

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, AUGUST 11, 2015**

CONVENE: Chairman Rutilio “Rudy” Castellon convened the Regular Meeting of the Monrovia Old Town Advisory Board of Tuesday, August 11, 2015, at 9:34 a.m. in the City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Recreation Supervisor Lisa Hansberger and Administrative Clerk Susan Matthews.

SWEARING IN: Kristin Miller was sworn in as a new Boardmember and Vice Chair Diane Balsamo was sworn in for a new term of office.

ROLL CALL: In attendance were Vice Chair Diane Balsamo, Millie Olivas, Kristin Miller and Chair Rutilio “Rudy” Castellon. Vanessa de la Riva was absent.

APPROVAL OF MINUTES: It was moved by Vice Chair Balsamo, seconded by Boardmember Olivas to approve the Minutes of the July 14, 2015, Regular Meeting. The motion carried unanimously.

PUBLIC INPUT:

1. Pam Fitzpatrick – Old Town Merchant
2. Becky Shevlin – City Council Liaison

ADMINISTRATIVE REPORTS:

AR-1 Halloween Street Closure Request

Recreation Supervisor Lisa Hansberger reviewed the request. She informed the Board that the 2015 Halloween and Old Town Trick-or-Treat Event will take place on Halloween which is a Saturday this year. Chair Castellon asked if the event would be the same as in prior years. Ms. Hansberger conferred. It was moved by Boardmember Olivas, seconded by Vice Chair Balsamo to approve closure of Myrtle Avenue from Palm Avenue to Chestnut Avenue north and southbound lanes from 2:00-7:00 p.m. on October 31, 2015. The motion carried unanimously.

AR-2 Sponsorship Request for the 2015 Holiday Parade

Recreation Supervisor Lisa Hansberger reviewed the request. She advised the board that MOTAB authorized a sponsorship allotment of \$3,000 in past years. The 2015-16 MOTAB approved budget allotted \$1,500 for the Holiday Parade sponsorship. The current budget can support additional allotment of \$1,500. Staff requested MOTAB approve an additional \$1,500 allotment, totaling \$3,000. It was moved by Vice Chair Balsamo, seconded by Boardmember Miller that MOTAB approve a \$3,000 sponsorship for the 2015 Holiday Parade. The motion was carried unanimously.

REPORTS FROM STAFF:

(a) Water Conservation Update: Tina Cherry, Public Services Director shared the education and outreach plan for the city. The Board viewed a PowerPoint presentation outlining the Phase IV conservation efforts and plans for the City. The presentation also included information on reporting water wasters, obtaining water conservation devices and checking usage. Boardmember Miller expressed concerns

for the city trees that are not being watered due to the conservation efforts. Ms. Cherry advised the Board that older trees are watered through the aquifer and therefore do not need surface water, however, new trees do need surface water. A discussion ensued on how everyone needs to do their part and conserve water.

