

**MINUTES OF THE SPECIAL MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, JANUARY 17, 2017**

CONVENE: Chair Diane Balsamo convened the Special Meeting of the Monrovia Old Town Advisory Board on Tuesday, January 17, 2017, at 9:05 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 and Senior Administrative Assistant Susan Matthews.

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

PRESENTATION: None

CONSENT CALENDAR: None

PUBLIC INPUT: None

ADMINISTRATIVE REPORTS:

AR-1 Proposed Valentine's Day Carriage Rides in Old Town

Tina Cherry, Public Services Director addressed the board. The premise of the carriage rides is to attract people to Old Town for the Valentine's evening activities. Staff looked at several criteria and researched the carriage availability described in the AR-1 Report. Ms. Cherry then went over the report with the Board including discussing: type and price of carriages available, the route and number of rides, ticket prices, advanced ticket sales, advertising and sponsorship opportunities.

Following discussion, **it was moved by Boardmember Loft, seconded by Boardmember Jurado to move forward with Option 3- Memory Makers and Martini Ranch carriages, charge a participant fee of \$10 per participant or \$40 for private carriage ride, staff will handle advertising and advance ticket sales.** The motion carried unanimously.

AJOURNMENT: Chair Balsamo adjourned the meeting at 9:30 a.m.