

City Manager's Update

Tuesday, August 4, 2015

Hello everyone!

I hope that this email finds you all doing well and enjoying a terrific week!

In an effort to provide an update of important news and notes from this past week, the following report has been prepared. As always, please feel free to let me know if you have a question about any of the items contained in this report – I can be reached via email at ochi@ci.monrovia.ca.us!

Please have a wonderful rest of the week!

Best,
Oliver

ADDITIONAL BACKGROUND INFORMATION REGARDING THE RECOMMENDATION TO TERMINATE THE AGREEMENT WITH LA PARTYWORKS FOR MANAGEMENT OF THE FRIDAY NIGHT FAMILY STREET FAIR EVENT

During the past several weeks, the City has been working through a variety of different considerations regarding LA PartyWorks and their management of the Friday Night Family Street Fair (Street Fair). That review and assessment has resulted in the staff's recommendation that the City Council consider terminating our contractual relationship with LA PartyWorks as the management company producing the overall Street Fair event. The City Council will be considering the issue at our meeting tonight (Tuesday, August 4, 2015).

This past Sunday, in an effort to provide our staff with additional information regarding why we're making that recommendation, I sent an email to all City employees with background details related to our assessment of LA PartyWorks. It appears that a copy of that email was forwarded to a local media outlet, and I have been informed that the contents of the email have been published.

In an effort to provide added transparency regarding the situation with LA PartyWorks, and the reasoning behind our recommendation that the City Council consider terminating their agreement for management of the Street Fair, a copy of the email that was sent to City employees has been included below for your review and reference.

From: Oliver Chi

Sent: Sunday, August 2, 2015 4:25 PM

To: All Employees; Police All

Subject: Friday Night Family Street Fair Issue

Good afternoon everyone,

I hope that this email finds you doing great!

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It was recently brought to my attention that there has been quite a bit of discussion occurring in our community regarding an item the City Council will be considering next Tuesday, August 4, 2015, regarding the potential termination of LA PartyWorks, Inc. (LA PartyWorks) as the operator of the Friday Night Family Street Fair Event.

Given the amount of dialogue that is happening regarding the issue, I thought it would be a good idea to share with our team here at the City some of the background details related to the issues at hand, and to articulate some of the reasons why I am recommending that the City Council move forward in a different direction with regard to the management of the overall Friday Night Family Street Fair (Street Fair).

After nearly 23 years of operating the Street Fair, the City Council on April 28, 2015, formally decided to end its relationship with Family Festival Productions, Inc. (FFPI), and instead, approved an Exclusive Franchise Agreement with LA PartyWorks to operate the Street Fair.

During the 3+ months that we have partnered with LA PartyWorks, I believe that the City has done everything we can to set the new company up for success. However, during that time, LA PartyWorks has engaged in activities and behaviors that have illustrated an inability to be an effective partner for the City in coordinating the Street Fair.

Outside of the operational and procedural issues regarding the production of the Street Fair, the more concerning development for staff has been the fact that there are ongoing reliability issues with LA PartyWorks which point to a fundamental values misalignment between how the City operates and how LA PartyWorks operates.

More specifically, since the contract was approved with LA PartyWorks, the City has had to intervene and mediate multiple conflicts each week that have arisen between LA PartyWorks and our Old Town Merchants / Street Fair vendors. These continual conflicts between the operator and the Street Fair stakeholders is indicative of the first values misalignment that the City has identified with LA PartyWorks. While we expect to work collaboratively with our partners in an effort to find solutions, LA PartyWorks employs a different approach that can be characterized as unilateral and one-sided.

