

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

**CONVENE:** Chairman Rutilio “Rudy” Castellon convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, September 8, 2015, at 9:36 a.m. in the City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Field Services Manger Niles Boyer, Management Analyst II Sharon Gallant and Administrative Clerk Susan Matthews.

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

**APPROVAL OF MINUTES:** It was moved by Vice Chair Balsamo, seconded by Boardmember Miller to approve the Minutes of the August 11, 2015, Regular Meeting. The motion carried unanimously.

**PUBLIC INPUT:**

1. Penny Arroyo – Volunteer Center of San Gabriel Valley
2. Pam Fitzpatrick – Old Town Merchant

**ADMINISTRATIVE REPORTS:**

**AR-1 Quarterly Financial Update**

Tina Cherry, Public Services Director addressed the Board. Ms. Cherry orientated the Board with the new financial format. The table provided shows the activity for the last two months. The columns show description, activity, detailed information and the amount of expenditures and revenue. The last three columns show what was budgeted, what was spent and what is left to spend. Total expenditures for the period of July 1, 2015 through August 31, 2015 are \$3,996. Total revenue for the same period is \$12,591.

Pam Fitzpatrick commented that part of her duties are to bring in the funds for advertising. We are doing well with the Kiosk and advertising but we need sponsors for the music at the Wednesday Night in Old Town event. Ms. Fitzpatrick stated that she has not gone outside of the Old Town merchants to look for sponsorship but she can if no one will step up and provide funds to pay for entertainment.

Boardmember Miller inquired about the Franchise Fee. She thought it is supposed to be monthly but there is only one month recorded on the financials. Ms. Cherry responded that it is a timing issue and that the other month was not recorded when the report was prepared.

It was motioned by Boardmember Olivas, seconded by Boardmember Miller to receive and file the Quarterly Financials as submitted. The motion carried unanimously.

**AR-2 2015 Holiday Parade Street Closure Request**

Niles Boyer, Field Services Manager, reviewed the request to close the streets for the 2015 Holiday Parade.

It was motioned by Vice Chair Balsamo, seconded by Boardmember Olivas that MOTAB approve the street closure request for the 2015 Holiday Parade. The motion carried unanimously.

#### **REPORTS FROM STAFF:**

- (a) Public Works Update:** Niles Boyer, Field Services Manager reported on the banner pole at the north end of town. The equipment was delivered today. The installation work will take place over the next three weeks which includes a 28 day curing period. The pole should be ready by November 1.

Work to complete the sidewalk in the 100 block of West Foothill Blvd is scheduled to begin September 14. The hole in front of the Animal Hospital will be reinforced before the sidewalk is complete. Ms. Cherry added that the repairs will require additional time to check the hole and plan the repairs.

Skateboard signs will be installed in Old Town within the next few weeks. We added bicycling to the signage. The new signs will be hung higher so they can be easily viewed.

- (b) Old Town Trash Enclosures:** Sharon Gallant, Management Analyst II gave a presentation on efforts to keep Old Town beautiful. She advised the Board that Old Town has one fulltime caretaker, John Ogden and two part time caretakers who work on the weekends. She then presented a PowerPoint presentation that included information on trash enclosures, hazardous materials disposal, bulky item pick up, grease and oil handling and storage, mold from air conditioners, sticky materials left on parking lot or public parking areas, and smoking. The trash enclosure rules are given to the merchants and posted on the trash enclosures. Ms. Gallant shared ideas to keep things nice in Old Town. She thanked the merchants for doing their part and asked they report issues to the Public Services Department.

Boardmember Miller said she has seen a lot of restaurant waste in the area. Ms. Gallant advised that if the City is called out we will first talk to the owner of the business. If it happens a second time a letter is written outlining the fines. If it happens a third time Code Enforcement will get involved and write a citation if needed. Chair Castellon said he would like to train his staff to properly pressure wash to keep the enclosure clean. Ms. Gallant will ask John Ogden, caretaker, to give the merchants directions on the proper way to clean the enclosures.

The discussion ended with a comment by Liaison Shevlin regarding the cigarette containers not being used. Everyone agreed that this is a problem. Ms. Gallant said the merchants will be notified that they need to keep their areas clean, this includes the restaurants with outdoor seating.

