

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

**CONVENE:** Chair Diane Balsamo convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, July 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, City Clerk Alice Atkins and Senior Administrative Assistant Susan Matthews.

**SWEARING IN:** Alice Atkins, City Clerk swore in Diane Balsamo and Kristin Miller for a New Term.

**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 Jurado, 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 June 13, 2017 Regular Meeting:** The Board adopted the Minutes of the June 13, 2017 Regular Meeting.

**PUBLIC INPUT:**

Carol Curtis – Monrovia Association of Fine Arts

**ADMINISTRATIVE REPORTS:**

**AR-1 Reorganization of the MOTAB Board**

Katie Distelrath, Recreation Manager, presented the agenda report to the Board. She explained that Boardmember Loft would be next in line to be Vice Chair and that the Board would need to nominate a Chair. Boardmember Loft agreed to take the position of Vice Chair. Chair Balsamo nominated Vice Chair Miller for the Chair position.

**It was moved by Boardmember Olivas, seconded by Boardmember Jurado to approve Kristin Miller as the new Chair and Soren Loft as the new Vice Chair.** The motion carried unanimously.

**REPORTS FROM STAFF:**

**Tina Cherry, Public Services Director**

- a. **A Frame Response** – At the last MOTAB meeting Community Development staff presented information on signage in Old Town. MOTAB requested that consideration be given to allowing small A frame signs in Old Town. Following the meeting staff determined that rules pertaining to A frame signs can't be modified alone they have to be addressed as part of the City's sign

ordinance. Staff will work with Community Development to come up with a long term comprehensive solution. Public Works will work as a concierge to help with negotiations until we come up with a plan. Ms. Cherry asked the Board to let other merchants know to call either Tina Cherry or Katie Distelrath if they have any questions.

- b. **Old Town Logo/Web Design Update** – A meeting of the subcommittee is scheduled for Wednesday, July 13, 2017 to look at the mock-ups for the Old Town logo.
- c. **Parking in Old Town** – Parking continues to be a problem in Old Town. Staff is working to develop both short term and long term solutions. Staff would like to start by implementing Valet parking. It will allow us to park some vehicles in an off-site lot to free up space. Ms. Cherry reviewed the proposed parameters of the trial period. The next thing being addressed is timed parking. An example is Lime has a disproportionate amount of 90 minute parking. Staff recommends making more of the East/West streets 3 hour parking, but we will keep a few 90 minute and 20 minute spots near library. We are also in discussion to move our current employee parking from the lot across from City Hall to the Frontier lot on Lime to free up additional parking for businesses. Long term we are looking at other privately owned lots we can negotiate to use. We are also looking at approving new way-finding signs to help visitors locate parking.
- d. **Film Liaison Update** – The City entered into an agreement with Pam Fitzpatrick to act as a liaison for filming in Old Town. The 18 month agreement expired on June 30. Staff has determined that the service of a liaison is needed in Old Town. We are very appreciative of the service Ms. Fitzpatrick has provided to the merchants in Old Town but we would like to see if there are other merchants who would be interested in taking on that role. We would like to develop a system for selecting a new liaison similar to the selection process for new Boardmembers. Boardmember Jurado and Chair Miller volunteered to serve on a committee to select a new liaison. Pam Fitzpatrick will continue without a formal agreement until a new liaison is appointed.

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

- a. **Wine Walk Subcommittee Update** – The purchasing of wine for the event began with our first purchase from Pavilions. We have 19 businesses who have said they will participate and 15 more who are interested. Staff is getting the flyers out to the merchants. Tickets will go on sale July 26 through August 25 (or until sold out). We are encouraging people to purchase tickets first from the non-profit organizations and then either online for a small fee or through the Community Center. Tickets will be sold for \$40 pre-sale or \$45 on the night of the event if still available.
- b. **Music in Old Town Update** – Wednesday and Saturday music in Old Town continues to be a success. One of the performers has met the cap for payment but would like to continue to perform for tips only and at a new location. The Board agreed that is ok to allow her to perform on Wednesday and Saturday at no cost at a new location. We will continue to have paid performers at the original locations as well. The Board also agreed to the purchase of a third banner for the new location.

- c. **Holiday Decorations Subcommittee Update** – The subcommittee is meeting on Friday and will report back to the Board next month.

**Pam Fitzpatrick, MOTAB Filming Liaison**

- a. **Filming in Old Town Update** – Universal NBC is filming a pilot for a new series on July 19 and 20. We do not have all of the information now but production was out today so additional information to the merchants will be forthcoming. Reminder to everyone to make sure their hours of operation are correctly posted so that the filming companies can make informed decisions on the best days to film (with the least impact on businesses).

**REPORTS FROM BOARDMEMBERS:**

- (a) **Boardmember Jurado:** No report.
- (b) **Boardmember Loft:** Back parking lot that is utilized quite a bit is riddled with trash. Doesn't get maintained weekly. Asked if we could get the maintenance schedule from Public Works and update it. The Flag Stands are doing well. We almost lost a flag over the weekend but it was safely returned.
- (c) **Boardmember Olivas:** Lemon Street and Lime Street lot West of Myrtle has broken glass, trash, vomit on an on-going basis. There is a beautiful new "wing" mural near Mulberry Bush! Signs are now posted in the Commons parking lot to deter incidences of break-ins.
- (d) **Vice Chair Miller:** We need help getting the applications turned in from merchants who want to participate in the Wine Walk.
- (e) **Chair Balsamo:** No report.

**NEXT SCHEDULED MEETING:**

The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, August 8, 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 10:11 a.m.