



# MONROVIA OLD TOWN ADVISORY BOARD STAFF REPORT

**AGENDA ITEM:** AR-2

**PREPARED BY:** Alexis Bakofsky,  
Management Analyst II

**MEETING DATE:** October 14, 2014

---

**SUBJECT:** Wednesdays in Old Town

**REQUEST:** Request for Funding for Wednesday Music in Old Town

**BACKGROUND:** Wednesdays in Old Town began in January 2013 as a way to showcase Old Town merchants and promote business by bringing goods and products out to the sidewalk and create a more inviting ambiance in Old Town through live music. The event was initially provided pro bono from Family Festival Productions.

**DISCUSSION/ANALYSIS:** In July 2014, the Board approved an expenditure not to exceed \$5,200 for the program July – September. Members of the MOTAB Board and members of the Old Town Co-Op have expressed interested in continuing the Wednesdays in Old Town music through October 2014. Dave Gayman and Family Festival Productions have provided a quote of \$400 per week to continue the Wednesdays in Old Town program.

The total cost to continue Wednesdays in Old Town music through the month of October is \$2,000 (Attachment A). While this is an unbudgeted item, Staff estimates that the MOTAB budget has sufficient funds within the account to cover the expense.

**STAFF RECOMMENDATION:** Staff recommends that the Board consider approving the expenditure not to exceed \$2,000 for Wednesdays in Old Town music.

**MOTION:** If the Board concurs the appropriate action is a motion to approve the funding for Wednesdays in Old Town in the amount not to exceed \$2,000.

ATTACHMENT A

Cost Breakdown per Show:

\$100 per musician (x3)

\$100 for electricity

\$400 TOTAL

| Date         | Expenditure    |
|--------------|----------------|
| 10/1/2014    | \$400          |
| 10/8/2014    | \$400          |
| 10/15/2014   | \$400          |
| 10/22/2014   | \$400          |
| 10/29/2014   | \$400          |
|              |                |
| <b>TOTAL</b> | <b>\$2,000</b> |
|              |                |