

**MINUTES OF THE REGULAR MEETING OF THE  
MONROVIA OLD TOWN ADVISORY BOARD  
HELD TUESDAY, APRIL 11, 2017**

**CONVENE:** Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, April 11, 2017, at 9:31 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 and Millie Olivas, Vice Chair Kristin Miller and Chair Diane Balsamo.

**PRESENTATION:** None

**CONSENT CALENDAR:** It was moved by Boardmember Loft, seconded by Boardmember Jurado to approve the consent calendar. The motion carried unanimously. The Consent Calendar consisted of the following Agenda item:

**CC-1 Unadopted Minutes of the March 14, 2017 Regular Meeting:** The Board adopted the Minutes of the March 14, 2017 Regular Meeting.

**PUBLIC INPUT:**

David Garcia – Old Town Merchant  
Karin Crehan – Monrovia Chamber of Commerce  
Pam Fitzpatrick – Old Town Merchant

**ADMINISTRATIVE REPORTS:**

**AR-1 Quarterly Financial Update**

Tina Cherry, Public Services Director addressed the Board. She presented a PowerPoint presentation beginning with the budget and year to date expenses and revenue. The presentation also included a breakdown of sponsorships, revenue and expenses for; Wednesday/Saturday Music, New Year's Eve, Holiday Carriage/Hay Rides, Carolers, Valentine's Day Carriage Rides and Special Event Advertising.

Following discussion, **it was moved by Boardmember Loft, seconded by Boardmember Jurado to accept and file the Quarterly Financial Update.** The motion carried unanimously.

**AR-2 2017 July 4<sup>th</sup> Fireworks Show Sponsorship and Street Closure Request**

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

Following discussion, **it was moved by Vice Chair Miller, seconded by Boardmember Olivas to recommend approval of the 2017 July 4<sup>th</sup> Fireworks Show Sponsorship in the Amount of \$2,500 and Street Closure Request in Old Town.** The motion carried unanimously.

### **AR-3 Recommendation for Live Music in Old Town**

Tina Cherry, Public Services Director presented the agenda report to the Board. Staff met with Faculty at Citrus College and watched a student performance. Both the faculty and students are eager to have the opportunity to perform in Old Town. Staff is meeting with Pasadena Community College Performing Art School this week. In addition, staff will reach out to local talent and artists who have performed in Old Town in the past such as Dr. Kendall and the Lance and Gary Show. The suggested performance locations, budget, and advertising were also discussed.

Following discussion, **it was moved by Boardmember Jurado, seconded by Vice Chair Miller to recommend approval for the Live Music in Old Town and authorize the expenditure of \$4,600.** The motion carried unanimously.

### **REPORTS FROM STAFF:**

#### **Tina Cherry, Public Services Director**

- a. **Marketing Subcommittee Update** – The subcommittee met this past week. The Objective - what is our goal and what do we want to achieve? Support businesses, attract new visitors, elevate image, bring back community members, find ways to remain relevant, and celebrate the activities in Old Town. What do we need to do; need social media, need to track effectiveness of advertising to be mindful of resources, need to insure there is equity – all merchants are given an opportunity to participate in marketing. The City entered into an agreement with Ready Artwork as a local on-call graphic art supplier. Ready Artwork can develop a platform for Old Town where each business has a landing page on the website and a link to the business. The subcommittee will see a presentation from Ready Artwork in the next week. We are being aggressive on our time line as the city is looking at adopting funds in their next fiscal year budget to work with Old Town on establishing the website.
- b. **Monrovia Days Update** – Staff hoped to bring to your attention a street closure request for Monrovia Days. We are still working on the details and we will present the report at the May meeting. Monrovia Days will be a two day event on May 20 & 21. This year we are bringing back the carnival! There will be performances, rides, games, food. Palm & Lime we know will be closed the majority of both days and we are working with the merchants on Lime. We are anticipating Myrtle will close for the parade from 6:00 a.m.-noon. Parade starts at 10:00 this year! The famous Pancake breakfast starts at 8:00 a.m. then dignitary welcome and salute to home town hero's followed by a fly-over and the parade! More information to come!

#### **Katie Distelrath, Recreation Manager**

- a. **Wine Walk Subcommittee Update**

Ms. Distelrath provided the Board with a packet that included: an overview of the event, information on the non-profit partners and the merchant application. The subcommittee thought it would be best to have this information available for the block ambassadors to share with the merchant. She also advised the Board that the subcommittee set four criteria for the purchase of the wine: must be in the BID, retail seller, staff member of the business has knowledge of wine, and the quality of the wine. Also, they need the merchant to be willing to take back any un-opened wine. Staff is working with The Saltner, Pavilions and Myrtle Tree and will report back to the Board at a later date.

b. **Holiday Decoration Purchase**

Ms. Distelrath addressed the Board. She advised the Board that an auction recently took place offering gently used commercial grade holiday decorations. Since the Board had expressed the need to purchase additional holiday decorations for Old Town, specifically the side-streets running east and west, Vice Chair Miller participated in the auction and was able to purchase several items at a deeply discounted price. Ms. Distelrath shared photos of the new holiday decorations and a few new autumn decorations for Old Town and advised the Board that the items purchased will be included in the Community Services budget.

**Lisa Hansberger, Senior Recreation Supervisor**

- a. **Spring Bunny in Old Town** - Spring Bunny Photos in Old Town is set to take place this Saturday, April 15, on the north east side of Library Park. The event is being advertised on social media, old town email, the City Managers Weekly Report, posters in kiosk and at Library Park. Staff is creating a photo area with seating for the bunny and participants. Staff will collect email addresses from participants to send them the free bunny photo or they can take a photo of their own. Participants will receive a candy treat with a cute message. Staff will also hand out flyers explaining the role of MOTAB. Special thanks to the Spring Bunny for making this event possible!

**Pam Fitzpatrick, MOTAB Filming Liaison**

- a. **Filming in Old Town Update** – The student filming did not pan out. We have two more inquiries about filming commercials in Old Town. They were looking at filming in May and they were advised of the Monrovia Days events.

**REPORTS FROM BOARDMEMBERS:**

- (a) **Boardmember Jurado:** No report  
(b) **Boardmember Loft:** The flag stands are being used and no flags have been taken.  
(c) **Boardmember Olivas:** Follow-up on the pedestrian light on Myrtle and Colorado, still seems to be an issue with the signal. Ms. Cherry added that our contractor, Siemens, is working on the timing and changing the lights that are out in the ped head.  
(d) **Vice Chair Miller:** No report  
(e) **Chair Balsamo:** Reminded everyone to come out and see the Spring Bunny in Library Park this Saturday.

**NEXT SCHEDULED MEETING:**

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, May 9, 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 10:34 a.m.