

Minutes: MSPA Regular Board Meeting – 4/2/2026

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

The next meeting is May 7, 2026

Minutes of the March 5, 2026 meeting were approved as written.

Board Members and Guests:

Gigi Garcia (It Takes A Village Kids)-President; Andre Ordubegian (Copy Network)-Vice President; Kim Kelly (Merle Norman)-Secretary; Maureen Palacios (Once Upon A Time)- Treasurer; Corey Grijalva (Joselito's)-Board member at large; Mark Pedersen (Moo Moo Mia)-Board Member at large; Steve Pierce (MSPA Communication Admin./Film Liaison); Dale Dawson (MSPA Business Admin./Events Coordinator); Domenica Megerdichian (CoG); Kristine Nam (GCC); Mary Dawson (MSPA Social Media); Patrick Murphy (City Council candidate); Riley and Brian Miller (The Chiropractic Place); Alena Betcheri (Craft and Create);Toby Selejan; Molly Burke (MVCCC); Rob Manciero (CV Chamber); Rustom Tavitian (CoG Public Works); Carol Clark (resident); Rubik Golanian (City Manager); Dr Caroline Kaloostian (City Council candidate); Evelina Sarian (City Council candidate).

President's Message: Gigi Garcia welcomed guests to the MSPA Board Meeting. Gigi dedicated the meeting to MSPA's past President and current Vice President, Andre Ordubegian and thanked Andre for his 12 years of service and dedication to the MSPA; Gigi recapped the Smart-A-Thon, the state of VHH moving into the MSP, the Verdugo Road Open House, Spring Wine Walk, Beautification Committee walk thru and the Easter Bunny event.

Invited Guests:

- City Of Glendale:
 - City Manager Rubik Golanian expressed his appreciation for Domenica Megerdichian and that all she does; updated re: the decorative crosswalks and reflective white stripes; confirmed that the stucco crosswalk walls in the MSP will soon be removed.
 - Asst. City Manager Dom Megerdichian introduced Rustom Tavitian from Public Works who will oversee the removal of the walls from 4-13-26 to 4-20-2026; he also updated the group on the La Crescenta Avenue Project: one lane will be open from Verdugo to Montrose Ave.; target for completion is May 1st

- Domenica Megerdichian updated the Board on the following:
 - the merchant parking permit process
 - no movement yet to open the *Atavola Cheese Shop*
 - new business *C'est La Vie* is getting to the finish line to open.
 - City Council will investigate tax ramifications for businesses that have not opened in a timely manner.
 - Parklets are transitioning to permanent status; concerns were raised about the maintenance of the wood.
 - the City is narrowing its search for new trash receptacles.
- MVCCC: President & CEO Molly Burke reported on the recent ribbon cutting at the Crescenta-Canada Cat Clinic and the Montrose Adult Day Care Center; other Chamber events: Easter Egg Drop on Easter Sunday; ribbon cutting 4-8-26 at the newly-opened *Craft and Create*.
- GCC: Kristine Nam addressed the conversion of the PDC building to the VHH to begin 4-6-26; interior; construction to be interior only and the improvements will be minor; completion set for 5-26-26; move-in this summer; a community meeting is scheduled for April 22, at 10 am; for questions email Kristine at knam@glendale.edu.

Visitors/Speakers:

- Dr. Caroline Kaloostian (Glendale City Council Candidate)
- Robert Manciero (CV Chamber) announced the CV Hometown Country Fair on 4-26-26.
- Evelina Sarian (Glendale City Council Candidate)

Business Agenda:

- The FIFA event July 17-19 was discussed regarding outdoor viewing in the MSPA; renting a big screen TV and music; soccer scavenger hunt; dine out event involving box meals from MSP restaurants; follow-up at the next Marketing Committee meeting.
- Maureen made a motion to establish \$8000 budget for the FIFA event, Mark seconded, passed unanimously.
- Outdoor murals were proposed for the outside of buildings in the MSP, locations to be determined.
- Installation of durable sidewalk stickers to discourage encroachment by e-bikes, bicycles, skateboards & scooters was discussed; Corey made a motion to budget \$4000 for the project; Kim seconded; passed unanimously.

Contractors Reports:

- Business Administrator Dale Dawson.
 - updated Treasurer's Report provided; reserve at \$362,188.
 - 2024 delinquent assessment list provided
 - 2025 assessments are delinquent after April 1st
- Events Coordinator Dale Dawson reported on events:
 - 8th annual Spring Wine Walk 3/14/26 went smoothly.
 - Easter Bunny Photo Booth budget \$2500, expected to come in at \$2800.
 - Kids & Kritters Day is Sunday May 3rd; all elements in place.
 - the 42nd Annual Arts and Crafts Festival is June 6th and 7th.
 - Montrose Car Show is July 5th.
- Communications Administrator Steve Pierce reported:
 - the historical markers are in need of replacement and repair.
 - noticeable improvements with trash in Lot 7; Lot 4 needs attention.
 - Kim Kelly and her crew have been picking up trash weekly in all 3 blocks.
 - cars rolling through the Wickham Way stop signs continues.
- Filming Liaison Steve Pierce: year-to-date film revenue \$1425.

Committee Reports:

- Harvest Market Committee: Gigi Garcia reported Market doing well.
- Marketing Committee: Next meeting TBD.
- Beautification Committee: Kim Kelly reported on the recent walk thru; the committee is working to identify areas to be addressed including electrical repairs, Parkwood maintenance, drip system repair, landscaping, etc.

Meeting adjourned at 10:00 am