

**MINUTES OF THE REGULAR MEETING OF THE  
MONROVIA OLD TOWN ADVISORY BOARD  
HELD TUESDAY, JANUARY 8, 2019**

**CONVENE:** Chair Loft convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, January 8, 2019, at 9:34 a.m. in the City Council Chambers, 415 South Ivy Avenue, Monrovia, California. In attendance were Public Services Director Tina Cherry, Recreation Manager Katie Distelrath and Office Administrator Susan Matthews.

**ROLL CALL:** In attendance were Boardmembers Kristin Miller, Alex Reyes, Dominique Strivings, Vice Chair Diane Balsamo, and Chair Soren Loft.

**PRESENTATIONS:** Wildrose School of Creative Arts performance – Dr. Leslie Rapkine-Miller and Sharon Naugle

**CONSENT CALENDAR:** The Consent Calendar consisted of the following Agenda items:

**CC-1** Unadopted Minutes of the December 11, 2018, Regular Meeting  
**It was moved by Boardmember Strivings, seconded Boardmember Miller to approve the Minutes of the December 11, 2018 Regular Meeting.** The motion carried unanimously.

**PUBLIC INPUT:** None

**ADMINISTRATIVE REPORTS:** None

**REPORTS FROM STAFF:**

**Tina Cherry, Public Services Director**

- a. **Update on Sidewalk Vending Regulations** – The new sidewalk vending regulations were passed out to the Board. The regulations relate to the new legislation that was discussed in prior meetings. The new regulations will go into effect on February 14, 2019. A discussion pertaining to the particulars ensued. Staff will provide additional information when the ordinance is approved.
- b. **Proposed Old Town Promotional Merchandise** – Staff has received feedback that some Old Town merchants may be interested in promotional merchandise with the new logo. Staff suggests we start with the purchase of 100 shirts in an amount not to exceed \$1,000. Shirts would then be sold for \$20 each. We have the funding available in the budget now and if it is successful we can consider additional items in the 2019/2020 budget. Everyone agreed it was a good idea and that staff should proceed.

**Katie Distelrath, Recreation Manager**

- a. **Noon Year's Eve Overview** - The event took place on December 31, 2018 from 10:00 a.m. to 1:00 p.m. An estimated 1000 people attended the event and the feedback was very positive. It was suggested that we consider extending the event or having it later next year so we do not have a long gap between the two events.
- b. **New Year's Eve on Myrtle Update** – The event took place on December 31, 2018 from 7:00 p.m. to 1:00 a.m. The event was well attended and the feedback was very positive.

- c. **Old Town Merchant Holiday Window Display Decorating Contest Overview** – This was the first year for this event and we had 9 businesses participate.
- d. **Website Update** – We were able to correct all performance issues. Currently working on perfecting the data and making sure every business is represented. The subcommittee will meet next week in preparation for the launch.
- e. **Valentine’s Day Carriage Rides** – Staff is planning to provide carriage rides again this year. Funding is included in the 2018/2019 budget. Community Services will take over the reservations this year. The cost is \$10 per rider or \$40 for a private carriage. We will be promoting on all social media and in the City Managers Weekly.
- f. **Quarterly Merchant Mixer** – Thursday, February 28, 2019 at 9:00 a.m. in the Library Community Room. The topic will be How to Optimize your Social Media for Promotion/Business. We will partner with a guest speaker. We will also discuss MOTAB activities such as the Wine Walk.

## **MONROVIA CHAMBER OF COMMERCE REPORT**

### **Sari Canales, Executive Director**

- a. Provided packets for the board and discussed the upcoming Awards and Membership Gala.

### **REPORTS FROM BOARDMEMBERS:**

- (a) **Boardmember Miller:** Inquired about the budget planning session. Would like to have get a save the date out for the Wine Walk.
- (b) **Boardmember Reyes:** Took his family to the Noon Year’s Eve Event – the children loved it!
- (c) **Boardmember Strivings:** Fuzz Fest planning is underway for St. Baldrick’s. Presentation to Council the first week in February for the fundraiser.
- (d) **Vice Chair Balsamo:** Inquired about the parking on Lemon South of City Hall.
- (e) **Chair Loft:** Trash bin signage is needed so that merchants know there is a separate recycle bin.

**NEXT SCHEDULED MEETING:** The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, February 12, 2019, 9:30 a.m. in City Council Chambers at Monrovia City Hall, 415 South Ivy Avenue, Monrovia, California.

**AJOURNMENT:** Chair Loft adjourned the meeting at 10:22 a.m.