

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, APRIL 8, 2014, 9:30 A.M.**

CONVENE: Chairman Rudy Castellon convened the Regular Meeting of the Monrovia Old Town Advisory Board of Tuesday, April 8, 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 Vanessa de la Riva, Diane Balsamo, Brian Germany, Kevin Mercado, and Chairman Rudy Castellon.

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

PUBLIC INPUT:

1. Mayor Pro Tem Becky A. Shevlin, City Council Liaison
2. 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 March 2014.

It was moved by Boardmember de la Riva, seconded by Boardmember Mercado, to receive and file the report. The motion carried unanimously.

AR-2 Request for Street Closure – Fountain to the Falls 7 Mile Run/Walk

Alexis Bakofsky, Management Analyst II, reviewed the Agenda Report.

It was moved by Boardmember Balsamo, seconded by Boardmember Germany, to recommend approval of the closure of Myrtle Avenue between Lime Avenue and Foothill Boulevard on May 10, 2014, from 5:00 a.m. through 12:00 p.m. The motion carried unanimously.

REPORTS FROM STAFF:

(a) Outdoor Dining: Interim City Manager Francis Delach, reported on a recent DRC approval of a request for an outdoor dining permit received by the City from La Adelita.

Public Input:

1. Pam Fitzpatrick, Old Town Merchant, had questions regarding outdoor preparation of food on weeknights.

Steve Sizemore, Director of Community Development stated that approval was consistent with Friday Night Family Festival; a request for nightly permit would be reviewed differently. In response to concerns regarding fliers handed out on Myrtle Avenue during the Family Festival, Staff indicated they would look into it.

(b) Filming Update: Steve Sizemore, Director of Community Development, reviewed the process since signing with Film LA, attributing the decline in part to other states aggressively soliciting filming with lower costs, as well as a trend of more low budget and reality shows. In addition, the filming fees in Monrovia and in Old Town were much higher than surrounding cities, and there was some rumor or perception that some Old Town businesses had charged exorbitant fees related to loss of revenue. Staff would be working with Film LA to consider adjustments to fees, which would be presented to City Council

for approval. Film LA was currently working on a portfolio of still shots to promote Monrovia. Staff stated if particular businesses were interested in being highlighted, specific photos could be taken. Interim City Manager Delach stated that more interest recently was a good sign.

BOARDMEMBER REPORTS

- (a) **Chairman Castrellon** had no report.
- (b) **Boardmember Balsamo** had no report.
- (c) **Boardmember De La Riva** had no report.
- (d) **Boardmember Germany**
 - Update on Old Town Business Attraction Committee: Committee Member Nita Millsteen provided an overview of the mission of the Committee, key assumptions, process of evaluation, targeted business segments, and next steps.
- (e) **Boardmember Mercado** had no report.

SCHEDULED MEETINGS: The next Regular Meeting of the Monrovia Old Town Advisory Board was scheduled for Tuesday, May 13, 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.