

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, June 13, 2017**

CONVENE: Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, June 13, 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 Ricardo Jurado, Soren Loft and Millie Olivas, Vice Chair Kristin Miller and Chair Diane Balsamo.

PRESENTATION:

PR-1 Homeless Work Group Presentation – Captain Sanvictores, Monrovia Police Department

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

CC-1 Unadopted Minutes of the May 9, 2017 Regular Meeting: The Board adopted the Minutes of the May 9, 2017 Regular Meeting.

PUBLIC INPUT:

Gloria Huss, merchant

ADMINISTRATIVE REPORTS:

AR-1 2017 Summer Concerts in Library Park Street Closure Request

Lisa Hansberger, Senior Recreation Supervisor presented the agenda report and answered any questions.

Following discussion, **it was moved by Boardmember Jurado, seconded by Boardmember Loft to recommend approval of the 2017 Summer Concerts in Library Park Street Closure Request.** The motion carried unanimously.

REPORTS FROM STAFF:

Craig Jimenez, Community Development Director and Krystina Contreras, Code Enforcement Officer

1. Craig Jimenez, Community Development Director addressed the Board. He provided background on how the signage ordinance came about. The ordinance is in place for aesthetic and safety reasons. At the time the ordinance was developed it was determined that A frame signs could pose a safety hazard and were therefore banned. The board felt that some smaller A frame signs do not present a safety issue and that Council should reconsider this ordinance. Councilmember Spicer was present at the meeting and acknowledged the request to review the ordinance. Krystina Contreras addressed the Board and discussed other items she is working on including the

business license process. It was suggested that a package be put together for new business advising them of things like the signage ordinance so they are informed from the beginning.

Tina Cherry, Public Services Director

- a. **Marketing Subcommittee Update/Website and Logo Development** – We are looking at enhancing the logo. The subcommittee was provided a survey followed by a brainstorming meeting in late May where the consultant presented 16 sketches for consideration. The subcommittee narrowed it down to two with the final suggestion to be presented at the July MOTAB meeting.
- b. **Best of the Best Readers' Choice Award Recipient** – Monrovia was selected as the “Best Old Town”. The City moved forward with a generic ad.
- c. **Old Town Enhancements/Breezeway designs** – the City has allocated funds for Old Town improvements. We need an as-built for Old Town, which is in the works, to address the electrical needs. We are also looking at the breezeways that have not been addressed. There are plans to add enhancements like lighting and plants.

Katie Distelrath, Recreation Manager

- a. **Wine Walk Subcommittee Update** – The subcommittee is meeting tomorrow with representatives from the City of La Verne their recent Wine Walk event. No applications have been submitted to date; however, we have had several requests for tickets.
- b. **Monrovia Days Recap** – We sold 1500 wristbands and made more money than we anticipated. Staff worked to make sure parking was available for impacted businesses. Staff will canvas the area to make sure we met the merchants concerns.
- c. **Music in Old Town Update** – Wednesday and Saturday music in Old Town is going well. The feedback has been very positive. People like the rotation and the variety. Staff will provide another update in July and a final report in August.

Pam Fitzpatrick, MOTAB Filming Liaison

- a. **Filming in Old Town Update** –We were contacted by Starbucks for a possible commercial shoot on Thursday. Low impact from 6:00 a.m. to 10:00 at Myrtle Tree, Rudy's and Library Park – 411-415 may be impacted.

REPORTS FROM BOARDMEMBERS:

- (a) **Boardmember Jurado:** Are we are set-up for the 4th of July? Staff responded that we have everything in place for the 4th and that a notification will go out next week.
- (b) **Boardmember Loft:** No report.
- (c) **Boardmember Olivas:** No report.
- (d) **Vice Chair Miller:** Asked when the holiday committee will start meeting. Staff responded that the holiday committee will start meeting in July.
- (e) **Chair Balsamo:** Encouraged everyone to come out and celebrate the 4th of July in Old Town Monrovia.

NEXT SCHEDULED MEETING:

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, July 11, 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 10:55 a.m.