



MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

AGENDA ITEM: AR-4

PREPARED BY: Rachael Hughes,
Executive Assistant to City
Manager

MEETING DATE: March 11, 2014

SUBJECT: Old Town Bucks Request

REQUEST: The purpose of this report is to approve an expenditure of Monrovia Old Town Bucks

BACKGROUND: Old Town Bucks is a program whereby merchants or individuals can purchase the equivalent of a gift certificate for use at any participating Old Town merchants. Old Town Bucks are issued by Staff; when redeemed, the Bucks are then submitted to Staff by the merchant for reimbursement.

DISCUSSION/ANALYSIS: The Spring Fling is an annual promotion in Old Town, comprised of special events and sales, culminating with a raffle for a gift basket. In addition to donated prizes and gift certificates from Old Town merchants, the basket often includes Monrovia Old Town Bucks. The drawing for the basket will be held the evening of Friday, April 18, 2014, at the Friday Night Festival. Funds for this expense will come from the Advertising budget and requires the Boards approval.

STAFF RECOMMENDATION: Staff recommends approval of the expenditure.

BOARD ACTION REQUIRED: If the Board concurs, the appropriate action would be a motion to approve the expenditure of \$100 of Old Town Bucks for inclusion in the Spring Fling gift basket.