

**MINUTES OF THE SPECIAL MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD THURSDAY, OCTOBER 22, 2015**

CONVENE: Chairman Rutilio “Rudy” Castellon convened the Special Meeting of the Monrovia Old Town Advisory Board on Thursday, October 22, 2015, at 12:00 p.m. in the Multi-Purpose Room, Monrovia Community Center, 119 West Palm Avenue, Monrovia, California. In attendance were Senior Recreation Supervisor Lisa Hansberger, Management Analyst Diane Delmatoff and Senior Administrative Assistant Susan Matthews.

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

ADMINISTRATIVE REPORTS:

AR-1 Filming and Street Closure in Old Town

Lisa Hansberger, Senior Recreation Supervisor, presented to the Board a request that was made to film a Hyundai commercial in Old Town. The filming would begin on October 28 at 6:00 p.m. and conclude on October 29 at 7:00 a.m. The request includes street closures and traffic control. Diane Delmatoff, Management Analyst and Gloria Huss, filming liaison, were present to address any questions from the Board.

Ms. Huss addressed the Board. She stated that she had heard there was a lot of discussion regarding the last MOTAB meeting and filming issues. She was not aware that there would be no filming allowed in the fourth quarter of the year. She thought that filming was not to take place beginning the week of Thanksgiving through the end of the year. She started working on this film request because the filming crew really likes Monrovia. Ms. Huss was concerned that if the film request was denied that the company would no longer film in Monrovia. The request for the filming and street closure is the last project that will take place before November 1.

Ms. Hansberger expressed concerns about the filming that took place the first week in October. The filming had a negative impact on the Old Town merchants. There are plans to have additional meetings to improve the filming permit process in the future. Ms. Hansberger also noted that she received an email from Boardmember Miller who is opposed to the filming request.

Ms. Huss assured the board that there are stipulations that must be made before the filming can take place. They have already spoken to the restaurants that are open after 10:00 and they approve the filming.

The Board engaged Ms. Huss in a discussion concerning the impact fee which is deposited into the MOTAB budget. Ms. Huss explained that she cannot negotiate the impact fee and that she can only make recommendations. For the upcoming filming she recommends \$2,500 based on the scope presented with overnight filming and minimal impact to businesses.

Chair Castellon asked about canceling or moving Wednesday Night music. Ms. Huss said the event can be moved to another block however the crews will only be doing prep work so the sidewalks in the area will be open during Wednesday Night. Chair Castellon inquired about

parking for this request. He stated that in October the film crews used more parking than they were allotted. Ms. Huss stated the film company was approved to park East and West of Lime and all of Myrtle in the Old Town area. Ms. Huss also explained that the October filming was for a motion picture that filmed over several days with a full crew. They require more parking and are more of a disruption. This request is an overnight commercial shoot which should not have the amount of equipment a movie would.

Ms. Huss continued in a discussion regarding the compensation to the BID and to the merchants. For the October movie the BID received \$5500 for 4 days or approximately \$1400 per day. The merchants negotiate a separate amount. It is important to note that once 75% of merchants sign-on, or agree to the filming, the negotiating ends. Some merchants may be impacted and not receive any compensation as a result of the negotiations. Boardmember Sprinkel added that there are no real guidelines so it's unclear what constitutes a fair amount, which also is a component of the overall lack of communication.

The Board engaged in a discussion on communication, specifically the liaison function in the filming process. Boardmember Sprinkel gave examples of poor communication with the merchants during the last filming. Ms. Huss explained that she works with Film LA who is the liaison for the film crews. Film LA is supposed to have a liaison onsite throughout the set-up, filming, and tear down.

Ms. Huss advised the Board that the filmmakers have not been gathering signatures from the merchants for this project because they were waiting for MOTAB's approval on the filming. If MOTAB approves the filming but the filmmakers do not receive 75% sign-on from the merchants the film company cannot proceed.

The Board agreed to revisit the guidelines for future filming. There needs to be a better method of communication with merchants. They agreed that a City Employee, Ms. Huss or someone that has a relationship with the merchants should be the liaison. The board would like to have after hours phone numbers to reach liaisons during filming. The merchants also need to be better informed regarding the filming process and how to negotiate fairly with the filmmakers.

Diane Delmatoff, Management Analyst, addressed the Board. Diane gave background information on filming in Old Town. She advised the Board that at one time there was a filming guideline handout that was given to the merchants. Diane will work with Ms. Hansberger on updating that document for MOTAB. She also reminded the Board that filming in Monrovia is an excellent source of revenue for the city and merchants. The filming agreements generally state that gas and food must be purchased within the city limits. The revenue generated from the film crews can be significant.

Chair Castellon added that he received an email from Pam Fitzpatrick, Old Town Merchant, expressing her opposition to this filming.

It was motioned by Boardmember Olivas, seconded by Boardmember Sprinkel to approve the filming and street closure and the \$2500 proposed fee. The motion carried unanimously.

AJOURNMENT: Chair Rutilio "Rudy" Castellon adjourned the meeting at 12:36 p.m.