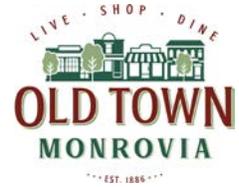




MONROVIA OLD TOWN ADVISORY BOARD AGENDA REPORT



DEPARTMENT: Community Services

MEETING DATE: December 10, 2019

PREPARED BY: Rebecca Sandoval,
Recreation Manager

AGENDA LOCATION: AR-1

TITLE: 2019 New Year's Eve Street Closure Request

BACKGROUND: The annual New Year's Eve Event on Myrtle Avenue has been offered for eight years. The event allows people to come together to celebrate the New Year in a festive and safe environment, and encourages new visitors to Old Town. In previous years, the event was offered by the New Year's Eve Committee (Comprised of Old Town Merchants) on behalf of MOTAB and included a kid's play area and activity booths, live music, a beer and wine garden, and a ball rising at midnight. The event was made possible by sponsorships from local businesses and organizations.

At the conclusion of the 2016 New Year's Eve event, staff was notified by the New Year's Eve Committee that they would no longer be able to organize the annual event. MOTAB and the merchant community were appreciative of the Committee's work over the years. At that time, it was determined that the City would support the coordination of the annual event in partnership with MOTAB.

At that time, a New Year's Eve Event MOTAB Subcommittee was formed which included Kristin Miller, Chair at that time, and Boardmember Diane Balsamo to assist in coordinating the New Year's Eve event. The goal was to have more merchants in Old Town participate and possibly benefit from the event. Staff worked with the Department of Alcohol Beverage Control to find an innovative way to expand the serving areas for each ABC licensed establishment for one night under a Conditional Use Permit. For this one night, participating businesses were allowed to expand their outdoor serving and seating area onto Myrtle Ave. This allowed participants to still feel included in the event while enjoying meals and beverages in businesses of their choice. Since then, the New Year's Eve event has been a huge success with terrific entertainment and increased business participation.

In 2018, the same event was offered on Monday, December 31, 2018 from 7:00 p.m. – 12:30 a.m. Staff worked with the Department of Alcohol Beverage Control to obtain the same ABC license to allow eight (8) participating businesses to expand their outdoor serving and seating area onto Myrtle. A stage, lighting and the ball were placed at Lemon and Myrtle with live music playing from 7:00 p.m. – 12:30 a.m.

ANALYSIS: The 2019 event is scheduled for Tuesday, December 31, 2019 from 7:00 p.m. to 12:30 a.m. on Wednesday, January 1, 2020. The event is located in Old Town on Myrtle Avenue between Olive Avenue and Lime Avenue. Staff will continue to improve the event logistics from the previous year and enhance the event with the following recommended changes:

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- Conduct an orientation with participating businesses
- Require the participating businesses provide supervision in their expanded serving area
- City to hire private security to augment the services provided by the Monrovia Police Department
- Additional signage related to alcohol restrictions (No Open Container in the Street)
- Add Additional seating for participants
- Continue to offer an opening band from 7:00 p.m. - 9:00 p.m. on the main stage
- Continue to have music play until 12:30 a.m.
- Continue to provide a count down on the big screen

The street closure request for the event is as follows:

Time: 10:00 a.m. on Tuesday, December 31 to 6:00 a.m. on Wednesday, January 1, 2020
Street: Myrtle Avenue from Olive Avenue to Lime Avenue and mid-block closure on each side street east to Ivy Avenue and west to Primrose Avenue

OPTIONS: Staff has provided the following options for consideration:

1. Recommend approval of the New Year's Eve street closure request.
2. Do not recommend approval of the street closure and request additional information from Staff.

STAFF RECOMMENDATION: Staff recommends the board approve Option No. 1, recommend approval of the New Year's Eve street closure request.

ACTION: If board concurs, the appropriate action is a motion to recommend approval of the New Year's Eve street closure request.