

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY JUNE 10, 2014, 9:30AM**

CONVENE: Chairman Rutilio Castellon convened the Regular Meeting of the Monrovia Old Town Advisory Board of Tuesday, June 10, 2014, at 9:30 a.m. in the City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Acting City Manager Steve Sizemore, Senior Management Analyst Lauren Vasquez, Executive Assistant Rachael Hughes, Management Analyst II Alexis Bakofsky, Management Assistant Angel Carrillo, City Clerk Alice D. Atkins, and Office Aide Candace Rogers.

ROLL CALL: In attendance were Boardmembers Diane Balsamo, Brian Germany, Vice Chair Kevin Mercado, and Chair Rutilio Castellon. Boardmember Vanessa De La Riva was absent.

APPROVAL OF MINUTES: It was moved by Boardmember Balsamo, seconded by Boardmember Mercado, to approve the Minutes of the May 13, 2014, Regular Meeting. The motion carried unanimously.

PUBLIC INPUT:

1. Pam Fitzpatrick, Old Town Merchant
2. Dave Gayman, Family Festival Productions

ADMINISTRATIVE REPORTS:

AR-1 Review of Budget Expenditures and Revenues – May 2014

Executive Assistant Rachael Hughes reviewed the Agenda Report, including monthly revenues and expenditures for the month of May 2014, and a request to approve an expenditure of \$3,000 for printing of Old Town Business Guides. Discussion ensued regarding projections for filming revenue, possible layout changes to the Guide for increased sponsorships, and potential funding needs during holiday events.

It was moved by Boardmember Germany, seconded by Vice Chair Mercado, to approve the expenditure of \$3,000.00 for printing of Old Town Business Guides and receive and file the report. The motion carried unanimously.

AR-2 Request for Street Closure - 4th of July Concert and Fireworks Show

Recreation Supervisor Lisa Hansberger reviewed the report, stating corrections to the locations and times as follows: Friday July 4, 2014 from 4 p.m. to 10 p.m., complete closure of Myrtle Avenue from Lemon Avenue to Foothill Boulevard; Palm Avenue from Myrtle Avenue to Primrose Avenue; and Lime Avenue from Myrtle Avenue to Primrose Avenue; and from 8 p.m. to 10 p.m. full closure of Primrose Avenue from Palm Avenue to Lime Avenue. Normal road closures would be in effect for the Family Festival.

In response to concerns raised regarding the safety of crowds leaving the event, the Family Festival vendor assured the City and Board that streets would not be opened to vehicle access until it was safe to do so.

It was moved by Boardmember Mercado, seconded by Boardmember Germany, to approve street closures for the July 4th Concerts and Fireworks Show. The motion carried unanimously.

AR-3 Request for Sponsorship in the Amount of \$2,000.00 for 2014 Summer Friday Night Teen Programming at Library Park

Management Analyst II Alexis Bakofsky reviewed the Agenda Report.

Karen MacNair, Executive Director of Santa Anita Family YMCA, and Ulises Gutierrez, representing the Bridge Student Network – LifeChurch UPC, reviewed the intent of the program and funding needs. Discussion ensued regarding planned programming and events, and funding in prior years.

Public Input:

1. Pam Fitzpatrick, Old Town Merchant, expressed concerns about MOTAB providing sponsorship.
2. Gloria Huss, Old Town Merchant, expressed concerns about MOTAB providing sponsorship.

Acting City Manager Sizemore stated the municipal code could allow for sponsoring events if the Board felt it would improve business in the Old Town. Discussion continued regarding available funds in the MOTAB budget, recognition of sponsors at the event, through social media, and in local newspapers, the opportunity for in-kind donations, the likelihood of parents shopping in Old Town while their children participate in the program, and a possible subcommittee for the purpose of collecting additional donations from businesses. Ulises Gutierrez stated that they were committed to a minimum of 5 weeks; additional programming would be based on available funding.

Boardmember Kevin recommended establishing subcommittee to raise more money through business donations and bring it back in a month. Boardmember Brian Germany volunteered to work with Ms. Fitzpatrick if she was appointed to subcommittee, and committed to providing \$400 in gift cards over the span of the event.

