

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, May 9, 2017**

CONVENE: Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, May 9, 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:

PR-1 Business Watch - Officer Juarez and Sergeant Verna, Monrovia Police Department

CONSENT CALENDAR: It was moved by Boardmember Juardo, 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 April 12, 2017 Regular Meeting: The Board adopted the Minutes of the April 12, 2017 Regular Meeting.

PUBLIC INPUT:

None

ADMINISTRATIVE REPORTS:

AR-1 2017 Monrovia Days Event Street Closure Request

Lisa Hansberger, Senior Recreation Supervisor presented the agenda report and a slide show outlining the set-up for the event including a new reserved parking area for merchants and customers of the businesses on Lime adjacent to the event.

Following discussion, **it was moved by Boardmember Juardo, seconded by Boardmember Olivas to recommend approval of the 2017 Monrovia Days Event Street Closure Request.** The motion carried unanimously.

AR-2 2017 Monrovia Music Fest Street Closure Request

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

Following discussion, **it was moved by Boardmember Loft, seconded by Boardmember Juardo to recommend approval of the 2017 Monrovia Music Fest Street Closure Request.** The motion carried unanimously.

AR-3 Proposed MOTAB Budget for the 2017/2018 Fiscal Year (Verbal Report)

Tina Cherry, Public Services Director presented a verbal report along with a Power Point presentation outlining the proposed MOTAB budget for the 2017/2017 fiscal year.

Following discussion, **it was moved by Boardmember Jurado, seconded by Chair Balsamo to recommend approval for the MOTAB Budget for the 2017/2018 Fiscal Year.** The motion carried unanimously.

REPORTS FROM STAFF:

Tina Cherry, Public Services Director

- a. **Marketing Subcommittee Update/Website and Logo Development** – We have an agreement with ReadyArt Work to assist with website and logo development for Old Town. The Kick-off meeting to discuss the branding and what our needs are is scheduled for Wednesday, May 10 from 9:00-10:00 at City Hall.
- b. **Music in Old Town Update** - We had a successful first night on Wednesday, May 3 with a saxophone player in the 100 block of Myrtle and a guitar player and singer in the Colorado Commons area. Unfortunately we had to cancel the first Saturday due to rain. We have artists scheduled for the upcoming weeks and we are reaching out to Lance and Gary to try and book them as well. It was suggested that we provide the merchants with store front flyers to help bring awareness to the music on Wednesdays and Saturdays.
- c. **Board and Commission Reception** – Reminder that the Board and Commission Reception is coming up on Monday, May 15 at Café Mundial.
- d. **Street Fair Update** – The City continues to have dialogue on the Street Fair relocation however no decision has been made. We will send out an email to all merchants to advise them of the ongoing dialogue.
- e. **Colorado and Myrtle Signal Update** – It was determined that the signal at Colorado and Myrtle had malfunctioning parts that have been replaced.

Katie Distelrath, Recreation Manager

- a. **Wine Walk Subcommittee Update** – A group attended the La Verne Wine Walk on April 28. The event was both fun and informational. The subcommittee will be meeting on Friday to discuss what they did that may or may not work for our Wine Walk. Ms. Distelrath provided Wine Walk information packets to the Boardmembers. The packets included: the wine walk postcards, a FAQ sheet, a one page summary on the wine walk including information on the non-profits that will benefit from the wine walk and the application to participate. Once the board begins their event outreach we will send an email to merchants with a writeable PDF application for them to fill out if they want to participate. Finally there is another Wine Walk event in Glendora in June that the subcommittee is encouraging the MOTAB Board and subcommittee to attend.
- b. **Follow-up on Public Comment Related to the Homeless**
Last month a merchant attended the MOTAB meeting and expressed his concerns with the homeless issue in Monrovia, specifically as it effects his business location. The information the merchant provided was forwarded to Monrovia Police Department who meet with the merchant that same day and resolved the issue. We want to remind everyone that we encourage merchants to reach-out with any issues that we can assist with.

Lisa Hansberger, Senior Recreation Supervisor

- a. **Spring Bunny in Old Town** – Ms. Hansberger shared photos from the event which was well received and attended. Staff is looking into hosting the event on a different day next year to avoid confusion between the Annual Egg Hunt in Recreation Park and the Spring Bunny in Library Park.

Pam Fitzpatrick, MOTAB Filming Liaison

- a. **Filming in Old Town Update** –There were two proposed filming's this month but they have not been confirmed. On May 25, 2017 from 9:00-12:00 at the Community Center, KGEM and some producers are having a video conference event. Pam will be there to represent filming in Old Town. If anyone has historic filming information in Monrovia please share contact her prior to the event.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Jurado:** Homeless issue is getting worse for the merchants. They are noticing an increase in the amount of people roaming the streets and breezeways in Old Town. The incidents of shoplifting have also increased. Everyone knows the Police Department is aware of the situation, however, he feels that added foot patrol may help.
- (b) **Boardmember Loft:** Agrees that we need to address the homeless issue. There are people sleeping behind his restaurant. Suggested a sponsorship or homeless impact program. Also, we need to work on ideas to attract retail businesses to Old Town.
- (c) **Boardmember Olivas:** Would like clarification on the A Frame signs in Old Town.
- (d) **Vice Chair Miller:** When she attended the Wine Walk in La Verne she noticed that they use lighting in the breezeways to make them a part of the street. The lighting makes the breezeways look nicer and should make people feel safer which will encourage them to use the public lots behind the businesses.
- (e) **Chair Balsamo:** No report.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, June 13, 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 10:41 a.m.