

Minutes: MSPA Regular Board Meeting February 1, 2018

The next MSPA Board Meeting is scheduled for March 1, 2018 8:00am at Glendale Community College PDC located at 2340 Honolulu Ave.

Meeting was called to order at 8:00am

Minutes of the January 4th meeting were approved as written.

Board Members & Guests In Attendance:

Andre Ordubegian (Copy Network) – President; Jeannie Bone (Casa Cordoba) – Vice President; Kristina Evans (Rest Farmhouse Inspired) – Secretary; Ken Grayson (Grayson’s Tune Town) – Treasurer; Gigi Garcia (It Takes A Village) – Board Member at Large; Kim Kelly (Merle Norman Cosmetics) – Board Member at Large; Dale Dawson (Business Administration/Event Coordinator Services); Steve Pierce (Communication Administration/Filming Liaison Services); Dee Ovenden (Montrose Arts & Crafts); Kris Hons (Stevenson Real Estate); David Viar (Glendale College); Patti Cook (Allure Salon); Sgt. Patrick Magtoto (Glendale Police Department); Lt. Oscar Rodriguez (Glendale Police Department); Miwas Tsolakyan (Glendale Police Department); Mike Mohill (Your Glendale Community Newsletter); Marianne Jennings (La Crescenta Woman’s Club); Nicole Moore (CV Weekly); Jennifer McLain (City of Glendale); Jackie Bartlow (City of Glendale); Steve Shaw (City of Glendale); Maureen Palacios & Jessica Palacios (Once Upon A Time); Christopher Boghosian (Social Media); Zareh Yeghiazarian (YSR CPA Group); Victoria Malone (Montrose-Verdugo Chamber); Lynn Sullivan (Montrose Barber Shop); Julie Kay Stallcup (RDC); Joanna Linkchorst (Friends of Rockhaven); Mary Dawson (Revelation Tops); Tamar Sadd (Economic Development Coordinator, City of Glendale)

Presidents Message:

President Andre Ordubegian welcomed all guest to the MSPA Board meeting.

Visitors & Guests:

- City of Glendale: Jackie Bartlow reminded the Board of the upcoming MSPA budget presentation to City Council on February 6th at 3:00pm.
- City of Glendale: Tamar Sadd discussed the Meet Me In Montrose Campaign and the kick-off being held at Rest Farmhouse Inspired on February 6th at 9:00am.
- Glendale PD: Lt. Oscar Rodriguez reported on the Annual Homeless Count that was done on January 23rd and 24th. Seven homeless were counted in La Crescenta and Montrose. There has been good success in housing the homeless due to Glendale PD’s involvement and community trust in the police efforts.
- Glendale PD: Sgt. Patrick Magtoto shared recent crime statics across the state of California. Glendale ranks #6 and with the overall state ranking of #4 for part 1 crimes.
- Glendale PD: Officer Miwas Tsolakyan reported no crimes in the last 30 days in the Montrose. There have been a series of car break-ins in the surrounding area.

- Glendale Community College: Dr. Viar discussed the possible purchase of the Citibank building by the college. Dr. Viar expressed his desire to continue to maintain a good working relationship with MSPA and Montrose.
 - Potential plans include seven classrooms, meeting rooms, and gathering space.
 - Accessibility will be improved on the new building as well as the existing building.
 - Dr. Viar recognized the college will be bring additional vehicle and foot traffic to Montrose.
 - Ken Grayson brought up concerns regarding already impacted parking in the area.
 - All MSPA Board members agreed parking was going to be a serious issue and suggested GCC work with the City of Glendale to mitigate this problem, whether it is through a new parking facility, or by shuttling students from the main campus to the auxiliary campus in Montrose.

