

Minutes: MSPA Regular Board Meeting Oct 2nd, 2025

The meeting was called to order at 8:15 a.m.

Minutes of the Sept.4, 2025 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; Maureen Palacios (Once Upon A Time)-Treasurer; Dale Dawson (Events Coordinator/Business Administrator); Steve Pierce (Communications Admin./Film Liaison); Tony Chriss (CoG); Molly Burke (MVCCC); Officer Aaron Eggiman (GPD); Brian and Riley Miller (The Chiropractic Place); Bill Babishoff (GWP); Nina Crowe (Glendale Arts); Rustom Tavitian (CoG); Domenica Megerdichian (CoG); Ejmin Hakobian (resident); Jennifer and Mario Chale (Current Season); Marina Kerhsha (C'est La Vie); Alexx Kesh (Alexx Kesh Designs); Arda Tchakian (Sen. Perez's office).

City of Glendale:

- Rustom Tavitian (COG Civil Engineer Public Works) overseeing the La Crescenta Ave Project. He stated that the project as of Sept. is 50% complete. The MSPA voiced their concerns on how this project is wrong for Montrose and shared its concern if residents needed to evacuate during a fire. He stated that concerns need to be addressed at a Council meeting.
- Tony Chriss (Economic Development): discussed delinquent MSPA assessments. Tony was asked again for a list of Montrose landlords.
- The MSPA Board asked Domenicq Megerdichian (CoG) if the City Council would consider taking Montrose Parking lots off the plan going forward. Andre asked Dale to draft a letter to the city asking to remove the Montrose Lots from the plan.
- Bill Babaschoff (Public Works) reported that the light pole painting will start in Jan. 2026, weather permitting. The MSPA requested the painting not be done during business hours.

MVCCC: Executive Director Molly Burke reported on the upcoming Oct. 4th Oktoberfest. 12-10 p.m.

Glendale PD: Aaron Eggiman reviewed recent crimes in the area.

Guests:

- Arda Tchakian (Senator Perez's office) introduced herself.
- Ejmin Hakobian (Financial advisor and resident) connected with Nina Crow (CEO of Glendale Arts). Nina would like to have conversations about how to bring more art to the MSPA.
- Alexx Kesh and Marina Kerhsha from the new C'est La Vie and Alexx Kesh Designs at 2330 Honolulu Ave. spoke on the concept of their new business.
- Jennifer and Mario Chale spoke on their new location on Ocean View Blvd., Grand Opening is Nov.1, 2025.
- The owners of Je T'Adore Pet Salon are adding a mobile pet grooming service.

Contractors Reports:

Business Administrator Dale Dawson;

- Treasurers Report Balance as of 10-3-2025 is \$415,935.
- 28 Delinquent Assessments from 2024 were discussed.
- Merchant Appreciation Night is confirmed for October 23rd at Montrose Bowl; Assessments must be current in order to attend.

Events Coordinator; Dale Dawson reported:

- Oktoberfest (MVCC Chamber) Sat. Oct. 4, 2025
- Halloween Spooktacular-Friday October 31st 5-7pm. Barricades go up 4pm-8:30pm.
- 7th Annual Holiday Wine Walk-Sat Nov. 8, 2025; ticket sales have begun.
- Town Tree Lighting-Fri. Nov. 28th, 2025.
- Small Business Sat. Nov. 29, 2025
- Old Town Christmas Activities-Sat. Nov. 29th through Sun. Dec. 21st. The horse drawn trolley and musical groups are booked.
- Arts and Crafts applications have opened.

Communications Administrator; Steve Pierce reported:

- A repeat meeting is scheduled with City Officials in Lot 7 trash can area Sept 10, 2025 at 8:00a.m. Will discuss building a wall to contain Lot 7 trash bins.
- Current Season is moving to 3806 Oceanview Ave.
- Steve reported that Bradley Calvert attended 3 public meetings during Sept.; the general consensus from the public is "Leave Montrose alone".
- Follow up letter on behalf of the MSPA in support of SB84.
- Several Community members have mentioned the desire to see the MSPA beautified with art and hanging baskets.
- Effective Dec 23rd, Chris Peplow is retiring.

Filming Liaison; Steve Pierce

- Scheduled: USC Student Filming inside Once upon a time Mon. Nov. 3rd 9am-3pm.
- Filming net revenue year to date to MSPA \$80,637.90
- Filming Moratorium runs Nov.15-Jan. 3rd.

Committee Reports:

Harvest Market: Gigi Garcia reported that all is going well. Two new booths added, and they will have a committee meeting soon.

Meeting adjourned at 10:08 a.m.