



MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

AGENDA ITEM: AR-2

PREPARED BY: Alexis Bakofsky,
Management Analyst II

MEETING DATE: September 9, 2014

SUBJECT: Funding Allocation for Holiday Decorations

REQUEST: Allocate Donated Funds Towards Old Town Holiday Decorations

BACKGROUND: Holiday decorations in Old Town consist of wreaths with bows on light poles, twinkle lights in trees with additional illuminated globes, garland with bows stretched across Myrtle Avenue at Olive Avenue and Colorado Blvd, and large wreaths with bows attached to the Old Town monument sign. Additionally, donated candy canes and wreaths have been placed on light poles.

Due to normal wear and tear, theft, vandalism, and a severe wind storm, the stock of holiday decorations for Old Town has been depleted over the years. In 2013, the City of Monrovia purchased additional Christmas lights for four trees on East Lime Avenue, and allocated funds to replace 100 LED globes for the trees. Additionally, volunteers from the Monrovia Youth Commission fluffed up the existing wreaths and bows for the street lights.

DISCUSSION/ANALYSIS: In 2013, MOTAB received a generous anonymous donation of \$7,000 for the purchase of holiday decorations. As holiday decorations get older, bows, wreaths and garland will need to be replaced. The final remaining nutcracker standing at the entrance to Old Town was damaged beyond repair last year.

Staff is recommending that MOTAB officially designate the donated \$7,000 towards the replacement and purchase of Old Town Holiday decorations and appoint a MOTAB Holiday Decorations Committee to expend the funds. Staff is recommending that the Committee be made up of two (2) MOTAB Board members, one (1) - two (2) Merchants at-large, two City Staff members, and an extended invitation to the MOTAB City Council liaison. The Committee will have the opportunity to meet soon after their formation to examine the existing decorations and direct Staff to purchase additional decorations.

This Committee, along with the allocated funds, will help to provide a continuity of a theme for Old Town Decorations and provide buy-in from local merchants who will benefit from them.

STAFF RECOMMENDATION: Staff recommends that the Board consider approving the designation of \$7,000 for Old Town holiday decorations and appoint the appropriate members to form a MOTAB Holiday Decorations Committee.

MOTION: If the Board concurs the appropriate action is a motion to approve to designate \$7,000 towards Old Town Holiday decorations and appoint members to the MOTAB Holiday Decorations Committee.