

# Minutes: MSPA Regular Board Meeting Dec 7, 2023

The next MSPA Board Meeting is scheduled for January 4, 2024  
8:15am - MSPA Headquarters/ GPD Substation, 3600 Ocean View Blvd. #11

The meeting was called to order at 8:15 am

Minutes of the November 2, 2023 meeting were approved as written.

## **Board Members and Guests:**

Andre Ordubegian (Copy Network)-President; Gigi Garcia (It Takes a Village Kids)Vice President; Kim Kelly (Merle Norman) Secretary; Mark Pedersen (Moo Moo Mia) Board Member at Large; Maureen Palacios (Once Upon a Time) Board Member at large; Connor Grayson (Graysons Tune Town) Treasurer; Dale Dawson (MSPA Business Administrator and Events Coordinator); Steve Pierce (MSPA Communication/Film Liaison); Juan Gonzalez (Economic Development); Aaron Eggiman(GPD); Officer Aaron Ziegler (GPD); Mavil Aghadjanian (MVCCC); Armen Avanesian (CoG); Corey Grijalva (Joselito's)

## **Visitors Reports:**

### **City of Glendale:**

- Armen Avanesian presented an overview of the Honolulu Ave. street improvements from Verdugo Blvd to La Crescenta Ave. Included will be removal of the ficus tree in front of Cardamon to repair the sidewalk and also the repair of the sidewalk in front of Bank of America; MSPA Board requested the repair and update of the GFI's throughout the MSP.
- Juan Gonzales addressed the following: MSP events are now listed on the *My Glendale* app; the once-a-year City-provided power wash was completed recently; electrical issues in the M.S.P. were discussed along with the Atavola Cheese Shop opening; the Kennedy Center Theatre regional competition is coming to Glendale Feb 11-16, 2024; Performances will be at GCC.

### **Glendale PD:**

- Officer Aaron Eggiman spoke about the uptick in home burglaries in the residential area below the MSP. He presented strategies on how not to become a victim.

### **MVCCC:**

- Mavil Aghadjanian thanked the MSPA for their continued support of the MVCCC; Divina Cucina dine out on 12/23 from 5-9 pm; 10% of sales go to the MVCCC; planning has begun for the April 7, 2024 Craft Beer Event and the 2024 Easter Egg event.

## **IC Reports:**

### **Business Administrative Services:**

- Dale will present the 2024 MSPA Budget to City Council on Dec. 12th.
- 2023 MSPA Treasures Report: Balance as 12-5-23 \$268,528; 2022 assessments received to date \$152,650.
- The 5 year Management Agreement between the City of Glendale and the MSPA will go to City Council Dec. 12th.
- It was decided by the MSPA Board that if a business is delinquent in their assessment for 6 months or more they will be removed from the Directory Boards, MSPA website and from all Social Media posts.

### **Events Coordinator Services:**

- Dale Dawson went over the following events
- Holiday Wine Walk Nov. 11<sup>th</sup> - 556 tickets sold; revenue received after fees was \$29,464.
- La Crescenta Woman's Club will receive a check for 15% of sales in the amount of \$4,419.61 to be presented on Dec 13<sup>th</sup>.
- Of the 35 pouring stations, to date 22 business received a rebate of \$150; the expense came to \$3240.
- Plaid Friday Nov. 24<sup>th</sup>, Holiday Tree Lighting and Small Business Saturday Nov. 25<sup>th</sup> - all went well. Old Towne Christmas Activities began 11-25 and will run thru 12-23.

### **Communications Administrative Services:**

- Steve Pierce reported the following:
- Lot 7 trash bins updates; water leak issues at the driveway at Bank of America was repaired by the City. (Thank you Chris Peplow).
- Many lights were out in the MSP one day prior to the Montrose Christmas Parade.
- Thank you (again) to Christ Peplow and team for getting the lights up for the Parade and the MSP looked beautiful for the parade.
- A dead tree was removed in front of the new Paradis location.

### **Filming Liaison:**

- Steve Pierce announced that filming is now under the annual moratorium: 11-15 to 01-03-2024; there have been 3 inquiries and a possible Star Cafe filming Jan. 2024.

### **Committee Reports:**

**Harvest Market:** Gigi Garcia reported the market is doing well. MSPA logo items for sale - prices have been determined and sales of collateral merchandise is under way.

**Marketing:** Connor Grayson suggested looking into music throughout the MSP; the next Marketing Meeting is scheduled for January 25, 2024.

Meeting Adjourned at 9:52 am