- (c) Update on Friday Night Street Fair:** Tina Cherry, Public Services Director gave an update on the Friday Night Street Fair. Ms. Cherry explained to the Board that at the September 1 Council meeting staff proposed a highbred approach with LA Party Work where they will continue to provide the kid's area, 10 theme events over the year, and solicit sponsorship for the street fair. Everything else including events entertainment, enclosures, and electricity will be handled by Green Leaf. Greenleaf is also required to purchase all the sign notices, website branding etc. from LA Party Works. The new contract will allow for a 14 day notice and the \$1500 franchise fee will continue to be paid. A new oversight committee will be formed to oversee the street fair. The October 2 Street Fair will be the first fair using the hybrid model. Chair Castellon asked when the agreement with Green Leaf will go into effect. Ms. Cherry advised immediately, however, Pam Fitzpatrick stated that she thought there were changes needed. Ms. Cherry will look into any changes and report back.

(d) Ms. Cherry received approval from the Board to update them on additional items as follows:

1. Station Square dedication ceremony on Saturday, September 12. Everyone is invited to attend.
2. Boardmember De la Riva resigned her position on the Board. Interviews are being conducted this afternoon.
3. Staff looked into the way finding “green” signs in Old Town. There are 32 way finding signs of which 28 need changes. A list was developed on what needs to be done.
4. Staff has been investigating the feasibility of placing a way finding sign for Old Town on the freeway. Initially we were denied because we are not approved to use TOD (tourist oriented directional) signage. We found out we can put up a sign for downtown Monrovia but we can’t call it Old Town (Downtown Monrovia only). We need to have City Council adopt a resolution to allow us to install the sign. Cal Trans will take it from there.
5. We need to improve the visibility of the crosswalks in the Downtown area without taking away from the charm of Old Town.
6. The Holiday Decorations Committee met on August 24. Vice Chair Balsamo, Boardmember Olivas, Liaison Shevlin and staff were present. The committee decided to proceed with a Classic Look for Old Town. They want more lighted balls, large wreaths for the ends of the main street. We are replacing tree lights with LED lights. Ms. Cherry advised that we will need to bring the information from the committee to City Council for approval.
7. Staff met with a landscape company for quotes on landscaping and design for 100 East and West of Myrtle.

Pam Fitzpatrick asked if she could address the Board regarding the TOD signage for the Old Town way sign. She asked why Monrovia’s Old Town does not qualify for a historic designation. Ms. Cherry said she will speak with Craig Jimenez to find out why. The Board agreed that they have worked too hard trying to brand us as Old Town not just downtown and they would prefer to investigate the historic designation before we pursue a sign on the freeway. Ms. Cherry will report back to the Board regarding this topic.

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

- (a) **Chair Castrellon:** Reiterated all events coming up in September and October. He asked that all of the merchants in Old Town get together to help each other. September 18-27 the film festival will be in town at the Krikorian. On September 20 at 7:00 pm they will show “The Success of Rudy in the USA” which is a documentary about Chair Castrellon. He encouraged everyone to attend. Maria Conchita Alonso is a special guest at the film festival this year. She will be at Rudy’s tomorrow at 8:30 pm. He invited everyone to come by and meet her. New Year’s Eve we will have a celebration again and it will not rain! The Kiwanis Club and the YMCA are sponsoring the kid’s area including inflatables.
- (b) **Vice Chair Balsamo:** Gave a recap of last week’s co-op meeting. The Car Show is this Saturday from 9:00-3:00 on Myrtle. Chalk fest is also this month. Taste of Old Town and Halloween Trick or Treat are coming in October.
- (c) **Boardmember Olivas:** Reported a concern about the Lemon Street Parking lot. The signs need to be updated and reflect the correct hours for parking. Niles Boyer advised that the signs are being changed and new signage added. She also advised the Board to be cautious of people entering their businesses at this busy time of year.

**(d) Boardmember Miller:** Concerned about the South East corner of Lemon. There is stagnant water that is not dissipating even in this hot weather. Niles Boyer will have staff check the area to insure there is no leak.

**NEXT SCHEDULED MEETING:**

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, October 13, 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 10:38 a.m.