

Minutes: MSPA Regular Board Meeting – February 21, 2013

The next MSPA Board Meeting is scheduled for March 7th at 8 am at Citibank's Community Room, rear entrance 2350 Honolulu Ave.

Meeting was called to order at 8:04 am. Minutes of February 7th were approved as written.

Board Members and Guests Present: Ken Grayson (Grayson's Tune Town – President); Andre Ordubegian (Copy Network – Vice President); Corey Grijalva (Joselito's Mexican Restaurant – Treasurer); Danny Pranata (Honolulu Wood & Things – Secretary); Jake Menachian (La Perla – Board Member at Large); Gigi Garcia (It Takes A Village – Board Member at Large); Dale Dawson (MSPA – Executive Director); Linda McMenamain (MSPA – Events Coordinator); Steve Pierce (Montrose Ambassador/Filming Liaison); Dale Ellwein (Standing Tall Chiropractic); Jackie Bartlow (City of Glendale); Melinda Clarke (Montrose Verdugo Chamber of Commerce); Scott Trulik (Ocean View Investments); Andrea Beatty (Village Travel); Charles Beatty (Village Travel); Garo Grijalian (Executive Jewelers, Inc.); Pamela Weldon (PDC of Glendale Community College); Wayne Ko (Glendale Public Works); Abe Chung (GPD); Henry Baeza (Montrose Home Bakery); Armen Avazian (Glendale Public Works); Dennis Ambayez (Glendale Public Works); Jeannie Bone (Casa Cordoba)

Visitor's Reports: (1) Jackie Bartlow discussed the no smoking regulations. The board asked her to look into the installation of speed bumps on Montrose Lane, between lot number 3 and the MSPA businesses. (2) Officer Chung stated that all was quiet in Montrose. In case of an emergency call the GPD or 911 instead of going to the COPPS substation. (3) Melinda Clarke highlighted the upcoming mixer on March 6th at Casa Cordoba and the Candidates meet and greet on March 11th. (4) Pamela Weldon discussed the programs that are offered by the Professional Development Center. (5) Glendale Public Works discussed the upcoming road repair work in Montrose. Public Works is scheduled to close portions of streets in Montrose to put a slurry coat on the street. The expected closure will be at the end of the summer. A community meeting is scheduled for March 5th at 6 pm at the Sparr Heights Community Center.

New Business: (1) Andre proposed the following members for the Marketing Exploratory Committee: Jake Menachian, Mary O'Keefe and Gigi Garcia. The board approved the membership of this committee. (2) The board discussed the possibility of rotating the location of the Harvest Market on a seasonal basis. The board asked the Harvest Market Committee for a recommendation regarding the benefits and drawbacks of a market rotation. (3) Ken thanked the Christian Science Reading Room for their congratulations card to Montrose on its 100th anniversary.

Committee Reports: (1) Centennial Committee reported that plans for the celebration are almost complete. The committee also showed its promotional materials to the board. (2) Centennial Caricature Map committee reported that the final design has been completed. Once the caricature maps are printed a storage location will be needed for the materials. Dale was asked to look into possible storage facilities.

Executive Director Report: Dale reported that the welcome packages for new businesses were complete and have been mailed to the three new businesses in town. The trees lost during the windstorms of last year have been replaced. Dale discussed the location and the varieties of the new trees. There are still 12 businesses that are delinquent on their assessments for 2011. Dale informed the board that he only has information on the delinquent businesses and does not have any information about the sums assessed to each business. The MSPA's insurance has been renewed for 2013. The financial records for the MSPA's tax filings will be sent to our tax accountant for the 2012 informational returns. In addition, the MSPA has issued 1099-MISCs to its vendors. As a clarification of the committees subject to the Brown Act, Standing Committees are open to the public but Ad Hoc committees are not subject to the Brown Act. The following are the active Standing Committees: Harvest Market, Advertising/Events; Web & Social Media. The following are the Ad Hoc committees: By-Laws, Caricature Map, Centennial, Personnel, Marketing Exploratory, Elections and Finance.

Public Forum: Jeannie Bone from Casa Cordoba requested MSPA support for her request for a waiver of the variance fee for her signage request. MSPA agreed to support her efforts.

Meeting adjourned at 10:05 am.