

**MINUTES OF THE REGULAR MEETING OF THE  
MONROVIA OLD TOWN ADVISORY BOARD  
TUESDAY, OCTOBER 21, 2025**

**CONVENE:** Chair Wahl convened the Regular Meeting of the Monrovia Old Town Advisory Board (MOTAB) on Tuesday, October 21, 2025 at 9:30 a.m. at the Monrovia City Council Chamber.

**IN ATTENDANCE:** Community Services Director, Tina Cherry; Recreation Manager, Rebecca Sandoval; Recreation Coordinator, Johan Galvan; Recreation Coordinator, Shirley Yanez; Administrative Assistant, Luke Bernacki; Mayor Pro Tem, Dr. Tamala Kelly.

**ROLL CALL:** Board Members Ammon, Balsamo, Jurado, Miller, Spencer, Vice Chair Hudson, and Chair Wahl

**PRESENTATIONS:** None

**CONSENT CALENDAR:** The consent calendar was motioned for approval by Vice Chair Hudson, seconded by Board Member Spencer, and approved unanimously. The consent calendar consisted of the following Agenda items:

**CC-1** Unadopted Minutes of the Regular Meeting of the Monrovia Old Town Advisory Board on September 16, 2025

**Recommendation:** Receive and File the Minutes of the September 16, 2025 Meeting  
**Staff Reference:** Tina Cherry, Director

**PUBLIC INPUT:** None

**ADMINISTRATIVE REPORTS:**

**AR-1** 2025 Holiday Parade Sponsorship and Street Closure Request

**Recommendation:** Approve the 2025 Holiday Parade Sponsorship and Street Closure Request.

**Staff Reference:** Rebecca Sandoval, Recreation Manager

Motioned for approval by Board Member Miller, seconded by Board Member Ammon, moved unanimously.

**AR-2** Quarterly Budget Update (Verbal Report)

**Recommendation:** Staff recommends the Board receives and files the Quarterly Budget Update.

**Staff Reference:** Tina Cherry, Community Services Director

Motioned to receive and file by Board Member Balsamo, seconded by Board Member Jurado, moved unanimously.

**REPORTS FROM STAFF**

**1. Luke Bernacki, Administrative Assistant**

- a. Business Welcome Packet Distribution Update – Staff reported on the mailing of the merchant packets to Old Town BID Businesses, the project budget, and the

**CC-1**

distribution process going forward.

**2. Johan Galvan, Recreation Coordinator**

- a. Old Town Fall Festival Evaluation – The event took place Saturday, October 11 in Old Town and Library Park from 10 a.m. to 2 p.m. Marketing efforts for the event included flyers, Instagram posts, and banners throughout Old Town. 19 merchants provided activities, including 9 new businesses. The trackless train, photo booth, and 2 horse drawn carriages were sponsored. Staff shared event enhancements, attendance, and budget highlights. Staff took feedback from the Board regarding the positive impact the event had on businesses for the day and discussion regarding increased signage directing visitors further into Old Town.

**3. Shirley Yanez, Recreation Coordinator**

- a. Trick-or-Treat & Halloween Bash Overview – The event will take place in Old Town and Library Park from 3 to 6 p.m. on Friday, October 31. The event will feature photo opportunities and costume contests. Old Town Businesses who opt to participate will be provided with 4-6 bags of candy, a window sign, and be listed on the event map. Applications were sent via email and are due by October 29. Street closures are from 1 to 7 p.m. Partner booths in Library Park will be present to promote their organizations and bring activities and treats. Staff shared the premier, event, and booth sponsors.

**4. Rebecca Sandoval, Recreation Manager**

**a. Street Rods Forever Car Show Evaluation**

- The event took place Saturday, October 18 from 9 a.m. to 3 p.m. Staff noted enhanced communication with businesses regarding street closures and restroom locations. Staff collected Board feedback.

**b. Merchant Mixer Evaluation**

- Staff thanked the Board for leading the meeting, which took place at Charlie's House on September 25 at 9 a.m. Fifteen merchants attended, including 2 new businesses. Tote bags and pens were distributed one per business for those who attended. The Board agreed on January 22 as the next Merchant Mixer date, time and location TBD.

**c. 4<sup>th</sup> Quarter Schedule of Events**

- Veterans Day Recognition – Tuesday, November 11 at 11 a.m.
- Carriage Rides and Sponsorship – Sundays in December 7, 14, & 21. A carriage can be sponsored \$500 per day. Sponsoring comes with recognition on promotion for events, being highlighted on Instagram, and getting a banner with a logo on the carriage.
- Holiday Carolers – Saturdays in December (12/6, 12/13 & 12/20)
- Holiday Decoration Update – Begins November 12. Includes new garlands, bows, wreaths and a new tree in Library Park.
- Thankful and Grateful Holiday Gathering and Tree Lighting – Save the date: Thursday, Nov. 20 from 5 to 8 p.m.

- Small Business Saturday – Led by Chamber of Commerce this year.
5. Tina Cherry, Community Services Director
    - a. Street Fair Oversight Committee Update
      - The program will pause to relaunch in Spring 2026. Due to cooler weather, the holiday season, construction activity near Station Square, and I.C.E. activity, the market has dropped in attendance and staff to work it. The final Farmers Market for the Fall will be October 18. The Market re-launch is set for April 18, 2026.

## **MONROVIA CHAMBER OF COMMERCE REPORT**

### **1. Korrine Ramirez, Executive Director**

- a. Upcoming Chamber Events:
  - Senator Sasha Renee Perez Small Business Meet & Greet – Friday Oct. 24
  - Lunch & Learn with Athens Services – Tuesday, Oct. 28
  - Tri-Chamber Ribbon Cutting/Grand Opening Minuteman Press – Wednesday, Oct 29
  - Coffee Social at Courtyard by Marriott – Thursday Nov. 6
  - Networking Lunch – Thursday Nov. 13
  - Community Prayer Breakfast at DoubleTree Hotel – Friday, Nov. 21

## **REPORTS FROM BOARD MEMBERS**

1. **Chair Wahl:** No Report
2. **Vice Chair Hudson:** No Report
3. **Board Member Ammon:** No Report
4. **Board Member Balsamo:** Provided a reminder about Taste of Old Town.
5. **Board Member Jurado:** No Report
6. **Board Member Miller:** No Report
7. **Board Member Spencer:** No Report

**NEXT SCHEDULED MEETING:** The next Regular Meeting of the Monrovia Old Town Advisory Board is scheduled for Tuesday, November 18, 2025, at 9:30 a.m.

**ADJOURNMENT:** Chair Wahl adjourned the meeting at 10:25 a.m.