



# MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

**AGENDA ITEM:** AR-5

**PREPARED BY:** Heather Greer,  
Management Analyst

**MEETING DATE:** May 12, 2015

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**SUBJECT:** Friday Night Family Street Fair Oversight Committee

**REQUEST:** Appoint two MOTAB Board Members to the Committee and a Merchant At Large

**BACKGROUND:** In October of last year, in anticipation the ending of the current contract for the Friday Night Family Festival, the City Council directed an initiation of a RFP process for the purpose of evaluating and selecting a contractor to coordinate the production of the Friday Night Family Festival in Old Town.

An RFP committee was developed to lead the RFP process. The committee was comprised of representatives from City Council, MOTAB and City Staff. The committee met and set the process for the selection which included interviews and site visits. At the conclusion of that process, the Committee unanimously selected Party Works, Inc. as the preferred operator. On Tuesday, April 9<sup>th</sup>, the City Council approved the committee's recommended operator LA Party Works Inc. and a 3 year contract, with two 1 year extensions.

**DISCUSSION/ANALYSIS:** Per the terms of the contract, an Oversight Committee must be formed to monitor the general performance and operation of the Fair. This includes monitoring customer service, sponsorship, old town participation and health and safety.

Per the contract, the Oversight Committee shall consist of one member of City Council, two members of the Monrovia Old Town Advisory Board, a representative of the Franchisee, the City Manager or designee, representatives from City's Community Services, Public Works and Risk Management departments, and one Merchant at-large. To provide continuity from the RFP committee, staff and Council representation will remain as it was on the RFP committee. Staff would like to recommend that the Board appointment Rudy Castellon and Brian Germany to the Oversight Committee as well for the same continuity purposes. Additionally, staff would like to recommend the additional appointment of Monrovia's Old Town Liaison, Pam Fitzpatrick, to the Oversight Committee.

**STAFF RECOMMENDATION:** Staff would like to recommend the appointment of Rudy Castellon and Brian Germany to the Oversight Committee. Additionally, staff would like to recommend the additional appointment of Monrovia's Old Town Liaison, Pam Fitzpatrick, to the Oversight Committee.

**MOTION:** If the Board concurs the appropriate action is a motion to approve Rudy Castellon, Brian Germany and Pam Fitzpatrick to the Oversight Committee for Friday Night Family Festival.