discussed the opportunities to expand this activity to other dates in December.

Following discussion, **it was moved by Boardmember Olivas, seconded by Vice Chair Miller to change the vendor to Memory Makers, use the wagon on Thursday's (paid for by City) and carriage on Sunday's (paid for by MOTAB), charge \$2.00 per rider, accept the current sponsorship.** The motion carried unanimously.

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **Holiday Garland** – Ms. Cherry reminded the Board that at the October 11, 2016 MOTAB meeting the decision was made to enlist a volunteer to complete the garland refurbishment with MOTAB absorbing the cost. Ms. Cherry showed the Board photos of the refurbished garland that will be installed in November (Ms. Cherry will verify the date and report to the Board). The Board commented on how nice the new garland looks. Ms. Cherry also reminded the Board that the garland at Foothill and Myrtle will be refurbished after the holiday season.

- b. **4th Quarter Print Advertising** – A breakdown of the advertising dates and costs for 4th Quarter Print Advertising was presented to the Board. The city will partner with MOTAB so that City activities can be included in the Old Town advertising. The City will pay half the cost. Ms. Cherry presented two ad examples that included dates, times, and locations of activities. Boardmember Loft asked if the carriage rides would be included. Ms. Cherry explained that this is a “mock-up” of the actual ad and information needs to be added and verified before final production. In addition, ads will run on November 17 and if anything needs to be changed we can do so for the additional ads in December.
- c. **MOTAB Boardmember Recruitment** – We are working at scheduling a date for interviews. We hope to have a new member approved by the next meeting.
- d. **Business Outreach** – We do not want to stop the momentum of the outreach so we will be looking to schedule more dates soon.

Pam Fitzpatrick, MOTAB Filming Liaison

- 1. **Filming in Old Town Update** – Last week we had a minor film shoot in Old Town. We had a few issues with the crew filming in places they weren’t supposed to and as a result the BID received an extra \$1,000 for a total of \$1,500 profit to the BID. Ross is considering Monrovia as a location for a commercial in January. Also, in January we were approached by Disney who is considering filming scenes for their new movie titled “Magic Camp” in the 400 & 500 blocks of Myrtle. Possible street closure date(s) are January 17 (2 days of filming). A special meeting of MOTAB may be called if a street closure request is needed.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Loft:** Thank you to everyone who came out to support the Cancer fundraiser on October 21. They raised over \$10,000. Flagstands are in the paint shop and should be finished this week and delivered to the City. There is plenty of space on the stands to add information on Old Town, perhaps a GPS map or a directory. Big push for the New Year’s Eve Sponsors.
- (b) **Boardmember Olivas:** Her office door was blocked by the people filming. She was able to call and ask them to move. She attended the street fair last week and it seemed very empty. She wasn’t sure why it was so quiet – maybe the timing?
- (c) **Vice Chair Miller:** Because of the time change she asked that Public Works check the lights in the lots in Old Town.
- (d) **Chair Balsamo:** No Report

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, December 13, 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 10:18 a.m.