



## MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



**DEPARTMENT:** Public Services

**MEETING DATE:** April 11, 2017

**PREPARED BY:** Tina Cherry, Director

**AGENDA LOCATION:** AR-3

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**TITLE:** Recommendation for Live Music in Old Town

**BACKGROUND:** Over the years, live entertainment has been offered in Old Town. The live music adds charm to the community and is well-received by visitors. Historically, there has been one primary group performing on Wednesday and Saturday nights, the Lance & Gary Show. This group is well-liked and talented; however, MOTAB requested staff research alternative options in addition to the current performers.

Specifically staff was directed to research:

1. Various artists
2. A variety of genres of music
3. Various locations to offer live performances
4. Reduce the amplification; focusing more on atmospheric music

At the March 14, 2017 Board Meeting, staff provided some options for the Boards consideration and feedback. MOTAB provided additional insight and staff suggested the ideas be further developed and brought back at the April meeting. Specifically, staff was asked to find a cost effective option where two to three performing individuals or groups, could be stationed in various locations on Wednesday and Saturday nights.

**ANALYSIS:** Staff has been working with Citrus College for the past few years for various entertainment needs. Specially, Gino Munoz, faculty from the Citrus College School of Visual and Performing Arts has been a tremendous partner. Staff recently met with Mr. Munoz to assess whether this would be a good opportunity for some of the students to perform and gain experience. Mr. Munoz was eager for this opportunity and has begun talking to students about their interest and availability.

In addition, staff has made contact with faculty at Pasadena City College to determine if their Performing Arts students may also have an interest in this opportunity. A meeting with PCC is still being established.

In addition, there are a few local artisans who have requested an opportunity to perform in Old Town. Staff would be happy to coordinate with the local talent. Furthermore, the Lance and Gary Show are very interested in performing in Old Town and are eager to get started.

# AR-3

Each performance is suggested to be two hours, from 6:00 to 8:00 p.m. on Wednesday and Saturdays.

Staff is suggesting the performances alternate through 5 key locations.

- 100 Block
- Library Park
- 400 Block
- 500 Block
- 600 Block

Staff is suggesting the student performers and local artisans be paid a fee not to exceed \$50 per performance, per night. In addition, it would be recommended they be allowed to have a tip jar available for them to collect throughout the evening. For the Lance and Gary show, historically they have been paid \$150 per night.

Staff is recommending MOTAB consider offering two performances per night beginning May 3 for a trial period of 18 weeks through September 2. The total cost for this 18 week trial period is \$4,600.

Wednesday Performances (\$100 x 18 weeks)	\$1,800
Saturday Performances (\$100 x 18 weeks)	\$1,800
Additional for Lance and Gary	\$ 600
Marketing and Promotions	\$ 400
<hr/> TOTAL COST	<hr/> \$4,600

**OPTIONS:** Staff has provided the following options for consideration:

1. Recommend approval of the Live Music in Old Town proposal and authorize the expenditure of \$4,600.
2. Take no action and request additional information from staff.

**STAFF RECOMMENDATION:** Staff recommends the Board approve Option No. 1, recommend approval of the Live Music in Old Town proposal and authorize the expenditure of \$4,600.

**MOTION:** If the Board concurs, the appropriate action is a motion to recommend approval of the Live Music in Old Town proposal and authorize the expenditure of \$4,600.