

# Minutes: MSPA Regular Board Meeting Feb 1, 2024

The next MSPA Board Meeting is scheduled for March 7, 2024  
8:15 a.m. MSPA Headquarters/ GPD Substation

The meeting was called to order at 8:15 am  
Minutes of the Jan 4th, 2024 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)-Board 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; Steve Pierce (MSPA Communication Admin./Film Liaison); Shohig Yepremian (COG) City Planner; Officer Aaron Eggiman (GPD); Officer D. Figueroa (GPD); Jennifer Masterson (Athens Services); Mavil Aghadjanian (MVCCC).

## **President's Message:**

President Andre Ordubegian welcomed all to the MSPA Board meeting and thanked everyone for joining the meeting.

COG Chris Peplow was presented with a certificate of gratitude for all of his hard work in the MSP. He also was given Montrose Scrip.

## **Visitors Reports:**

### **City of Glendale:**

Shohig Yepremian (City Planner) asked if we had any concerns and if there was anything that the City could do for Montrose; top concerns from the MSPA were the many restaurant closures leaving long term vacant buildings; Also a the lengthy permit process for new businesses coming into the MSP.

### **Glendale PD:**

Officer Aaron Eggiman updated the recent arrests of 9 of the 12 robbers of the flash mob style robberies.

Officer D. Figueroa updated the MSPA on crime in the area and focused on the homeless count. He also gave information on whom to call if there is an issue in the MSP.

### **Athens Services:**

Jennifer Masterson reported that Athens will start March 4 "Flipping Trash Lids" to make sure proper disposal in the correct bins is being practiced. A fine will be issued if protocol is not followed.

### **Montrose Verdugo Chamber of Commerce:**

Mavil Aghadjanian reported on the following: Montrose Craft Brewfest 4-7-24; the Easter Egg Event 3-31-24; opportunities available to sponsor the golden eggs.

## **IC Reports:**

### **Business Administrator:**

The Treasurer's Report balance and year-to-date budget were presented.

Harvest market 2024-2025 approved COG permit and CFM Certificate have been turned over to Market Management.

**Events Coordinator:** Dale Dawson's report included the following:

- Valentines Day Weekend Events: Saturday February 10th  
The event will include 500 long-stemmed roses handed out to shoppers 1-3 p.m.  
The Chaplin impersonator will assist Steve Pierce and Dale at the Flower Cart  
The Montrose Jazz Ensemble will perform at the War Memorial corner 12-4.
- Spring Wine Walk is Saturday, March 16, 2024
- Kids & Critters Day is Sunday, May 5th
- Arts & Crafts Festival- Saturday & Sunday, June 1st and 2nd. 166 juried vendors with a goal of 250 vendors

**Communications:** Steve Pierce MSPA Communications Administrator:

- Contacted Chris Peplow regarding a distressed tree on Ocean View Blvd.
- Updated the state of the Lot 7 trash bins.
- City of Glendale Public Works has been working on the sidewalk/drainage in the 2300 block of Honolulu
- Star Cafe has closed operations. Little Sprout will move into the Bellies location in Feb.
- Alex Carnivali (Mayhall's) owner of the building occupied by Honolulu Jewelry has agreed to install a security solar lamp on Market Street.

**Filming Liaison:** Steve Pierce reported:

- Carry over filming inquiry for Black Cow in February.

### **Committee Reports:**

#### **Harvest Market:**

Gigi Garcia requested "No Dogs Allowed" for the Market signs; reported new vendors coming to the Market. The market staff requested a storage bin at the new MSPA-HQ; requested another *Edible Magazine* ad; reviewed Independent Contractor issues.

#### **Marketing:**

Connor Grayson provided a Marketing Meeting recap and talked about "Visit Widget".

Meeting Adjourned at 9:55 am