

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, DECEMBER 8, 2015**

CONVENE: Chairman Rutilio “Rudy” Castellon convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, December 8, 2015, at 9:32 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 Manager Niles Boyer, Library & Recreation Manager Kerri Zessau, and Senior Administrative Assistant Susan Matthews.

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

APPROVAL OF MINUTES: November 10, 2015 Regular Minutes were not available for review. The Board agreed to carryover the approval of the November 10, 2015 minutes to the January 12, 2016 meeting.

PUBLIC INPUT:

1. Pam Fitzpatrick – Old Town Merchant

ADMINISTRATIVE REPORTS:

AR-1 Quarterly Financial Update

Lisa Hansberger, Senior Recreation Supervisor addressed the Board. Ms. Hansberger explained that the Quarterly expense and revenue totals are listed on the left columns and the Year to Date expense and revenue totals are on the right.

It was motioned by Vice Chair Balsamo, seconded by Boardmember Sprinkel to receive and file the Quarterly Financials as submitted. The motion carried unanimously.

AR-2 Filming in Old Town

Lisa Hansberger, Senior Recreation Supervisor addressed the Board. Ms. Hansberger reviewed the report. In order to make sure filming in Monrovia runs smoothly the city entered into an agreement with Film LA. The city also contracted with a Film Liaison. The Liaison, for a 20% fee, makes sure the merchants have a representative to mitigate any problems and negotiate on their behalf. The current liaison is no longer interested in taking on this responsibility and there is no current contract in place. Since there are many issues that need to be addressed and filming will begin again in January staff is asking that an Old Town Merchant be appointed to represent the city as a Film Liaison. Pam Fitzpatrick, Old Town Merchant, has volunteered to fill the position. She will assist the Old Town Merchants and act as a liaison at no cost to the City or MOTAB.

Boardmember Sprinkel asked if the guidelines for the liaison are available for review. Ms. Cherry advised the Board that the guidelines will be provided to the Board for review.

Chair Castellon asked Gloria Huss, the current liaison who was present at the meeting, why she did not want to continue in the position? Ms. Huss addressed the Board. She did not want to

continue in the position because she did not like staff telling her they didn't like the way she speaks to people.

Pam Fitzpatrick addressed the Board. She doesn't feel that it would be that much extra effort to take over the liaison position. She is always in Old Town at her business. She would have firsthand knowledge of what is happening and would be able to communicate with the merchants. Since she is not charging the city for services it would mean more filming revenue would go to the assessment fund. Diane Delmatoff, Community Development, added that she would be happy to work with Pam as the liaison.

It was motioned by Boardmember Sprinkel, seconded by Vice Chair Balsamo to secure an Old Town Merchant to voluntarily oversee film liaison responsibilities for one (1) year, and re-evaluate for program effectiveness. The motion carried unanimously.

AR-3 Cinco de Mayo – Special Event Permit and Street Closure Request

Lisa Hansberger, Senior Recreation Supervisor addressed the Board. The Cinco de Mayo event has been a successful event in past years. Ms. Hansberger reviewed the date, time and street closure locations. Chair Castellon discussed the benefits for celebrating; revenue, visitors, and funds from the event donated by Greenleaf.

It was motioned by Boardmember Sprinkel, seconded by Boardmember Olivas to approve the Special Event Permit and Street Closure request for the Cinco de Mayo event. The motion carried unanimously.

AR-4 Car Show – Special Event Permit and Street Closure Request

Lisa Hansberger, Senior Recreation Supervisor addressed the Board. Ms. Hansberger reviewed the date, time and street closure locations. Chair Castellon stated that the car show is always a good event for the Old Town merchants. They would like to have one car show next year. Boardmember Miller asked if the plan is to use the same vendor that was used for the 2015 Car Show. Chair Castellon stated that we would be using Greenleaf for the 2016 Car Show which is a different vendor than 2015. He has been to car shows that are run by Greenleaf in other cities and they do a good job. Greenleaf will do the advertising. We expect to see some of the same participants but with Greenleaf running the event. Pam Fitzpatrick addressed the Board. She said we need to make sure we advertise the event and Greenleaf will handle that for the merchants. The club who ran it in the past didn't do a good job of advertising the event. Greenleaf will assist with advertising and they give a percentage back to benefit the BID. Ms. Cherry advised the Board that we will review the car show event later in this meeting.

It was motioned by Vice Chair Balsamo, seconded by Boardmember Miller to approve the Special Event Permit and Street Closure request for the Car Show event. The motion carried unanimously.

AR-5 2016 Taste of Old Town – Special Event Permit and Street Closure Request

Lisa Hansberger, Senior Recreation Supervisor addressed the Board. Ms. Hansberger reviewed the date, time and street closure locations. The Kiwanis have offered the Taste of Old Town since 2011 and they do a great job. Julie Gentile, Kiwanis Club Treasurer, attended the meeting to answer any questions. The Board did not have any questions for Ms. Gentile.

It was motioned by Boardmember Olivas, seconded by Boardmember Sprinkel to approve the Special Event Permit and Street Closure request for the 2016 Taste of Old Town event. The motion carried unanimously.