In addition, during the assessment process prior to awarding LA PartyWorks with the contract to manage the Street Fair, representatives from LA PartyWorks shared that their business plan for making money to operate the event involved the following three primary revenue streams:

- 1. Fees paid by the Street Fair vendors*
- 2. Tickets sold for the Kids Play Area*
- 3. Outside sponsorships (LA PartyWorks specifically mentioned Vans, Miller Brewing Company, and Coca-Cola as event sponsors)*

However, almost immediately after the contract was awarded to LA PartyWorks, representatives from the company informed staff on several separate occasions that the actual business model that they were employing to make money off of running the Street Fair involved the following four separate revenue streams:

- 1. Fees paid by the Street Fair vendors*
- 2. Tickets sold for the Kids Play Area*
- 3. Becoming the exclusive vendor to sell kettle corn at the Street Fair*
- 4. Becoming the exclusive vendor selling water / soda at the Street Fair*

This particular issue highlights several additional values misalignments between the City and LA PartyWorks. First of all, and perhaps most importantly, the City strives to be as transparent as possible in our intentions and actions. LA

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PartyWorks has shown that a willingness to provide inaccurate and conflicting representations regarding their intentions and actions.

In addition, the fact that LA PartyWorks would willingly engage in direct competition with our Old Town Merchants by trying to make themselves the exclusive vendor of kettle corn and drinks at the Street Fair – in direct violation of their contract with the City – demonstrates a complete and total disregard for the not only the rules and regulations that we all agreed to operate under, but also for the City.

Finally, with the City prohibiting LA PartyWorks from selling kettle corn and drinks at the Street Fair, we have legitimate concerns regarding the ongoing financial viability for LA PartyWorks to continue producing the event. Given the way that the company has operated to this point in time, it would be logical for the City to think that LA PartyWorks has developed some other mechanism through which to make the venture financially viable that they have yet to share with us.

One additional reliability issue that we have experienced with LA PartyWorks relates to the private discussions and interactions that City staff has had with company representatives. On multiple occasions, LA PartyWorks has told the City that unless we allow them to engage in activities that are in violation of their contract, they would be unwilling to continue as the operator of the Street Fair. While the firm has not carried through on their statements to not coordinate the Street Fair event, these types of interactions have elicited a genuine concern about the commitment that LA PartyWorks has to the Street Fair.

Given these overall issues that the City has identified with LA PartyWorks as a partner, we are recommending that if the City Council does terminate the contract with LA PartyWorks, that we enter into an interim agreement with a company known as Green Leaf Events, Inc. (GLEI), to produce the Street Fair. GLEI is a company that was recently formed by an individual named Jerry Diaz.

Mr. Diaz has significant experience managing street festivals, special events, and car shows, and in fact, was the event manager for Monrovia's Street Fair for a number of years when the event was managed by FFPI. Currently, GLEI has been engaged to produce the Rosemead Farmer's Market and will also be coordinating the Monrovia Kiwanis' Taste of Monrovia event this year. Additional information regarding GLEI can be found on the internet at www.greenleafevents.net.

It is also important to note that Mr. Diaz did work for the former operator of the Street Fair (Dave Gaymen, owner of FFPI), and furthermore, the City has confirmed that GLEI has no ongoing connections to FFPI.

I have included as an attachment to this email a copy of the staff report and attachments that was prepared for the City Council's consideration about this particular matter. The issue will be addressed next Tuesday, August 4, 2015, and if you should have any questions, please feel free to let me know!

I hope you have a terrific rest of the weekend, and do look forward to seeing everyone next week!

*Best regards,
Oliver*

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MEETING HELD WITH MOHPG REPRESENTATIVES LAST WEEK TO ADDRESS HISTORIC PRESERVATION AND NEIGHBORHOOD COMPATIBILITY ISSUES

Last week, staff met with Monrovia Historic Preservation Group (MOHPG) representatives Jim Wigton and Dan Ryan to discuss our ongoing historic preservation / neighborhood compatibility efforts. We discussed that during the past several months, the City has worked hard to be transparent about the issues at hand, which is why we have spent so much time and effort soliciting input from all segments of the community on the important issue.

The City's efforts began with outreach to all of the different stakeholder groups interested in historic preservation and neighborhood compatibility, as we had focus group meetings with MOHPG, realtors, MAP Leaders, developers, and the general public. We also met individually in a one-on-one setting with each member of the Planning Commission and Historic Preservation Commission, and we developed a comprehensive survey which solicited nearly 500 responses.

