

**MINUTES OF THE REGULAR MEETING OF THE  
MONROVIA OLD TOWN ADVISORY BOARD  
HELD TUESDAY, OCTOBER 13, 2015**

**CONVENE:** Chairman Rutilio “Rudy” Castellon convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, October 13, 2015, at 9:37 a.m. in the City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Senior Recreation Supervisor Lisa Hansberger, Field Services Manger Niles Boyer and Senior Administrative Assistant Susan Matthews.

**ROLL CALL:** In attendance were Vice Chair Diane Balsamo, Boardmembers Millie Olivas, Kristin Miller, Sean Sprinkel and Chair Rutilio “Rudy” Castellon.

**APPROVAL OF MINUTES:** It was moved by Vice Chair Balsamo, seconded by Boardmember Olivas to approve the Minutes of the September 8, 2015, Regular Meeting. The motion carried unanimously.

**PUBLIC INPUT:**

1. Caroline Velarde– Management Analyst, City of Monrovia
2. Pam Fitzpatrick – Old Town Merchant

**ADMINISTRATIVE REPORTS:**

**AR-1 New Year’s Eve Street Closure Request**

Lisa Hansberger, Senior Recreation Supervisor, presented the street closure request. She described some of the planned activities for New Year’s Eve in Old Town. Streets need to close early on December 31 at 10:00 a.m. and stay closed until 2:00 a.m. on January 1.

It was motioned by Boardmember Olives, seconded by Boardmember Miller to approve the street closure request for the New Year’s Eve event. The motion carried unanimously.

**REPORTS FROM STAFF:**

**a) Public Works Update:** Niles Boyer, Field Services Manager reported on the following carry over items from the last MOTAB meeting:

1. No parking signage in lots 7 and 8. Lot signs were changed to read 3 Hour Parking This Row Only. New Yield signs were also placed in the alleyway that bisects the parking lot.
2. Bids were received for the banner pole installation at Foothill and Myrtle. Bid was awarded to Stiney & Co. The contract documents were sent to the company for approval. Once they are executed the company will install the new banner poles at Foothill & Myrtle.
3. Received mock-up of skateboard signs. The process is taking longer because the City opted with digital laser printing that has more resilient color and will last longer. The new signs will be placed higher on the poles for better visibility.
4. Stagnant water on Myrtle & Lemon needs to be removed (Boardmember Miller). Niles and Old Town Caretaker John Ogden will take a look at the situation and make a recommendation.

Tina Cherry, Public Services Director asked to speak to the Board regarding internal communication on encroachment permits. Ms. Cherry advised the Board that the City will notify MOTAB members of issued encroachment permits. A new system is in place to share that information with MOTAB and merchants to advise them of disruptions to businesses.

- b) **Stuff the Monrovia Fire Engine Event:** Ernie Moreno, Firefighter was unable to present at the meeting due to an unforeseen fire obligation. We will continue his presentation to the next MOTAB meeting in November.
  
- c) **Holiday Decorations and Parade Update:** Lisa Hansberger, Senior Recreation Supervisor began with an overview of the holiday decorations for the new Boardmember Sean Sprinkel. She described the holiday events and the traditional decorations in Old Town and that some of the decorations were lost in a windstorm. The MOTAB board decided to establish a committee to make recommendations for new decorations. On September 15, the City approved a contract with Dekra-lite. Dekra-lite will be responsible for installing, removing and storing the holiday spheres, and large wreaths in Old Town, and a holiday tree and snowflake projection system at the Library. A new garland will also be placed by City Staff at Foothill Boulevard and Myrtle Avenue. City staff will also be responsible for hanging the smaller wreaths. Decorating will take place between November 1 & 24. Chair Castrellon asked about the type of tree that will be placed on the library roof. Ms. Hansberger advised that the tree is made of light strands and is designed to not be impacted by wind or weather. It will be secured to a base built on the Library roof. Ms. Hansberger is working with Dekra-lite to make sure the tree and snowflake projection system are turned on at the tree lighting ceremony. Pam Fitzpatrick asked if the Public Works staff can turn the lights on in Old Town when they are ready even if it is early. The merchants want to get the holiday shopping started as early as possible. Ms. Hansberger also advised the group that existing year-round twinkle lights in the trees will be repaired for the holidays and the new tree lights will be installed in early 2016. Chair Castrellon mentioned a tree that needs repair and new lights and also a dead tree. Mr. Boyer said he will investigate.

