

**MINUTES OF THE REGULAR MEETING OF THE  
MONROVIA OLD TOWN ADVISORY BOARD  
HELD TUESDAY, DECEMBER 13, 2016**

**CONVENE:** Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, December 13, 2016, at 9:30 a.m. City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Recreation Manager Katie Distelrath, Senior Recreation Supervisor Lisa Hansberger and Senior Administrative Assistant Susan Matthews.

**SWEARING IN:** City Clerk Alice Atkins swore in new Boardmember Ricardo Jurado.

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

**PRESENTATION:** Tina Cherry, Public Services Director addressed the Board. She advised them that we have an item that we would like to add to the agenda. It will be presented at the appropriate time during the meeting.

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

**CC-1 Unadopted Minutes of the November 8, 2016 Regular Meeting:** The Board adopted the Minutes of the November 8, 2016 Regular Meeting.

**PUBLIC INPUT:**

Dr. Adam Kendall – Local Physician  
Pam Fitzpatrick – Old Town Merchant

**ADMINISTRATIVE REPORTS:**

**AR-1 2017 Taste of Old Town Special Event Permit and Street Closure Notice**

Lisa Hansberger, Senior Recreation Supervisor presented the agenda report to the Board.

Following discussion, **it was moved by Boardmember Loft, seconded by Boardmember Jurado to recommend approval of the 2017 Taste of Old Town Special Event Permit Application and Street Closure Notice. Chair Balsamo abstained.** The motion carried unanimously.

**AR-2 Proposed Filming Request in Old Town**

Tina Cherry, Public Services Director presented the request to add AR-2 to the Agenda.

**It was moved by Boardmember Olivas, seconded by Boardmember Loft to take immediate action and add AR-2 to the Agenda.** The motion carried unanimously.

Tina Cherry, Public Services Director then presented the report to the Board.

Following discussion, **it was moved by Boardmember Loft, seconded by Boardmember Olivas to recommend approval of the Proposed Filming with a street closure on Monday, January 16, 2017 from 6:00 a.m. to 6:00 p.m. and a Partial possible street closure on Tuesday, January 17,**

**2017 from 6:00 a.m. to 10:00 a.m. and that all businesses will be contacted and updated regarding the filming impact.** The motion carried unanimously.

**1. Tina Cherry, Public Services Director**

- a. **4<sup>th</sup> Quarter Print Advertising** – Staff is finalizing the 3<sup>rd</sup> and final print ad that is going out this week. We are removing the old dates each time and highlighting new items. The feedback has been good and the process is going really well.
- b. **New Year's Eve Update** – Ms. Cherry advised the Board that the budget for the New Year's Eve Event is looking really good. Sponsorships are coming and there should be income to the BID. Katie Distelrath, Recreation Manager addressed the Board. She reviewed the plans by the Public Works employees to provide street closure signs from 10:00 a.m. on December 31, 2016 to 2:00 a.m. January 1, 2017. The Event will be held from 6:00 p.m. to 1:00 a.m. in Old Town on Myrtle Avenue between Olive and Lemon Avenues. The YMCA will be out with crafts, board games. Library staff will have books, coloring and a button maker. There will be free inflatables. Night Owl will perform. Beer and Wine Garden for 21+ will also be there. Pam Fitzpatrick addressed the Board. She said that flyers are at hotels, merchants, and at City Hall and they replenish constantly. Flyers are really moving this year possibly because it is on a Saturday so more people will be able to come out. Boardmember Loft asked that businesses that are staying open are not blocked by the event enclosures.

**2. Lisa Hansberger, Senior Recreation Leader**

- a. **Carriage Ride Update** –Ms. Hansberger addressed the Board. The carriage rides are very well received by the public. So far we have completed 36 trips down Myrtle with 181 passengers. She showed photos of the carriage rides and the wagon. She added that there is a strong possibility we will have rain on Thursday night. The carriage does not ride in the rain. They will notify through social media if that is the case. Vice Chair Miller said she heard that some people are not able to ride because the carriage trips are all filled up? Ms. Hansberger responded that Staff explains to people who show up to ride that they may not be able to ride if it fills up. Vice Chair Miller suggested we may want to consider doing a larger wagon next year. Ms. Hansberger said that people really enjoy the intimate ride in the carriage so perhaps we could extend the time next year. There will be a final report after all the dates are completed and then we can plan for next year.
- b. **Wine Walk Update** – Ms. Hansberger said staff has done the research and the sub-committee needs to meet to discuss. Tentative meeting is scheduled for Monday, December 19. Vice Chair Miller and Chair Balsamo will be in attendance.

**Pam Fitzpatrick, MOTAB Filming Liaison**

1. **Filming in Old Town Update** – Allstate may be interested in filming a Mayhem commercial in Old Town.

**REPORTS FROM BOARDMEMBERS:**

- (a) Boardmember Jurado: No report this month as he is a new member. Very excited to be here and looking forward to doing a lot of great things for Old Town.

- (b) Boardmember Loft:** Flag stands are complete. He needs to work with staff on the verbiage on the message we want to convey.
- (c) Boardmember Olivas:** Friday through Sunday this past week was hoping. There were so many people in Old Town it was awesome. On a separate note, please ask Public Works to look at the grate over the tree base in front of Santa Anita Family Service. It is definitely a trip hazard.
- (d) Vice Chair Miller:** During the Boots on the Ground Business Outreach she heard over and over again that the merchants with shops on the side streets would like decorations. She suggested we put this item on the agenda early in 2017 and consider light-up garland and banners on posts.
- (e) Chair Balsamo:** Thank you to Pam Fitzpatrick for all that she does for Old Town. She would also like to note that the skateboarders are still a problem. She hasn't seen the foot patrol that was promised and thinks that if word gets out that they will be ticketed they may stop.

**NEXT SCHEDULED MEETING:**

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, January 10 2017, 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 10:14 a.m.