

# MINUTES OF THE REGULAR MEETING OF THE MONROVIA OLD TOWN ADVISORY BOARD

Tuesday, October 15, 2024

**CONVENE:** Vice Chair Wahl convened the Regular Meeting of the Monrovia Old Town Advisory Board (MOTAB) on Tuesday, October 15, 2024 at 9:31 a.m. at the Monrovia City Council Chamber

**IN ATTENDANCE:** Community Services Director, Tina Cherry; Recreation Manager, Rebecca Sandoval; Senior Management Analyst, Heather Gibson; Administrative Assistant, Luke Bernacki; Recreation Coordinator, Johan Galvan; Executive Director, Juliana Onate.

**ROLL CALL:** Board members Ammon, Hudson, Miller, Spencer, Wiseman (Absent/Excused) Vice Chair Wahl, and Chair Jurado (Absent/Excused)

## PRESENTATIONS:

- **PR-1** Introduction of Recently Hired Administrative Assistant, Luke Bernacki
  - Staff provided an introduction of Luke to the Board, and described the candidate's experience with community services.

**CONSENT CALENDAR:** Boardmember Spencer moved to approve the consent calendar, seconded by Board member Hudson. The consent calendar consisted of the following Agenda items:

**CC-1** Approval of Minutes from September 17, 2024 Regular Meeting – **Approved as written.**

**CC-2** Approval of Minutes from September 13, 2024 Special Meeting – **Approved as written.**

**PUBLIC INPUT:** NONE

## ADMINISTRATIVE REPORTS:

### **AR-1: 2024 Holiday Parade Street Closure and Event Sponsorship Request**

Recreation Manager; Rebecca Sandoval presented to the Board to recommend their approval of the Holiday Parade Street Closure and the Event Sponsorship Request. The presentation included a reminder that the Annual Holiday Parade takes place Thursday, December 5<sup>th</sup> at 7:00 p.m. Boardmember Miller made the motion to approve, which was seconded by Board member Ammon. The motion was carried unanimously.

### **AR-2: Quarterly Budget Update (Verbal Report)**

Community Services Director; Tina Cherry recommended to the Board that they receive and file the Quarterly Budget Update. Tina provided end totals and analysis on the 23/24 fiscal year and the budget and projections for the 24/25 fiscal year. Boardmember Ammon made the motion to

**CC-1**

approve, which was seconded by Board member Spencer. The motion for approval was carried unanimously.

## REPORTS FROM STAFF

### 1. Johan Galvan, Recreation Coordinator

#### a) Fall Festival Evaluation

- i. Staff presented an evaluation of the Fall Festival. Staff showcased the variety of activities, sponsorships, and enhancements made for the event.
- ii. Staff highlighted the merchant activities and high level of business participation in the Fall Festival.
- iii. Staff thanked the Board for their contributions to the event's success and engaged in discussion about additional enhancements for the event in 2025.
- iv. Staff provided a reminder about the Trick or Treat Bash on Halloween from 3 p.m.-6 p.m.

### 2. Rebecca Sandoval, Recreation Manager

#### a) Street Rods Forever Car Show Reminder

- i. Staff delivered a reminder about the annual **Street Rods Forever Car Show**, which will take place on Saturday, October 19, from 9 a.m. to 2 p.m. in Old Town Monrovia.
- ii. Staff recapped which streets will be closed for the event from 4 a.m.-4 p.m. These street closures were approved at the February 20, 2024 MOTAB Regular Meeting.
- iii. Staff noted that all parking lots in Old Town will remain open for customer access.

#### b) 4<sup>th</sup> Quarter Schedule of Events

##### i. Staff presented the events taking place in November

- a) **O2 Walk in Library Park** - Saturday, November 2 at 9:00 a.m.
- b) **Veterans Day Field of Honor** - November 4 - 11
- c) **Veterans Day Ceremony** - Monday, November 11 at 11:00 a.m.
- d) **Window decorating applications** become available Tuesday, November 12<sup>th</sup>
- e) **Thankful & Grateful Tree Lighting Ceremony** - Wednesday, November 20<sup>th</sup> at 5:00 p.m.
- f) **Shop Small Business Saturday** - Saturday, November 30 at 10:00 a.m.

##### ii. Staff presented the events taking place in December

- a) **Carriage Rides** - Sundays in December
- b) **Holiday Music in Old Town** - Wednesday, December 4, 11, and 18 at 6:00 pm
- c) **Holiday Parade** - Thursday, December 5 at 7:00 p.m.
- d) **Santa Tours** - Throughout December

- e) **Holiday Carolers** - Saturday, December 7, 14, and 21 from 3:00-6:00 p.m.
- f) **Noon & New Year's Eve Celebrations** - December 31<sup>st</sup>

**3. Tina Cherry, Community Services Director**

**a) New Monrovia Old Town Merchant Quarterly Update**

- i. Staff introduced the businesses that joined the Business Improvement District this quarter, per the Board's request from the Fall Study Session.
- ii. Staff highlighted the actions it will take quarterly to boost engagement and participation from new members.

**b) Merchant Meeting Mixer**

- i. Staff announced the Merchant Meet Up taking place Wednesday, October 30 at 6:00 p.m.

**MONROVIA CHAMBER OF COMMERCE REPORT**

**1. Juliana Onate, Executive Director**

**a) Announcements**

- i. A ribbon cutting is taking place on Tuesday, October 22 celebrating the new ownership at Midas.
- ii. True Bold ribbon cutting – date TBD.

**REPORTS FROM BOARD MEMBERS**

**1. Chair Jurado (A/E):** None

**2. Vice Chair Wahl:** Interested in an effort to increase marketing for Old Town at the train station.

**3. Board Member Ammon:** Appreciation for the Fall Festival as well as the team's efforts with social media.

**4. Board Member Hudson:** Interested in getting merchants more involved, perhaps through outreach in the Foothill Park Plaza parking lot.

**5. Board Member Miller:** Connected with Black Cat Bookstore ownership. Requested for an inspection of sprinklers from Public Works.

**6. Board Member Spencer:** None

**7. Board Member Wiseman (A/E):** None

**NEXT SCHEDULED MEETING:** The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, November 19, 2024, at 9:30 a.m.

**ADJOURNMENT:** Vice Chair Wahl adjourned the meeting at 10:30 a.m.