

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, SEPTEMBER 13, 2016**

CONVENE: Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, September 13, 2016, at 9:30 a.m. City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Senior Recreation Supervisor Lisa Hansberger, Senior Administrative Assistant Susan Matthews, Community Development Director Craig Jimenez, Commercial Code Enforcement Officer Krystina Contreras, Police Captain Nels Ortlund, and Management Assistant Alex Tachiki.

ROLL CALL: In attendance were Boardmembers Soren Loft, Sean Sprinkel, Vice Chair Kristin Miller and Chair Diane Balsamo. Absent/Excused Boardmember Millie Olivas.

PRESENTATION: Craig Jimenez, Community Development Director introduced Krystina Contreras, Commercial Code Enforcement Officer.

CONSENT CALENDAR: It was moved by Boardmember Sprinkel, 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 August 9, 2016 Regular Meeting: The Board adopted the Minutes of the August 9, 2016 Regular Meeting.

PUBLIC INPUT:

Tregg Wright – President, Street Rods Forever
Alex Tachiki – Management Assistant, City of Monrovia

ADMINISTRATIVE REPORTS:

AR-1 Quarterly Financial Update

Tina Cherry, Public Services Director addressed the Board. Ms. Cherry explained that based on the City's Fiscal Year schedule, the next Quarterly Financial Report should take place at the October meeting. Since the Board requested an update she is prepared to present the expenses and revenue to date. Ms. Cherry went over a presentation that included information on sources of revenue and expenses incurred by MOTAB. She explained that expenses are minimal due to the Board taking a step back and reviewing how MOTAB funds are spent. Pam Fitzpatrick, Old Town Monrovia merchant asked to address the Board regarding the revenue. A discussion ensued regarding the BID assessments. Ms. Cherry offered to have Community Development report back to the Board at a future meeting regarding the process of collecting the BID assessment. Ms. Cherry finished the presentation by discussing events that MOTAB supports. Ms. Cherry agreed to bring the regularly scheduled Quarterly Financial Report to the Board in October.

AR-2 Holiday Decorations in Old Town

Lisa Hansberger, Senior Recreation Supervisor began by providing the Board with an update on the Holiday Decorations we currently have including: 275 spheres, garland strung across Myrtle Avenue at Olive and at Foothill, wreaths, candy canes provided by a merchant and small wreaths for the light poles. Staff met with the Committee, Boardmember Olivas and Chair Balsamo were

present, to discuss additional items to purchase and the refurbishment of existing decorations as listed in AR-2. Vice Chair Miller stated that the cost of extending the garland seems excessive since no businesses have noticed it. Boardmember Sprinkel asked if there is a visual aide that would show what the difference would be with or without the extension and Chair Balsamo asked if we could get a second quote. Ms. Cherry agreed to bring additional information to the October meeting.

Following discussion, **it was moved by Boardmember Loft, seconded by Boardmember Sprinkel to approve the purchase of Forty (40) pole banners and request that staff present additional information on the extension of the garland for the Boards review.** The motion carried unanimously.

AR-3 Mid-Block Crossing Flag Stands

Lisa Hansberger, Senior Recreation Supervisor began by providing the Board a background on the current mid-block crossing situation in Old Town and Boardmember Loft's Flag Stand prototype. She explained that the City is currently conducting a study to determine what we need to do to improve the safety of the visitors to Old Town. She reviewed the suggestions in the AR-3 report.

Following discussion, **it was moved by Boardmember Sprinkel, seconded by Vice Chair Miller to approve a \$250 reimbursement to Boardmember Loft for the creation of the flag stand prototype, and an additional \$250 paid to Boardmember Loft to build (1) additional flag stand structure, totaling \$500 and the program be implemented and evaluated after 90 days.** The motion carried unanimously.

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **Wine Walk** – Staff has been researching opportunities to bring business into Old Town. There are three (3) cities in the area who are hosting annual Wine Walks including Glendora, Covina and Claremont. Ms. Cherry provided an in-depth presentation on the events in Covina and Claremont. At the conclusion of her presentation, Ms. Cherry stated that if the Board is interested in further discussion on a possible Wine Walk in Monrovia then staff suggests a sub-committee be formed to investigate further. Boardmember Sprinkel and Vice Chair Miller volunteered to be on the sub-committee.
- b. **New Year's Eve Event** – Boardmember Loft addressed the Board. He attended the last meeting and said that they already have pledges of over \$1500 in sponsorships. He presented a sponsorship flyer to the other Boardmembers. He challenged the MOTAB board to bring in five (5) sponsors each. The event and band sponsors are already secured. Pam Fitzpatrick added that she will email the sponsor list to the Board. Chair Balsamo suggested that we look into partnering a shuttle from Station Square to Old Town and offer sponsorship for the shuttle. Ms. Cherry will look into a shuttle and Chair Balsamo would like a quote for a potential sponsorship.
- c. **Parking Study Update** – The City has reviewed the preliminary study and it was determined that we do not have a parking shortage in Old Town. The problem is the distribution of parking. We need to direct people to park in places like the Commons and encourage employees to save the convenient parking for patrons. There is also a suggestion to add

loading and unloading zones in each block for short term up front parking. Enhanced pedestrian crossing are also being reviewed.