We also articulated to the MOHPG representatives that moving forward, our work plan regarding historic preservation and neighborhood compatibility includes a significant and substantial investment in staff time and energy, and that we do plan on working with everyone involved – including MOHPG – on developing the actual details for the changes being proposed. We also shared that an overview of the work plan that has been developed will be considered by the City Council at our meeting tonight (Tuesday, August 4, 2015).

HISTORIC PRESERVATION AND NEIGHBORHOOD COMPATIBILITY SURVEY RESULTS TABULATED

Just a quick note to let everyone know that the survey that the City developed regarding historic preservation and neighborhood compatibility has been completed. Our crack Planning Division team has been able to compile all of the survey responses and updated details and data regarding the overall neighborhood study can be found on the City's website at the following link:

<http://www.cityofmonrovia.org/communitydevelopment/webform/monrovia-neighborhood-study>

INFORMAL BID PROCESS FOR PUBLIC WORKS RELATED PROJECTS ESTABLISHED

As you may recall, in May 2015, the City adopted updated and streamlined purchasing regulations for public works related projects pursuant to the California Uniform Construction Cost Accounting Commission Procedures. Under these new guidelines, the City is now able to utilize less formal bidding processes for public works contracts that are valued at less than \$175,000. This new practice provides added flexibility in awarding contracts for smaller projects, which makes the overall procurement process more efficient.

Recently, our talented Public Works Division staff completed implementation of the administrative guidelines necessary for managing the updated purchasing process. Per the new regulations, contractors that are interested in bidding on City-initiated public works projects valued at less than \$175,000 must first complete a simple registration form which documents the type of construction license they have, and also the kind of work they would be interested in performing. Moving forward, staff has been working to distribute the registration forms to as many Monrovia-based contractors as possible to build up a pool of local businesses that we can partner with in making improvements throughout the community. A copy of

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the registration form has been uploaded to our website, and can be found by clicking the link below. For more information, please contact the Public Works Division at 626-932-5575.

<http://www.cityofmonrovia.org/publicworks/webform/contractor-registration>

MONROVIA FIRE DEPARTMENT DEPLOYED ON A STRIKE TEAM

Last week, Monrovia Fire Engine 101 – which was staffed by Captain Mike Bailey, Fire Engineer Jacob Clemens, and Firefighters Kyle Eden and Mateo Ramirez – were dispatched via a mutual aid request to respond to the Rocky Incident Fire in Lower Lake, CA (near Clear Lake, CA) in Northern California. In addition to Monrovia, four other area fire engines were also deployed to form two strike teams which were referenced as Strike Team 1205A and Strike Team 1203A. These additional resources added ten (10) fire engines and two (2) battalion chiefs from our immediate area to assist firefighting in Northern California. As of last Friday, the Rocky Fire was 22,500 acres in size and continues to burn in high heat, low humidity conditions, with the entire incident being around 5% contained. To date, 28 structures have been destroyed and over 650 people have been evacuated. It is important to reference also that even with the deployment of Monrovia resources to the strike team, all of our local fire resources are fully staffed and Monrovia is currently equipped to handle local calls for service without interruption of delay.

Of particular note, the Rocky Incident Fire is one of 11 fires burning in Northern California, and four of those fires are over 2,000 acres in size. The drought conditions we have experienced, coupled with current weather conditions, have created a perfect environment for large scale fires to occur. Our team here in Monrovia will continue to monitor fire activity in our region and statewide as well in our continual efforts to be prepared for what has been characterized as a high potential fire season.

HISTORIC WISHING WELL DRINKING FOUNTAIN AT LIBRARY PARK WORKING AGAIN

After an extended delay, we are happy to be able to report that the Historic Wishing Well Drinking Fountain at Library Park is working again! Our team at the Public Works Division was able to procure a new drinking fountain and all of the associated parts / equipment, and installed the new facility lastweek. And as an added bonus... I was briefed by our team that the water tastes great, as the attached picture illustrates!



