



## MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



**DEPARTMENT:** Public Services

**MEETING DATE:** November 10, 2015

**PREPARED BY:** Lisa Hansberger  
Senior Recreation Supervisor

**AGENDA LOCATION:** AR-2

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**TITLE:** 2015 New Year's Eve Special Event Permit Application

**BACKGROUND:** The New Year's Eve Event on Myrtle Avenue is an annual event that has been offered for four years. The event allows people to come together to celebrate the New Year in a festive and safe environment, and encourages new visitors to Old Town. The event includes a kid's play area, food and activity booths, live music, a beer and wine garden, and a ball rising at midnight. The event is offered by MOTAB in cooperation with the Monrovia Kiwanis Club, and is made possible by sponsorships from local businesses and organizations.

**ANALYSIS:** The 2015 New Year's Eve event is scheduled for Thursday, December 31 from 7:00 p.m. to 1:00 a.m. on Friday January 1. The event is located in Old Town on Myrtle Avenue between Olive and Lemon Avenue. The street closure request for Myrtle Avenue from December 31 at 10:00 a.m. to 2:00 a.m. on January 1 was approved by MOTAB at the October 13, 2015 meeting. Please see attachment A for review of the special event application and map.

**OPTIONS:** Staff has provided the following options for consideration:

1. Recommend approval of the 2015 New Year's Eve Special Event Permit Application
2. Do not recommend approval of the 2015 New Year's Eve Special Event Permit Application and request more information from Staff.

**STAFF RECOMMENDATION:** Staff recommends approval of the 2015 New Year's Eve Special Event Permit Application.

**MOTION:** If the board concurs, the appropriate action is a motion to approve the New Year's Eve Special Event Permit Application.