

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, JANUARY 10, 2017**

CONVENE: Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, January 10, 2017, at 9:35 a.m. City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Recreation Manager Katie Distelrath, Senior Recreation Supervisor Lisa Hansberger, Community Policing Sergeant Daniel Verna, Code Enforcement Officer Krystina Contreras and Senior Administrative Assistant Susan Matthews.

ROLL CALL: In attendance were Boardmembers Ricardo Jurado, Soren Loft, Millie Olivas and Chair Diane Balsamo. Vice Chair Kristin Miller arrived at 9:40 a.m.

PRESENTATION: None

CONSENT CALENDAR: It was moved by Boardmember Jurado, seconded by Boardmember Loft to approve the consent calendar. The motion carried unanimously. The Consent Calendar consisted of the following Agenda item:

CC-1 Unadopted Minutes of the December 13, 2016 Regular Meeting: The Board adopted the Minutes of the December 13, 2016 Regular Meeting.

PUBLIC INPUT:

Katie Distelrath – Senior Recreation Supervisor

ADMINISTRATIVE REPORTS: None

REPORTS FROM STAFF:

1. Daniel Verna, Community Policing Sergeant

- a. **Skateboarding in Old Town** - Sergeant Verna ran a report for calls for services using the code word "skateboarder". In 2016 they had 15 calls which is a significant number. Signs are posted in Old Town that specifically state No Skateboarding Allowed, however, there are areas in Old Town that need more signage like the Colorado Commons parking structure. The plans for 2017 include: education programs for new officers, education for skateboarders to include encouraging them to go the Skate Park at Recreation Park, make bicycle and skateboarding safety a part of the School Resource Officer education program for students, and Old Town Merchant involvement in Business Watch Program.

2. Krystina Contreras, Code Enforcement Officer

- a. **Update on New Businesses and Code Enforcement Activity in Old Town** – Ms. Contreras addressed the Board. BID owners received letters regarding signage in Old Town. She will present an update at the February MOTAB meeting.

3. Tina Cherry, Public Services Director

- a. **Proposed Wine Walk Update** – Ms. Cherry addressed the Board. The purpose of a Wine Walk is to attract new visitors, entice shoppers and to give back to the community.

Suggestions from the sub-committee include: event title “Sip, Shop, Support Monrovia Wine Walk”, tentative date of Saturday August 26, 2017 from 6:00 to 9:00 p.m. merchant participant buy-in of \$250. Additional details were discussed as well as the request that each Boardmember volunteer to be a Block Ambassador to get the word out. The next sub-committee meeting is scheduled for Thursday, February 2, 2017 at 9:30 a.m. in the City Managers Conference Room at City Hall.

- b. **Proposed Study Session** – There is an interest in discussing new events in Old Town and a need to look at current events. Staff proposed a Study Session with meetings on Tuesday Mornings from 9:00-11:00 a.m. Possible start date January 24, January 31 or February 7.
- c. **Update on Capital Improvement Projects in Old Town** – Capital Improvement Projects (CIP’s) for enhancements to Old Town were brought to Council at the last meeting. CIP’s approved by Council include: LED lighted crosswalks, speaker installation for music, and alley improvements.
- d. **Holiday Decorations Subcommittee Update** – Staff requests a meeting of the sub-committee to discuss what worked this holiday season and what changes we may want to consider for 2017. Chair Balsamo asked to step down from the subcommittee to allow new input. She noted that Vice Chair Miller would be a good replacement. Vice Chair Miller accepted.
- e. **Follow-up Related to Street Fair Public Comments** – We are pleased to report that following discussions with Raw Inspirations, Dr. Kendall will perform in his regular location on Friday nights. Dr. Kendall was present at the meeting and was very thankful.

4. **Lisa Hansberger, Senior Recreation Leader**

- a. **Carriage Ride Update:** Ms. Hansberger gave an overview of the carriage rides that took place over the holiday season. There were a total of 60 rides with 357 participants (rides were 15 minutes). Revenue collected was \$714. The revenue plus sponsorships totaled \$1,714. The total cost was \$4,859 so the net cost was \$3,145. Possible considerations for next year include; review participant cost and offer other dates to garner more participation. It was suggested that carriage rides be arranged for Valentine’s Day. Following a discussion it was decided that a Special Meeting of the MOTAB Board is needed to move this project forward. The Special Meeting tentative date is Tuesday, January 17.

Pam Fitzpatrick, MOTAB Filming Liaison

- a. **Filming in Old Town Update** – Ms. Cherry asked to address the Board regarding the Disney filming. Things are changing daily and staff wants to make sure we have all of the details confirmed before reporting. Staff will get information out to those effected via email very soon. Ms. Fitzpatrick then addressed the Board. She stated that the BID will receive funds for the Disney filming, plus there is anticipated revenue from the crews eating and shopping in Old Town during the filming. Finally, it is a win-win when you see Monrovia Old Town in the movie when it is released!

REPORTS FROM BOARDMEMBERS:

- (a) Boardmember Jurado: No report this month but asked to be excused from the February meeting as he will be out of the country for a family wedding.
- (b) **Boardmember Loft:** Working on the verbiage for the signs. Hopes to meet with staff late this week or early next week to complete.
- (c) **Boardmember Olivas:** No report
- (d) **Vice Chair Miller:** Trash enclosure at Lemon is really bad. She can't even access it to empty her trash. She said it is not random people dumping their trash its restaurant trash and it is being dumped on the ground.
- (e) **Chair Balsamo:** Thank you to Pam Fitzpatrick and Rudy Castrellon for a great New Year's Celebration.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, February 14, 2017, 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

AJOURNMENT: Chair Balsamo adjourned the meeting at 10:22 a.m.