

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, March 14, 2017**

CONVENE: Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, March 14, 2017, at 9:30 a.m. City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were City Manager Oliver Chi, Public Services Director Tina Cherry, Recreation Manager Katie Distelrath, Senior Recreation Supervisor Lisa Hansberger, and Senior Administrative Assistant Susan Matthews.

ROLL CALL: In attendance were Boardmembers Ricardo Jurado, Soren Loft and Millie Olivas, Vice Chair Kristin Miller and Chair Diane Balsamo.

PRESENTATION: None

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

CC-1 Unadopted Minutes of the February 14, 2017 Regular Meeting: The Board adopted the Minutes of the February 14, 2017 Regular Meeting.

PUBLIC INPUT: None

ADMINISTRATIVE REPORTS:

AR-1 Street Rods Forever Car Show Special Event Permit Application and Street Closure Request

Lisa Hansberger, Senior Recreation Supervisor presented the agenda report to the Board. She explained that in order to reduce the impact to Old Town, Street Rods Forever agreed to work closely with staff to guarantee several conditions that are outlined in the AR report. In addition, Street Rods Forever representative Tregg Wright was available for questions.

Following discussion, **it was moved by Boardmember Jurado, seconded by Boardmember Loft to recommend approval of the Street Rods Forever Car Show Special Event Permit Application and Street Closure Request.** The motion carried unanimously.

AR-2 Spring Bunny Photos in Library Park

Lisa Hansberger, Senior Recreation Supervisor presented the agenda report and a flyer to the Board. She reminded the Board that at the February meeting they requested staff research the possibility of offering Spring Bunny Photos in Library Park in April, 2017. She explained that staff is looking for feedback from the Board based on the information provided in the AR report.

Following discussion, **it was moved by Vice Chair Miller, seconded by Boardmember Olivas to recommend approval, as presented, of the Spring Bunny Photos in Library Park.** The motion carried unanimously.

REPORTS FROM STAFF:

Oliver Chi, City Manager

a. **Discussion Related to the Relocation of the Friday Night Street Fair**

Oliver Chi, City Manager addressed the Board. He provided a PowerPoint presentation on the history of the Friday Night Street Fair. The Street Fair Oversight Committee and City Staff are evaluating the possibility of the fair north, towards Library Park. In addition Mr. Chi discussed; a valet parking option, infrastructure upgrade, and the current homeless population in Library Park. Mr. Chi asked for feedback from the board. Chair Balsamo and Boardmember Olivas think it will be a good thing for the Fair and Old Town. Boardmember Jurado is concerned that moving North may present a negative view of Old Town as there are two large empty buildings in the North end of town. Vice Chair Miller added that it may pull visitors up and off the Old Town street area. Boardmember Loft added that he is in the middle of Old Town and that three hours each week may or may not have an impact but it would be good to open ourselves up to considering the idea. Suggestions included: make the move seasonal – Spring/Summer North and Fall/Winter South, move kids area to the park and create an “L” down Myrtle for the street fair, make the vendors park in a vendor only parking lot off of Lime, Old Town merchants can offer vouchers for valet parking.

Tina Cherry, Public Services Director

- a. **Street Fair Oversight Committee Appointment** - MOTAB has two (2) members on the Street Fair Oversight Committee. Boardmember Olivas is a current member. We need a volunteer to take the other spot on the committee. Boardmember Jurado volunteered and the Board unanimously agreed.
- b. **Appointment to Marketing/Promotions Sub-Committee** – MOTAB needs to identify two members for the Marketing/Promotions Sub-Committee. Boardmember Loft and Vice Chair Miller volunteered and the Board unanimously agreed.
- a. **Update on Boards and Commission Term Renewal** – Chair Balsamo and Vice Chair Miller’s terms are both up this year. On March 29, 2017 the City will host a Boards and Commission Information Meeting in Council Chambers from 6:00-7:00 p.m. Information will be sent out to the Merchants through the email distribution list. Everyone is welcome to apply.
- c. **Old Town Merchant Outreach** – Staff took the information collected during the Old Town Merchant Outreach and created an email distribution list. Last week we sent out a welcome email to the merchants followed by a second email with the details of today’s MOTAB meeting. We will also be sending information on upcoming events like the Spring Bunny Photos in Library Park and the Wine Walk.
- d. **Update on Point to Point Shuttle to/from Gold Line Station Square** – The shuttle has operated for one year. We averaged 33 riders per night on the weekend. The upcoming Transit RFP will include the shuttle. We need to add more publicity in addition to the posters at the Gold Line.

Staff will use the merchant email list to send out information on the shuttle services and we will share on social media.

- e. **Atmospheric Music in Old Town** – Ms. Cherry gave a presentation on Music in Old Town. She asked the Board for recommendations on the things presented including: location, artists, day/time, and sponsorships. The Board agreed that the cost of the music in Old Town is very daunting and that it can't be paid out of the BID. Some Boardmembers feel that it is important to have music in Old Town to create an atmosphere that will set us apart from other downtown areas. Suggestions included: use due diligence to find artists that will work at the lower end of the scale for the exposure, budget three (3) different locations with different genre's on one night to create a vibe, block ambassadors discuss sponsorships with merchants on their block, keep the Wednesday and Saturday nights, we need to market the music, consider offering music seasonally and not year-round. Ms. Cherry said staff will take the feedback, look at options and bring a perfected presentation to MOTAB at the April meeting.

Katie Distelrath, Recreation Manager

- a. **Wine Walk Subcommittee Update**

Ms. Distelrath addressed the Board. She provided an updated logo for the Wine Walk that includes the word Monrovia as the Board suggested. "Save the Dates" will be sent out in the next few weeks with the information to merchants. Block Ambassadors will begin their work in April and staff will prepare a brief announcement for the block ambassadors to use when talking to the merchants. The sub-committee will provide additional information on the wines in the passport and the wines will be purchased from one or more of the BID Businesses. Finally, we received unanimous support for the non-profits that will benefit from the event.

Lisa Hansberger, Senior Recreation Supervisor

- a. **Valentine's Day Carriage Ride Recap**

Ms. Hansberger provided a recap of the Valentine's Day Carriage Rides in Old Town. All of the pre-paid slots were sold. We took in \$1,200.00 from ticket sales. Participants commented that they were very happy with the program and look forward to doing it again next year!

Pam Fitzpatrick, MOTAB Filming Liaison

- a. **Filming in Old Town Update** – We had an interesting inquiry about a future TV Lifetime type movie, not sure if they are coming back though. On-going issue with a student filmmaker wanting to film for a whole day on April 6 and bring in 15 people and a crane. Concerned about the cost to the student so he was referred to Film LA to work out the details.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Jurado:** No report
- (b) **Boardmember Loft:** Flag Stand Trial Update. The flag stands are being used fairly regularly and the flags have not been taken, even when left out overnight. He thinks it has been a positive impact so far.

- (c) **Boardmember Olivas:** She would like to remind everyone of the Saint Baldrick's Fuzz Fest on Friday, March 17. Also would like the pedestrian light on Myrtle and Colorado checked – it doesn't seem to change to walk even when you push the button.
- (d) **Vice Chair Miller:** Would like to have a discussion regarding the marketing so that we are prepared for the upcoming budget.
- (e) **Chair Balsamo:** Arcadia Board of Realtors will be hosting an event on March 24 at the Arcadia Community Center from 6:00-9:00 p.m. at the Stone Fire Grill. Tickets are \$25 for bingo and can be purchased from Chair Balsamo.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, April 11, 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 10:50 a.m.