

**MINUTES OF THE REGULAR MEETING OF THE
MONROVIA OLD TOWN ADVISORY BOARD
HELD TUESDAY, FEBRUARY 12, 2019**

CONVENE: Chair Loft convened the Regular Meeting of the Monrovia Old Town Advisory Board on Tuesday, February 12, 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 Assistant to the City Clerk, Ashton Gout, CMC.

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

PRESENTATIONS: City Manager Oliver Chi presented on a Potential Local Sales Tax Measure in 2019.

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

CC-1 Unadopted Minutes of the January 8, 2019, Regular Meeting: **It was moved by Vice-Chair Balsamo, seconded by Boardmember Miller, to approve the minutes of the January 8, 2019, regular meeting.** The motion carried unanimously.

PUBLIC INPUT: None.

ADMINISTRATIVE REPORTS:

AR-1 May 2019 Community Event Street Closure Request: Recreation Manager Distelrath, reviewed the Agenda Report and answered the questions of the Board.

Following a brief discussion, **it was moved by Boardmember Strivings, seconded by Boardmember Reyes, to approve the May 2019 Community Event Street Closure Request.** The motion carried unanimously.

REPORTS FROM STAFF:

1. Tina Cherry, Public Services Director

- a. Old Town Website/ Social Media Update-** Website will be complete by the end of February 2019 and launched by the March Merchant Mixer. City staff has made the decision to handle all social media postings on the MOTAB Instagram page, rather than going through a consultant.
- b. Old Town Website Promotional Items** - Promotion of the website will consist of marketing materials including table tents, window clings, t-shirts, posters throughout Old Town, kiosks and Social Media posts. Website launch will be announced in the City Manager's Weekly Update, Monrovia Today, and a press release.

2. Katie Distelrath, Recreation Manager

- a. Valentine's Day Carriage Rides Update** – To date we have sold out five carriage rides. Due to weather, a determination will be made no later than Thursday, February 14 at 10

a.m. if the event will take place. If the event is cancelled, a full refund will be issued to all participants.

- b. Quarterly Merchant Mixer – Friday, March 8 at 9:00 a.m.** – After strong feedback, it was decided that the next Merchant Mixer will be held in the morning at the Library Community Room. Light refreshments will be served. All are welcome to attend. There will be an overview of the 2019 Wine Walk, AB 1826 Organic Waste Program, Monrovia Days Festival, and an update on the website and social media promotions.
- c. Wine Walk Subcommittee Update** – The event has been set for Saturday, April 13 from 6:00 – 9:00 p.m. The Volunteer Center will once again be this year’s Non-Profit Organization. There will be an incentive for residents to ‘Dine & Shop’ in Old Town spending over \$100 in order to receive a discounted ticket.
- d. Spring Bunny Photo Update** – The Spring Bunny will return to Library Park on Saturday, April 20 from 1:00 – 3:00 p.m. to take free photos with families. During this time, MOTAB will also host a booth at the park to advertise their new website and social media accounts.

MONROVIA CHAMBER OF COMMERCE REPORT:

1. Sari Canales, Executive Director

- a. Updates – Ms. Canales shared some upcoming Chamber events.

REPORTS FROM BOARDMEMBERS:

- (a) Boardmember Miller** No report.
- (b) Boardmember Reyes:** Revisited the concern regarding illegal dumping in trash bins near Old Town.
- (c) Boardmember Strivings:** St. Baldrick’s’ Fuzz Fest Presentation
- (d) Vice-Chair Balsamo:** Upcoming Chamber Mixer on Thursday, February 21 from 5:30-7:00 p.m. at Prime Lending, 420 S. Myrtle Ave #B Monrovia, CA 91016.
- (e) Chair Loft** No report.

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

ADJOURNMENT: Chair Loft adjourned the meeting at 10:33 a.m.