- (b) 608-610 S. Myrtle Avenue:** Sheila Spicer Batice, Neighborhood & Business Services Supervisor provided the group with an update on the old Sam's Deli property. She advised the Board that in March 2014 plans were drawn for new bar counters and ADA Restrooms. The plans were picked up in November 2014 but never re-submitted for review. Ms. Spicer Batice discussed this with the tenant, Mr. Steven Quan. Mr. Quan stated that he had difficulties with a previous architect, and he has a new architect and should be submitting plans in the next few months. Building signs and awnings have been removed. Ms. Spicer Batice has also been in contact with the building owner and she advised him that he is responsible as the owner if Code Enforcement comes out to the building. Pam Fitzgerald, Old Town Merchant, added that when the signs and awnings were being removed things were falling on the sidewalk. They also had a ladder blocking the sidewalk. Pam suggested that the owner be notified of the safety concerns regarding the contractor.
- (c) 535 S. Myrtle Avenue:** Lisa Hansberger, Recreation Supervisor addressed the Board regarding the refurbishment in front of the foyer. She reminded the Board that Ili Lobaco, Associate Planner, gave a thorough report on this project to the Board last month. Following last month's meeting staff confirmed that the contractor did obtain an encroachment permit. The construction is now complete. Vice Chair Balsamo and Boardmember Olivas commented that it looks much better.
- (d) Holiday Decorations Committee:** Lisa Hansberger, Recreation Supervisor advised the Board that the City set aside \$40,000 for new holiday decorations including new lights in Library Park. The suggestion is to remove lighting and replace with LED lighting. Also look at garland, bows and wreaths. The City would like to form a committee with city staff and a minimum of two MOTAB Boardmembers to assess the current decorations and make recommendations for new decorations. Vice Chair Balsamo and Boardmember Olivas volunteered to participate on the committee. Liaison Becky Shevlin also volunteered to be on the committee. Chair Castellon asked if we have an estimate for what it will cost for new lights. Ms. Hansberger said we are working with DecraLight on a proposal and it would take \$15,000-\$20,000 to replace white lights with LED lights. Boardmember Miller requested the new lights be soft white not the bright blue LED lights.
- (e) Update on Friday Night Street Fair:** Tina Cherry, Public Services Director provided an overview of the last City Council meeting discussion and the decision to extend LA Party Works contract for 45 days in order to resolve past operational concerns with the Street Fair. LA Party Works knows what needs to be done and they are making changes. Last Friday they supplied their own generator and they are working on signage. Ms. Cherry said that LA Party Works needs to work collaboratively with the City staff. Pam Fitzpatrick, Old Town Merchant, addressed the Board. She is on the Oversight Committee for the Friday Night Street Fair and she personally walked the fair on Friday. She noticed only one Security Guard during set-up and a different Security Guard during the event. She said they need to have two guards at both set-up and during the event. Chair Castellon agreed that two guards need to monitor the entire event at all times.

REPORTS FROM BOARDMEMBERS:

- (a) Chair Castellon:** reported that there are several upcoming events in Old Town including the Car Show, Taste of Old Town and the Film Festival and there will be a lot of people in town both day and night. He suggested all shops and restaurants stay open after 9:00 p.m. and up to 12:00 if

permitted. The businesses need to stay open and show people from out of town that we have a nice town and we will treat them well.

- (b) **Vice Chair Balsamo:** announced that the Old Town Merchants received the Beacon Media Award for Best Festival!
- (c) **Boardmember Olivas:** concerned with skateboarders in old town and the safety issues they present. The skateboarders race up and down the streets and are out of control. She also stated that the crosswalks in the middle of Myrtle where there is no stop light are a safety issue. Requested that staff research if crosswalks can be light up when people are crossing.
- (d) **Boardmember Miller:** would like to see business directory signs (green signs) in Old Town updated. She suggested there be a policy to update them regularly. She also suggested MOTAB use budget funds for a social media person to promote Old Town Advertising.

Sergeant Newton addressed the Board regarding skateboarding in Old Town. There is an Ordinance that prohibits skateboarding at any time from Ivy to Primrose and Olive to Foothill. In July, the Police Department put out additional patrols but the patrols did not encounter any problems. Sergeant Newton requested that merchants provide the Police Department with more information on the time of day they are experiencing the most problems. City Council liaison Becky Shevlin stated that Pavilions has problems with skateboarders in the parking lot. They vandalized the property and used store pallets to make ramps. Pavilions has a Security Officer but the officer is not effective in eliminating the problems with the skaters. Sergeant Newton spoke to Pavilions management and they assured her that they are getting a new security guard. Sergeant Newton said Pavilions is private property so it's a touchy situation but if it is posted they can ticket. For the Street Fair we will have a no tolerance policy and will cite offenders if seen. Sergeant Newton stated that it is a safety issue and the Police Department wants to help the merchants. Boardmember Olivas suggested more signage in Old Town as some signage is not visible. Signage is being updated and replaced in Old Town and some signs will be moved to higher locations for better viewing. Tina Cherry advised the Board that staff will look into the items brought up and report back next month.

Pam Fitzpatrick presented an update on vacancies in Old Town. Last official vacancy rate was under 7%. Latest departure is Bull Taco which is now listed. Hala Skin & Body will be replaced by a wine tasting shop. The Vacuum shop is now open. Not too Shabby and Posh LA are now open and Bottega will be open in about 45 days so 4th quarter looks good. She also reported that Beacon Media will have a full page ad in the August 27 edition of Monrovia Weekly for the "Best of" award. Lisa Hansberger stated that staff will bring a more detailed vacancy report to the Board every six months.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board was scheduled for Tuesday, September 8, 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 10:32 a.m.