REPORTS FROM STAFF:

- a) **Public Works Update:** Niles Boyer, Field Services Manager reported on the following items:
1. The banner pole at Foothill and Myrtle was installed and is in use.
 2. Holiday Decorations in Old Town are complete. Staff completed the work from 2:00 a.m. to 10:00 a.m. so the work would not negatively impact businesses. There were some issues in the 500 block but they were resolved. Staff removed the canopy lighting. They salvaged what they could and used it as trunk lighting. The canopy lights are hard to maintain and cause issues for tree trimming.
 3. Drains in the 100 block of E Lemon will be repaired after the holidays.
 4. Mosquitos in the 400 block – Old Town caretaker is keeping a watch out. Boardmember Miller said the situation has improved.
- b) **Community Services Update:** Kerri Zessau, Library & Recreation Manager advised the Board that there are many events and activities going on in December and January. Details are in the Monrovia Today Winter edition:
1. 12/14 Home Decorating Contest and Santa Tours
 2. 12/18 Adult excursion to Long Beach for Cruise of Lights
 3. 12/19 Gingerbread House Decorating
 4. 12/31 New Year's Eve in Old Town
 5. 1/23 Station Square Grand Opening at the park 11:00-2:00
- c) **Signage in Old Town Update:** Lisa Hansberger, Senior Recreation Supervisor reminded the Board that in November they approved the replacing of signs in Old Town. BH Signs is working on the new signs. They should be installed by December 14. Every six (6) months we will review and update the signs as needed.
- d) **Monrovia Community Center Development Update:** Tina Cherry, Public Services Director addressed the Board. Staff has spent the last four (4) weeks doing outreach to get feedback and input from the community on whether or not the idea has any merit. A decision will be made in January. We need to either move forward or look at other ways to address our needs. Tonight at the Community Services Commission meeting staff will layout some plans for the Commission to look at. Again, they are looking for feedback. Next week staff will meet with the Historic Preservation Committee. They need to determine if it is cost effective. We are looking to go back to Council in January for a Special Study Session and present to Council on January 19.
- e) **Car Show Event Follow-up (September 12, 2015):** Tina Cherry, Public Services Director reported. There have been observations and feedback from MOTAB regarding the group Street Cars Forever, who has been running the car show for some time. Security, trash, parked trailers, vehicles driving on Myrtle during the event are all issues that need to be addressed. A letter was sent to the president of Street Cars Forever expressing concerns. There has been no response to date. We are looking to Greenleaf as a new vendor to take over the event. Chair Castellon was concerned with the issues at the 2015 car show and he is happy that a letter was sent to Street Cars Forever.

REPORTS FROM BOARDMEMBERS:

(a) Chair Castrellon: 38 Degrees is opening tomorrow! He has a concern over parking. Now we will have 20-30-50 more cars and it is already a tight fit. Why is it a problem? Because we have different businesses in Old Town. Parking lots are affected by the employees of restaurants and businesses. Some workers like to park right next to the business. Chair Castrellon encourages his employees to park at Colorado Commons or Paragon parking lot. He would like to see other businesses do that as well. He asked for help to suggest to other businesses that they encourage their employees to park in another area like Colorado Commons or Paragon. Would like a note sent to the businesses. Ms. Cherry said we can send a letter to all BID members to recommend they ask employees to park in other areas. She shared some of the things we are doing to address parking in Old Town. Staff is accessing all of the parking signs in Old Town. In addition, as a result of the CS/4th Dimension project we are looking at an overall assessment from our Traffic Engineer for solutions to parking. We will review the parking options and how they impact the BID area.

Chair Castrellon would like the lights in the parking area behind 38 Degrees changed. Only one is working. Mr. Boyer will make sure that is taken care of. New Year's Eve event is coming up! It is a very busy month with all the celebrations coming up. He has heard a lot of comments on how great Old Town looks - thank you for all the effort to make it look so nice!

(b) Vice Chair Balsamo: On Palm in front of Church – 3 hour Parking sign needs to be moved because you can't see it. We used to have a Monrovia Days parade where we honored award recipients. Since we no longer have that parade could we honor them as part of the Holiday Parade (Iris award was an example).

(c) Boardmember Olivas: Vice Chair Balsamo and Boardmember Olivas were fortunate to be judges of the 2015 Holiday Parade. The Parade was really great! Garage stairways at Colorado Commons are very dirty – need to get them cleaned up.

(d) Boardmember Miller: Looking into landscaping on Myrtle. Ms. Cherry commented that the design is already in process, but we have grant funds for City Hall that we need to spend before the end of the year. We will then work on the Myrtle project. Boardmember Miller asked about transportation plans from Station Square to Old Town. Ms. Cherry advised, we are soliciting bids for a fixed route from Station Square to Old Town with additional stops. It will be similar to the old trolley. We also have a contract with Alta Planning working on a bike master plan with dedicated bike routes from Station Square to Old Town. We are also looking at the feasibility of a bike share program from Station Square to Old Town.

(e) Boardmember Sprinkel: Boardmember Miller already reported on his update. Thinks the bike plan is fantastic – he loved the trolleys. Advertising and promotion will have to be a big part of it.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, January 12, 2016, 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

AJOURNMENT: Chair Rutilio "Rudy" Castrellon adjourned the meeting at 10:31 a.m.