Ms. Hansberger gave an update on the Holiday Parade. She handed out "Save the Date" notices for December 3, 2015. The tree lighting will take place at 6:00 p.m. with the Parade to follow at 7:00 p.m. Ms. Hansberger asked for two Boardmembers to volunteer as holiday parade judges. Vice Chair Balsamo and Boardmember Olivas volunteered. They will be dressed as elves. This year's theme is Bright Lights and Holiday Delights. The parade Grand Marshal is to be announced at a later date.

- d) **Old Town Business Signage:** Lisa Hansberger, Senior Recreation Supervisor advised the board that staff has been surveying the green signs in Old Town. They discovered that the signs are different for north and south bound traffic. Signs were initially installed in 2010 by City staff. Ms. Hansberger requested additional time present signage guidelines for future business signage. She will report back to the Board when the information is ready for presentation.

#### **REPORTS FROM BOARDMEMBERS:**

- (a) **Chair Castrellon:** Discussed the filming situation in Old Town. Chair Castrellon stated that Colorado, Lemon and Lime were blocked East of Myrtle and some parts West of Myrtle. The filming company covered all NE Colorado from Ivy to Myrtle. All parking was taken with cones and trucks. Parking lots were taken day and night with signs. Ivy, Lemon and Lime were all taken. There was nowhere to park for visitors. A lot of spaces were being used by the film crews and as a result customers walked away. It was mentioned that Gloria Huss would be the person to handle this. Chair Castrellon said they received information from the filming company but nothing

from the City so they didn't know what to expect. Boardmember Olivas commented that there needs to be better communication and something drafted ahead of time with guidelines so merchants can tell clients/customers what to expect. Liaison information needs to be on all of the communication and they need to be present on the set.

Chair Castellon reported that the Film Festival went well. For the most part the businesses did well, especially the restaurants. Chair Castellon also reminded everyone of the Taste of Old Town coming up as well as the Halloween event and holiday events.

- (b) Vice Chair Balsamo:** Reminded the board that the Taste of Old Town will be held on Sunday, October 18. Tickets are \$50 and \$60 at the event. The event will go on rain or shine. MOTAB members have tickets for sale.
- (c) Boardmember Olivas:** Filming in Old Town went well. She had to pick up trash the day after they finished, which was not appreciated, however someone from the crew came back so they may have been there to clean up. Lance & Gary Show will provide Old Town with a promo video of Old Town Holidays free of charge.
- (d) Boardmember Miller:** Boardmember Miller was disappointed with Old Town Filming and that it was very intrusive on the businesses. She lost 3 days of business because of the loss of parking and things left in front of her store. They were minimally compensated for the amount of business intrusion. Pam Fitzpatrick addressed the board concerning the filming and agreed that that it's difficult on small businesses when customers are unable to access stores during filming. Parking was blocked off beyond the signage. Parking situation was bad all the way around. There was discussion on eliminating filming during the Fourth Quarter. Boardmember Olivas stated affected businesses need to ask for more compensation. Boardmember Sprinkel added that the lack of communication was an issue. He had to close his business to track down the liaison regarding a filming issue. They should have received an email or a meeting should have been called beforehand. Merchants should be a part of the negotiations. Liaison for filming needs to be addressed. Boardmember Miller is also concerned with the Street Fair. She has been attending the fair since Green Leaf came on board and it seems like a repackaged company of the same thing we had before 2015.
- (e) Boardmember Sprinkel:** Was going to address the filming but that has already been discussed. Thank you for allowing him to be on the Board.

#### **NEXT SCHEDULED MEETING:**

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, November 10, 2015, 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

**AJOURNMENT:** Chair Rutilio "Rudy" Castellon adjourned the meeting at 10:34 a.m.