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MOVE MONROVIA SET TO HOST A FUN RIDE... AND A NOT-SO-FUN RIDE!

On Saturday, August 29, 2015, at 8 a.m., the bicycle enthusiast group Move Monrovia is hosting their first "Fun Ride" event. The City's very own Tom Adams will be riding, and everyone in the community has been invited to participate! Those interested in riding are encouraged to meet at Library Park to embark on a short but meaningful 3 mile ride down to Station Square and then back to Library Park again. Move Monrovia has coordinated the event to ensure that the ride will be fully supported by a chase vehicle, and helmets will be provided for those who don't have them. In addition, water and a route map will be provided.

Once everyone has returned safely to Library Park, Move Monrovia has also coordinated a "Not-So-Fun Ride" for those who are interested! Enthusiasts are encouraged to join a group for a second ride to Glendora for a coffee stop, which will result in a round-trip ride of about 22 miles.

Information regarding the event can be obtained by visiting the Move Monrovia website at www.movemonrovia.com.

JULY 19 SUMMER CONCERT THAT WAS RAINED OUT OFFICIALLY RESCHEDULED TO SEPTEMBER 6

The July 19, 2015 concert that was cancelled due to rain has been rescheduled to Sunday, September 6, 2015 from 7:00 p.m. to 8:30 p.m. in the Library Park Rotary Club Bandshell. The musical entertainment will feature "The Basix" playing top 40 and disco music, and the concert is being sponsored by the Sierra Family of Dealerships.

2015 SUMMER CONCERT SERIES CONTINUES

The City of Monrovia is happy to continue its free Summer Concert Series this coming Sunday (August 9, 2015) at 7:00 p.m. in Library Park, featuring hits from 1975 to 1985 by "Time Bomb." This particular concert event is being sponsored by the Kiwanis Club of Monrovia.

Feel free to bring the entire family to the Rotary Club Bandshell in Library Park for an evening of free musical entertainment from 7:00 p.m. to 8:30 p.m. Don't forget your lawn chair or blanket, and then sit back, relax, and enjoy the variety of music each Sunday evening through September 6, 2015.

The schedule for the remainder of the summer includes the following:

- August 16 – Mariachi Divas - Mariachi Music

- August 23 – Pickleback Shine - Today's Country Music

- August 30 – Yari More Latin Band - Latin / Salsa Music

- September 6 – The Basix -Top 40 / Disco Music

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All concerts begin at 7 p.m. at the Rotary Bandshell at Library Park – looking forward to seeing everyone there! And if you have any questions, please contact the Public Services Department at (626) 256-8246.

FREE SUMMER MOVIE SERIES SET TO WRAP-UP ON AUGUST 8, 2015

The City of Monrovia and Monrovia Area Partnership (MAP) is hosting a free Summer Movie Series for the community. Our final movie night event is scheduled to take place on August 8, 2015, starting at 8 p.m. at Grand Avenue Park! For more information regarding the Summer Movie Series, please contact the Monrovia Community Center at (626) 256-8246. The schedule for the remainder of the summer is as follows:

- ***Big Hero 6*** – Saturday, August 8 at Grand Avenue Park (movie begins at approximately 8 p.m.)

Don't forget to bring your chair, and we're looking forward to seeing everyone in the park on August 8, 2015!

PARKS UPDATE

Two new barbecues were installed this past week at Lucinda Garcia Park. This worthwhile project was completed by John Gomia and YES intern Nick Spada!



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ASSEMBLY MEMBER HOLDEN REQUESTS OPPORTUNITY TO ADDRESS THE CITY COUNCIL AT OUR OCTOBER 6 CITY COUNCIL MEETING

Last week, Assembly Member Holden contacted the City to inquire about the possibility of providing an overall update of Sacramento legislative activities at a future City Council meeting. Based on that discussion, we are planning on having Assembly Member Holden visit with the City at our October 6, 2015 City Council meeting.