Public Forum:

- Patti Cook (Allure Salon) reported on the Locks of Love campaign she is heading up with other local salons. The event will take place on October 14, 2018.
- Dee Ovenden (Montrose Arts & Crafts) reported on the upcoming Arts & Crafts fair. Vendors are already signing up with approximately 75 stalls filled.
 - Gigi Garcia suggested Dee work with Christopher (MSPA Social Media) to develop hashtags that vendors can use as a way to improve social media reach and broaden the network of the event.
- Mike Mohill (Your Glendale Community Newsletter) reported on the newsletter he heads up and encouraged everyone to sign up for these emails to stay update on what's happening around the city.
- Julie Kay Stallcup (RDC) reported on a service project she is working on to bring awareness to human trafficking. The event will be held on March 4th in RDC's Studio E.
- Lynn Sullivan (Montrose Barber Shop) reported she has volunteered to help with the Chamber's Brewfest event. She asked the MSPA Board to support the event by contributing swag/promotional items to the event.

Contractor Reports:

- Dale Dawson (Business Administration Services) reported:
 - The February/March newsletter is being finalized featuring the 2nd Annual Spring Wine Walk
 - There are still a few unpaid assessments from 2016.
 - Everything is ready for the 2018 Budget presentation to City Council on February 6th.
 - There are 42 contractors who were provided their 2017 1099-MISC documents totaling \$330,389.06.

- The MSPA & MVCCC meeting is confirmed for February 7th at 8:00am to address the legal challenges the MVCCC offered to City Council & Staff in the fourth quarter of 2017 regarding the operations of MSPA.
- Dale Dawson (Events Coordinator Services) reported:
 - All upcoming events including the Meet Me In Montrose kick-off and Merchant Appreciation Champagne Candlelight Tea are set.
 - Additional upcoming calendar events were discussed including Valentine's Day, Wine Walk, and W&W, Kids N Kritters.
 - Kristina Evans suggested the band be moved from in front of Rest Farmhouse Inspired to the opposite side of the street to encourage Wine Walk participants to visit merchants on the north side of the 2400 block of Honolulu.
- Steve Pierce (Communication Administrative Services) reported on overall trash concerns, LED light replacement along Honolulu and light outages, new plants and sprinklers. Additionally, the homeless individual living in Montrose was discussed.
- Steve Pierce (Film Liaison) reported filming activity, filming receipts of \$7,402.50, and no additional film activity scheduled at this time.

Committee Reports:

- Ken Grayson (Harvest Market) reported several new applicants were juried at the last committee meeting.
- Gigi Garcia (Marketing Committee) scheduled the next committee meeting for February 21st, at 8:30am.
 - Kristina Evans (Social Media Sub-Committee) reported great progress being made in the protocols and processes for social media. Christopher Boghosian (Social Media Contractor) was invited to share his progress.
 - Chris presented the Featured Merchant Social Media Guidelines. Gigi confirmed the recommendation of the Marketing Committee for the Board to vote yes to formally accept the protocol. The board voted unanimously to approve.
 - Christopher presented the idea of a possible Social Media Workshop for merchants. The price per workshop is \$525. If the same class is offered a 2nd time in a month, the fee would be reduced by half. The Board voted unanimously to accept the proposal. The workshop will be held on March 14th at 8:30am. Location TBD.
- Kristina Evans (Public Relations) no new business was reported.
- Jeannie Bone (By-Laws) suggested the by-law changes be hand delivered to the merchants to get the votes needed to amend them. The Board assigned Steve Pierce the job of meeting with the merchants.
- Jeannie Bone (Personnel) reported everything is set with no upcoming changes required.

Meeting adjourned at 10:30am.

Action Items:

	Task	Assigned
	Create hashtags for Arts & Crafts	Christopher Bogohsian & Dee Ovenden
	Notify Arts & Crafts vendors of new hashtags	Dee Ovenden
	Get Montrose logo to Julie Kay for use with her service project	Dale Dawson
	Work with Julie Kay on improving relationship with Montrose	Kristina Evans
	Work with Lynn Sullivan on Brewfest	Kristina Evans
	Determine if PDC has space for the Social Media Workshop	Steve Pierce
	Walk the by-laws to the merchants	Steve Pierce