

MINUTES OF THE SPECIAL MEETING/STUDY SESSION
of the
MONROVIA OLD TOWN ADVISORY BOARD
Monrovia Public Library Community Room
321 South Myrtle Avenue
Monday, January 30, 2017

CONVENE: Chair Diane Balsamo convened the Study Session of the Monrovia Old Town Advisory Board on Monday, January 30, 2017, at 9:10 a.m. Monrovia Public Library Community Room, 321 S. Myrtle 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. In addition, Mayor Pro Tem Blackburn and Councilmember Spicer were in attendance.

ROLL CALL: Boardmembers Jurado, Loft, Olivas, Vice Chair Miller and Chair Balsamo

PUBLIC INPUT: None

DISCUSSION:

Defining MOTAB's Strategic Direction

Tina Cherry, Public Services Director provided the board with a handout of the PowerPoint presentation *Defining MOTAB's Strategic Direction*. The purpose of the meeting is to review MOTAB's objectives, review historical programs, events and projects, and the discuss MOTAB's purpose.

Historically MOTAB has advised on the following:

- Infrastructure improvements in the Business Improvement District (BID)
- Programs offered / supported by MOTAB
- Special Events hosted by MOTAB

Objective:

The objective of this study session is to define MOTAB's strategic direction. Ms. Cherry went through the presentation during which time there was much discussion on items including:

- How can MOTAB best support the BID
- Need to develop a Vision for MOTAB
- Review of Business Outreach
- Review of programs and events offered in previous years
- Discussion on programs/events/projects MOTAB may want to continue or discontinue
- Discussion on new programs/events/projects MOTAB may want to consider
- Determine how to fund the objectives
- Strategic direction/next steps

Additional discussion/suggestions included:

INFRASTRUCTURE:

- MOTAB Appreciates the maintenance in Old Town
 - Would like to minimize the dust and leaves which blow into the stores during the daily cleaning by the Old Town Maintenance Worker.
- Trash enclosures need attention
- Parking lots need rehab
- Lighted sidewalks are a great addition; however, suggest the lights be at eye level as well to increase the visibility.

PROGRAMS:

- Evaluate Music in Old Town
 - Live music creates atmosphere and is liked by most merchants and visitors
 - Encourage local groups to perform
 - Find a variety of music genres
 - Eliminate amplified music
 - Vary the location of the performers
- Suggested the development of an information packet about the Business Improvement District and MOTAB to be distributed along with annual Business License Renewal
 - Suggested each business be required to provide back up documentation related to the assessment with the annual business license payment
 - May want to conduct a BID rate study in the future
 - Add email addresses to the Business License Applications for the BID
- Continue Business Outreach on at least an annual basis
- Communication – need to get information out to BID – suggestions:
 - Social media
 - Quarterly newsletter – *Monrovia Shopkeeper*
 - Merchant meetings/mixers
 - MOTAB quarterly meeting for merchants
 - Less formal meeting setting
 - Send out a quarterly summary of action taken by MOTAB via email to all BID merchants
- Stagger or change meeting time for MOTAB from morning to evening to allow for more participation
- More patrols for skateboarding in Old Town
- Old Town Promotions
 - Define MOTAB's competition
 - Find ways to bring locals back to Old town
 - Print ads have a benefit
 - Would like to develop professional social media platform – similar to a mall design
- Like Hotel having Old Town Guides
 - Develop partnership with Hotels

EVENTS:

- Looking forward to Wine Walk
- Partners with MAFA and the Art Festival

- Host a Pet Adoption/Hayride combo
- Look at having holiday activities in a neutral location, such as Library Park
 - Bunny Photos
 - Santa Photos
- Partner with Boy Scouts to sell Mistletoe during Holiday Carriage Rides
- Develop Holiday window decorating contest

Proposed Conclusions:

MOTAB's purpose is to drive business to Old Town.

- By offering unique experiences
- By creating a safe and welcoming space
- By enticing visitors through marketing and promotions on social media and in print ads

Next Steps:

Ms. Cherry advised the board that she would present a summary of the study session at the February Board Meeting. At that time she hopes to gain consensus and share any new thoughts since the study session. At the March Board meeting staff will provide recommendations to the board based on information gathered at the Study Session and the February Board meeting. Finally, a budget will be developed and presented to the Board at the MOTAB meeting in April.

ADJOURNMENT: Meeting was adjourned at 11:45 a.m.