- d. **Car Show Overview** – Tregg Wright, President of Street Rods Forever addressed the Board. He provided information on the recent car show. For the most part everything went well. They had over 280 cars that were unloaded in under 40 minutes. Some of the items that need improvement include: collapsing barricade at Chestnut that can be moved to Walnut once the staging is complete, signals throughout town should all be flashing red, need more barricades in certain areas, power for the DJ (error by SRF), construction truck at South East end was a bit big – smaller truck would be easier to maneuver, too much volume with the DJ at intersection of Olive near the apartments. Overall it went well and Mr. Wright asked for feedback from the Board. Boardmember Sprinkel thought it was a good event and said he had more visitors to his shop than any car show in the past. Chair Balsamo asked about the process of securing vendors. Mr. Wright said his group worked with the Chambers since they had an event going on at the same time. Mr. Wright stated that he would make a presentation next year so more merchants are aware of sponsorship opportunities. Boardmember Loft thought it was the best they had done in five (5) years. Mr. Wright said he will assist with the show again next year. Rudy Castellon, Old Town merchant, addressed the Board. He had concerns with the event this year. He witnessed drinking on the street. He also stated that cars were leaving before the end of the show including a yellow school bus that left at 12:55. Mr. Wright addressed his concerns. He said they were very adamant about cars not leaving early. They only had a few cars that had to leave before the show ended and they were escorted. Drinking on the street was not condoned by their group. Chair Balsamo asked the Mr. Wright discuss the alcohol and leaving early rules again with his group.
- e. **Mulch and Compost Giveaway Event** – Alex Tachiki addressed this during the Public Input section.
- f. **Wednesday and Saturday Night Music in Old Town** – Ms. Cherry stated that because MOTAB is still taking a step back to review events and expenses she recommends that the music continue and the City take on the fiscal responsibility.

Lisa Hansberger, Senior Recreation Supervisor

- a. **Holiday Carriage Proposal** – Staff has been reviewing the suggestion to add carriage rides during the holiday season. Carriage rides could be offered one day a week beginning the week after the Holiday parade. Take place on a week night or the weekend. The Police Department has a route that they approved for safety. Three event dates in December would cost \$3,150. Program funding could be MOTAB or the rider or a combination of both. There was a discussion on possible days with the group consensus leaning towards a three (3) hour block on Sunday evenings. The company has a 4 person carriage and they also offer a wagon that carries more riders. Advertising and getting the word out is key to the events success. Staff will bring a report to MOTAB in October.
- b. **Business Outreach Update** – Board members and staff have been visiting the merchants to get feedback on what they would like to see in Old Town. One team is at the 400-500 block so they are making progress. They are gathering a lot of varied comments. We will be setting up additional dates soon.

Nels Ortlund, Captain

- a. **Skateboarding in Old Town** – The Police Department developed special patrols that vary in time so they are not predictable. They also purchased bikes and paid for training of

their officers. The week of September 2-7 they assigned extra patrol of officers on bikes to focus on the Old Town area. During that time four (4) bicyclists and eight (8) skateboarders were stopped and advised that bikes must be walked and skateboards must be carried. They obtain names and information and advise them of the ordinance. If an officer stops them again and they have already been informed of the ordinance they will ticket them. He asked that merchants provide feedback to the Police Department so that they can direct their patrols and make them more effective.

Pam Fitzpatrick, MOTAB Filming Liaison

1. **Filming in Old Town Update** – No filming activity to report.

REPORTS FROM BOARDMEMBERS:

- (a) **Chair Balsamo:** No report
- (b) **Vice Chair Miller:** Asked if the initial phase of the café lighting in Old Town was complete. Ms. Cherry advised that the yes, the initial phase is complete. The café lights are strung from single light pole to single light pole. There are no lights between the multi light poles. The project funds are depleted. Staff is looking to secure funds to add additional lights.
- (c) **Boardmember Loft:** Notified the Board that he is willing to help the Boardmembers with their sponsorship efforts.
- (d) **Boardmember Olivas:** Absent
- (e) **Boardmember Sprinkel:** No report

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, October 11, 2016, 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 11:12 a.m.