

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

CONVENE: Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, February 14, 2017, at 9:30 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 Soren Loft and Millie Olivas, Vice Chair Kristin Miller and Chair Diane Balsamo. Boardmember Ricardo Jurado, was absent and excused.

PRESENTATION: None

CONSENT CALENDAR: It was moved by Boardmember Olivas, seconded by Vice Chair Miller to approve the consent calendar. The motion carried unanimously. The Consent Calendar consisted of the following Agenda items:

CC-1 Unadopted Minutes of the January 10, 2017 Regular Meeting: The Board adopted the Minutes of the January 10, 2017 Regular Meeting.

CC-2 Unadopted Minutes of the January 17, 2017 Special Meeting: The Board adopted the Minutes of the January 17, 2017 Special Meeting.

CC-1 Unadopted Minutes of the January 30, 2017 Study Session: The Board adopted the Minutes of the January 30, 2017 Study Session.

PUBLIC INPUT:

Tregg Wright – Street Rods Forever
Delores - Resident

ADMINISTRATIVE REPORTS:

AR-1 2017 Fountain to the Falls Run/Walk and Fire Department Pancake Breakfast Street Closure and No Parking Notification

Lisa Hansberger, Senior Recreation Supervisor presented the agenda report to the Board.

Following discussion, **it was moved by Boardmember Loft, seconded by Boardmember Olivas to recommend approval of the 2017 Fountain to the Falls Run/Walk and Fire Department Pancake Breakfast Street Closure and No Parking Notification.** The motion carried unanimously.

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **Study Session Summary** - Ms. Cherry shared a PowerPoint presentation summarizing the January MOTAB Study Session. Ms. Cherry reminded the Board that we have limited resources and we need to be thoughtful of the best way to support the BID through programs and special events. There are also improvements needed in the BID: trash enclosures, parking lots need rehabilitation, lighted crosswalks, holiday decorations for the side streets etc. We also need to work on program enhancements including; music in old town, business license process, business

outreach, communication. Staff would like to establish a marketing subcommittee to work on a marketing plan. Board asked to continue that discussion at the March MOTAB meeting when Boardmember Jurado is present. Staff will present recommendations for Music in Old Town and Bunny Photos at Library Park at the March MOTAB meeting. The Budget will be presented to the Board in April.

- b. **Wine Walk Sub-Committee Update** – Ms. Cherry shared a PowerPoint presentation outlining the results of the Wine Walk Sub-Committee meetings. Ms. Cherry presented information on a number of things including: proposed logo, committed event date, licensing and fees, ticket information, merchant participation fee, block ambassadors, location to purchase wine etc. The next sub-committee meeting is on the calendar.
- c. **Wednesday and Saturday Music in Old Town** – Ms. Cherry advised the Board that we want to continue with the Lance and Gary Show, however, we need to access the music in Old Town first. We may want to consider eliminating amplified music, add a variety of artists and perhaps move the location. Staff will continue to access and report back to the Board.
- d. **Valentine’s Day Carriage Ride Update** – Ms. Cherry advised the Board that the advance reservations for the Valentine’s Day Carriage Rides were almost sold out.

Pam Fitzpatrick, MOTAB Filming Liaison

- a. **Filming in Old Town Update** – Ms. Fitzpatrick advised the Board that a still photo shoot event for a clothing store located back East is scheduled for February 15. If all goes well it could bring up to \$1,500 into the Bid. There will be a food truck on the 100 N Lemon side, however, it is a photo prop and no food will be sold. They still need to obtain a few sign-offs by noon today. There will be no live action, no blocking sidewalks, no parking in town so it should go well.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Jurado:** Excused
- (b) **Boardmember Loft:** Ready to roll out the flag stands. Flags are ready, blank and generic for now. Plan to roll them out as soon as the city and traffic control can make sure they are placed safely.
- (c) **Boardmember Olivas:** Dominique is working on the St. Baldrick’s Buzz Shave Event again this year. It was a huge success last year and this year they want to get even more people involved. They really set the bar high this year! She has flyers with information that she passed out to the Board. She will be helping so if anyone has any questions they can ask her or contact Dominique. The event will be held on March 17 – St. Patrick’s Day.
- (d) **Vice Chair Miller:** No report.
- (e) **Chair Balsamo:** Ribbon cutting at 420 S. Myrtle on Wednesday, February 22 at 4:30 for their new office. Bella Serra will be there with finger foods – everyone is welcome.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, March 14, 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 10:18 a.m.