

Minutes: MSPA Regular Board Meeting, Dec 1, 2022

The next MSPA Board Meeting is scheduled for January 5, 2023

8:30 a.m. via zoom

Meeting was called to order at 8:35am

Minutes of the December 1, 2022 meeting were approved as written.

Board Members and Guests

Andre Ordubegian (Copy Network)-President; Gigi Garcia (It Takes a Village) -Vice President; Kim Kelly (Merle Norman Cosmetics)-Secretary; Corey Grijalva (Joselito's)-Treasurer; Dale Dawson (Business Administrator/Events Coordinator); Maureen Palacios (Once Upon a Time) Board member at Large); Connor Grayson (Grayson's Tune Town) Board member at large; Sandra Rodriguez (CoG); Tad Dombrowski (CoG); Yazdan Emrani (CoG); Erich Dahke (CoG); Varooj Karibyan (GPD); Steve Pierce (Communications Admin/Film Liaison); Mavil Aghadjanian (MVCCC); Molly Burke (MVCCC); Mark Pedersen (Moo Moo Mia).

President's Message:

President Andre Ordubegian welcomed all guests via zoom to the MSPA Board meeting and thanked everyone for joining the meeting. He also welcomed Mark Pedersen as our newest Board member joining in Jan. 2023.

Visitors Reports:

- **City of Glendale**

- Yazdan Emrani announced the introduction of a new MSP parking-based app along with the retrofitting of new parking meters. The project will take 3 months and will be complete in April or May.
- Sandra Rodriguez filling in for Ani Pogossian reminded the MSPA that the Annual Budget Report is to be presented to City Council on Jan 24th. A pressure wash is scheduled for the 19th-20th of December. Erich Dahke joined Sandra to introduce a new initiative for a 3-year plan to develop a directory called "Visit Widget" which will help to access businesses in the MSP.

- **Glendale PD:**

- Officer Karibyan had nothing new to report. MSPA confirmed that we are looking for a new home in the MSP for the GPD Substation. He also reminded that the non-emergency number to call is 818-548-4911 to report homeless and other non-emergency issues in the MSP.

- **MVCC:**

- Mavil Aghadjanian re-introduced Molly Burke as the MVCCC Interim Director for the 3 months that Mavil will be on Maternity leave; Mavil reminded that a ribbon cutting will be at Merle Norman Cosmetics 12-2-22 at 12 noon; 12-11 is a paper shredding event at the La Crescenta Women's club. The event is free. Reservations required for drive-thru; BeerFest will be 03-26-23 12:00-4:00. Molly Burke will be on hand in place of Mavil.

Business Agenda & Contractors Reports:

- **Dale Dawson** (Business Administrator)
 - presented the 2023 Budget Forecast to be presented to Glendale City Council on 01-24-23. Unanimously Board-approved.
 - The MSPA is still seeking a new location for the MSPA HQ/GPD Substation. The current location must be vacated by 12-31-22
 - Dale confirmed the MSPA Board Members who will be riding in the Montrose Christmas Parade Dec 3rd. Pick up for V.I.P. pass-holders will be behind Town Kitchen & Grill .12-3-22 Reception starts at 4:30 p.m.
- **Dale Dawson** (Events Coordinator)
 - reviewed the events for the remainder 2022:
 - Holiday Wine Walk 11/12; 516 tickets sold; \$3350.96 donation to the La Crescenta Woman's Club representing 15% of ticket sales.
 - Plaid Friday and Tree Lighting 11/25
 - Small Business Sat 11/26
 - Old Town Christmas 11/26 to 12/24
 - "Montrose Wraps It Up" totes will be distributed 12-1-22 to those businesses that supported the Social Media campaign.
 - Friday nights Shop and Dine w/live music 12/2 to 12/23
 - 2023 Spring Wine Walk scheduled for 4-22.
 - 2023 Arts and Crafts is scheduled for June 3-4. 49 applicants so far.
- **Steve Pierce** (Communications Administrator)
 - Reports included the following: Trash collections issues in the MSP. The overgrown plants in the 2300 block of Montrose lane continue to hang over in alley obstructing drivers view. Andthere is concern among the MSP merchants about theft and security in the MSP if we were to lose the GPD Substation. The MSP Board confirmed that a new location is being researched
- **Steve Pierce** (Filming Liaison)
 - The film moratorium runs 11-15 to 01-3-23; The updated filming guidelines were unanimously approved. Maureen made a motion to approve and Connor seconded.
- **Harvest Market Committee:**
 - Corey reported that he will remain on the Harvest Market Committee to help out. Gigi Garcia (Committee Chair) announced the next meeting is TBA.
- **Marketing Committee:**
 - Connor Grayson (Committee Chair) reported that we are working thru the "Montrose Wraps It Up Campaign"; Connor also suggested our new Board member Mark Pederson (Moo Moo Mia) join the Marketing Committee.

Meeting Adjourned at 10:04 am