It was moved by Boardmember Germany, seconded by Boardmember Balsamo, to establish a fundraising subcommittee consisting of Boardmembers Germany and Balsamo to work with Pam Fitzpatrick and Kevin Mercado (following the expiration of his term on June 30, 2014), and bring the item back at the next meeting.

AR-4 Update on Proposed Plastic Bag Regulations

Acting City Manager Steve Sizemore reviewed the Agenda Report, stating the City Council would consider an ordinance again on June 17, 2014. Following discussion with the City Attorney, Acting City Manager Sizemore confirmed the various options the Board had for providing feedback to the City Council.

Public Input:

1. Pam Fitzpatrick, spoke in opposition to the proposed ordinance
2. Gloria Huss, spoke in support of the proposed ordinance

Following discussion, it was moved by Chair Castellon, seconded by Boardmember Germany, to prepare a letter from MOTAB to the City Council expressing opposition to the ordinance. The motion carried unanimously.

AR-5 Reorganization of Board for 2014-2015

Acting City Manager, Steve Sizemore reviewed the Agenda Report, explaining the guidelines provided were based on practices followed by other City boards and commissions, but that ultimately it was up to the Board.

It was moved by Boardmember Balsamo, seconded by Boardmember Germany, to nominate Rutilio Castellon as Chair and Brian Germany as Vice Chair for the 2014-2015 term. The motion carried unanimously.

REPORTS FROM STAFF:

(a) Filming Update: Angel Carrillo, Management Assistant, provided an update on filming in Old Town, including recent activities for Toyota, Chevrolet, Virgin Mobile, and a student film. With Film LA as the City's liaison, Staff anticipated MOTAB could find themselves in the desirable position of turning down permit requests due to increased volume.

(b) Update on 316 South Myrtle Avenue: Steve Sizemore, Acting City Manager, provided an update on construction at 316 South Myrtle, with hopes that scaffolding would be removed by August 2014; The property owner was directed to keep the area clean and clear beginning early on July 3 in preparation for the 4th of July Concert and Fireworks show in the park.

(c) Old Town Vacancy Survey: Alexis Bakofsky, Management Analyst II, provided a report to the Board, stating that a recent survey indicated the current vacancy rate was at 10%, in line with 2012-2013 surveys and down from the 2011-2012 of 13%. As of May 2014, there were approximately 26 vacancies in Old Town, including 9 on Myrtle Avenue. The informal survey was based on vacant store fronts and did not include "shadow vacancies". Staff planned to monitor vacancies and continue to work with MOTAB on business attraction efforts.

(d) Support of MOTAB by Designated City Staff: Steve Sizemore, Acting City Manager, reported that the following staff was assigned to provide support for MOTAB meetings: Alexis Bakofsky, Management Analyst II; Rachael Hughes, Executive Assistant to the City Manager and City Council; Angel Carrillo, Management Assistant; and Candace Rogers, Office Aide. Additional Staff from the City Manager's Office, Public Works, Community Development, and other department would attend meetings as needed. He also reported that Francis Delach, Interim City Manager, would be returning July 1, 2014, as the City Council continued its search for a permanent City Manager.

REPORTS FROM BOARDMEMBERS:

- (a) Chair Castellon** thanked the Public Works Department for addressing concerns regarding lighting behind Merengue and noted a positive difference in activity at Colorado Commons as a result of new security patrols.
- (b) Vice Chair Mercado** reported that he would be stepping down from the Board due to a full time position that conflicted with the MOTAB meetings schedule; he looked forward to continuing to support Monrovia as a merchant and resident.
- (c) Boardmember Balsamo** reported on the upcoming Chamber of Commerce Mixer.
- (d) Boardmember De La Rivas** was absent.
- (e) Boardmember Germany** raised concerns regarding trash in the parking lots and maintenance of the planters in breezeways. Staff indicated they would bring back a full report at the next meeting. Boardmember Germany also inquired about posting 4th of July event and summer concert information on the wooden board in the median on Myrtle Avenue just below Foothill Boulevard; Staff confirmed they would look into laminating one of the larger posters for display.

NEXT SCHEDULE MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board was scheduled for Tuesday, July 8, 2014, 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 S. Ivy Avenue, Monrovia, California.

ADJOURNMENT: Chairman Castellon adjourned the meeting at 11:22 a.m.