

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, MARCH 11, 2014, 9:30 A.M.**

CONVENE: Chairman Rudy Castellon convened the Regular Meeting of the Monrovia Old Town Advisory Board of Tuesday, March 11, 2014, at 9:30 a.m. in City Council Chambers. In attendance were Interim City Manager Francis Delach, Senior Management Analyst Lauren Vasquez, Executive Assistant Rachael Hughes, Management Analyst II Alexis Bakofsky, and City Clerk Alice D. Atkins.

ROLL CALL: In attendance were Boardmembers Diane Balsamo, Brian Germany, and Chairman Rudy Castellon. Boardmembers Vanessa de la Riva and Kevin Mercado were excused.

APPROVAL OF MINUTES: It was moved by Boardmember Balsamo, seconded by Boardmember Germany, to approve the Minutes of the February 11, 2014, Regular Meeting. The motion carried unanimously.

PUBLIC INPUT:

1. Pam Fitzpatrick, Old Town Merchant

ADMINISTRATIVE REPORTS:

AR-1 Review of Budget Expenditures and Revenues

Executive Assistant Rachael Hughes provided a review of monthly revenues and expenditures for the month of February 2014.

Following brief discussion regarding filming revenues, it was moved by Boardmember Germany, seconded by Boardmember Balsamo, to receive and file the report. The motion carried unanimously.

AR-2 Request for Street Closure – Kiwanis / Taste of Old Town

Alexis Bakofsky, Management Analyst II, reviewed the Agenda Report, noting a correction to the date of the closure.

It was moved by Boardmember Germany, seconded by Boardmember Balsamo, to recommend approval of the closure of Myrtle Avenue in Old Town on October 19, 2014, from 7 a.m. through Midnight. The motion carried unanimously.

AR-3 Request for Funding – Fourth of July

Lisa Hansberger, Recreation Supervisor, reviewed the Agenda Report.

Discussion ensued regarding the cost of the 2013 show, sponsorships, and the amount budgeted by MOTAB for 2014.

Public Input:

1. Pam Fitzpatrick, Old Town Merchant, spoke with concerns about the requested amount.

Following further discussion, it was moved by Boardmember Germany, seconded by Boardmember Balsamo, to approve a \$2,500.00 sponsorship for the 2014 Fourth of July Concert and Fireworks Show. The motion carried unanimously. Chair Castellon announced that his business would also contribute \$500.00 to the event.

AR-4 Request for Old Town Bucks – Spring Fling Basket

Executive Assistant Rachael Hughes reviewed the Agenda Report.

It was moved by Boardmember Balsamo, seconded by Boardmember Germany, to approve the expenditure of \$100 Old Town Bucks for inclusion in the Spring Fling gift basket. The motion carried unanimously.

REPORTS FROM STAFF:

(a) New Year's Eve Event Recap: Interim City Manager Francis Delach stated that the reconciliation wasn't complete, but that it was anticipated there could be an addition of \$2,000-3,500 to the MOTAB budget.

(b) Wednesday's in Old Town: Bakofsky, Management Analyst II, reported that there was interest from Old Town Merchants and the co-op to continue the event, with the most popular aspect being the live music; however, at that time there was no dedicated funding.

Public Input:

1. Pam Fitzpatrick, Old Town Merchant, spoke in support of asking Staff to work with merchants and look into cost projections and funding options
2. Dave Gayman, Family Festival Productions, proposed providing music at a cost of \$300 per week, stating his business would front the insurance and labor.

Following discussion, Staff indicated they would bring a report back at a future meeting.

(c) Update on Old Town Kiosks: Alexis Bakofsky, Management Analyst II, reported that City would be replacing Plexiglas in the existing kiosk in Old Town; Staff was still evaluating other options for additional and improved kiosks.

BOARDMEMBER REPORTS

(a) Chairman Castrellon had no report.

(b) Boardmember Balsamo reported on the upcoming Monrovia Reads fundraiser.

(c) Boardmember De La Riva was excused.

(d) Boardmember Germany reported on the current YMCA fundraising campaign.

(e) Boardmember Mercado was excused.

SCHEDULED MEETINGS: The next Regular Meeting of the Monrovia Old Town Advisory Board was scheduled for Tuesday, April 8, 2014, 9:30 a.m., City Council Chambers, 415 South Ivy Avenue, Monrovia, California.

ADJOURNMENT: Chairman Castrellon adjourned the meeting at 10:16 a.m.