YOUTH CONSERVATION CORP VISITS MONROVIA LAST WEEK

Last week, our Canyon Park Rangers from the Community Services Division assisted members of the Youth Conservation Corps in support of Kim Bosell from Los Angeles County Parks and Recreation Department, Conservation Green, and US Forest Service. These past few weeks, the Youth Conservation Corps has visited several different nature areas in Southern California to study ecology, geology, and wildlife. Canyon Park was specifically chosen for its natural watershed because it gave Youth Corps members a better understanding of water conservation and its relation to natural resources.



The Youth Conservation Corps program inspires honor students to become the next generation of biologist, engineers, doctors, and environmentalist, in the San Gabriel Valley. Many thanks to Ms. Bosell for leading this truly amazing group of young adults, and for choosing Monrovia Canyon Park to inspire the students!

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BALI AND BEYOND

On, Saturday, July 25, 2015, the Library staff hosted a performing arts company that presented the program, "Bali and Beyond." The program, which attracted 75 participants, highlighted the Indonesia culture and featured traditional and creative gamelan music. Youth participation from the audience added to the fun, as can be seen in the photo below.



TRUCK PETTING ZOO

On Saturday, July 25, 2015, the Library staff presented the Truck Petting Zoo family program centered around community trucks. Children ages 3 years through 5th grade and their families gathered to listen to stories about emergency vehicles, construction trucks, and community service vehicles. Over 100 participants watched a short film based on the beloved children's book, *I'm Dirty*, by Kate McMullan that chronicles the busy day in the life of a bulldozer. Families also snacked on "Dirt Cups" (chocolate pudding with cookie crumbs) and made a stoplight door hanger that read, *STOP, SLOW, READ!* Families also went outside for a close-up view of the Monrovia Police Department's S.W.A.T. Vehicle, Athens Disposal Service's brand new trash truck, the Monrovia Public Works Division's dump truck, and the Monrovia Park Ranger's animal control truck and water truck. Children received a firefighter hat or a construction hat, and enjoyed sitting in the vehicles and testing the horns.



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SUMMER EXTRAVAGANZA WEEK 5

The Summer Extravaganza Program just completed its fifth week. On Tuesday, July 28, 2015, all age groups visited the Monrovia Krikorian Theater to watch Rio 2. On Thursday, July 30, 2015, all age groups enjoyed a final trip to the El Monte Aquatics Center for a day of swimming. The eight week program offers active and passive games, arts and crafts, reading with the Monrovia Public Library, and educational and fun excursions. Program hours are 12:00 to 5:00 p.m., Monday through Friday.

GOLD LINE ANNOUNCES STATION DEDICATIONS

Last week, the Gold Line issued announcement to highlight the dedication of each station along the Phase II route, per the following schedule:

- Duarte/City of Hope Station Dedication: Saturday, August 15, 2015 - 10:00 AM
- Arcadia Station Dedication: Saturday, August 22, 2015 - 10:00 AM
- Irwindale Station Dedication: Friday, August 28, 2015 – 5:00 PM
- **Monrovia Station Dedication: Saturday, September 12, 2015 – 10:00 AM**
- Azusa Downtown & APU/Citrus College Station Dedication: Saturday, September 19, 2015 – 10:00 AM

Please note – **Monrovia's Station Dedication** event is scheduled for Saturday, September 12, 2015, at 10 a.m.

Also, as we move forward, the actual new Gold Line services are scheduled to begin operating in the Spring of 2016.

WASHINGTON D.C. UPDATE FROM TURCH AND ASSOCIATES

The latest update from our federal lobbying firm, Turch and Associates, can now be located on our website at <http://www.cityofmonrovia.org/citymanagersoffice/page/washington-dc-legislative-updates>

POLICE DEPARTMENT SEMI-WEEKLY NEIGHBORHOOD WATCH REPORT

<http://www.cityofmonrovia.org/police/page/semi-weekly-report>

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That's it for this week's update, I do hope you have a wonderful rest of the week!

Best,

Oliver

OLIVER CHI
City Manager

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