

# Minutes: MSPA Regular Board Meeting November 7, 2019

The next MSPA Board Meeting is scheduled for December 5, 2019  
8:00 am at Glendale Community College PDC located at 2340 Honolulu Ave.

Meeting was called to order at 8:01 am  
Minutes of the October 3, 2019 meeting were approved as written.

## **Board Members and Guests**

Andre Ordubegian (Copy Network)-President; Gigi Garcia (It Takes A Village)-Vice President; Ken Grayson (Grayson's Tune Town)-Treasurer; Jeannie Bone (Casa Córdoba)-Board member at large; Dale Dawson (MSPA Business Administrative/Event Coordinator Services); Steve Pierce (Communication Administrator/Filming Liaison/Marketplace Manager); Mary Dawson (CalWest Media/Revelation Tops); Matt Zakarian (GPD); Jennifer Hiramoto (COG); Armen Avazian (COG); Vartan Gharpetian (COG); Tad Dombroski (COG); Maggie Kavarian (COG); Meline Amazaspyan (COG); Marianne Jennings (MVSNA,LCWC,G.S.); Carol Huntwork (La Crescenta Womans Club); Victoria Malone (MVCCC); Juno Kim (That's Darling/Critters); Dr. Michael Aznavour (AG Dental Studio); Shakeh Kodaverdian (Portobello Restaurant); Yupil Chon (Kulhaus).

## **President's Message:**

President Andre Ordubegian welcomed all guests to MSPA Board meeting.

## **Visitors Reports:**

- **City of Glendale** Tad Dombroski (Public Works Parking Manager) discussed the Parking Task Force report; MSP employee survey to follow; customer parking and parking enforcement discussed; lack of 9 hour parking was the concern of Portobello's and AG Dental.
- **City of Glendale** Jennifer Hiramoto (Economic Development) addressed new businesses: The Pink Pig (final permit pending), Gus & Andy's (next June opening), Kulhaus (Nov. 9 soft opening), Benitoite (business for sale) and noted that a brewery is looking for a venue in Montrose.
- **City of Glendale** Armen Avazian (Public Works) reviewed the Verdugo Blvd. Rehabilitation Project and the cable barrier installation on Honolulu Ave. – pre-construction meeting 12/4, starts 1/13/20, finish early May.
- **City of Glendale** Vartan Gharpetian (City Council) addressed CA state ordinances regarding street vendors; specific BID rules to be instituted by City Council.
- **City of Glendale** Maggie Kavarian (Sparr Heights Community Center) introduced Meline Amazaspyan as new Community Services Supervisor; next Parents' Night Out is scheduled for Jan. 24, 2020.
- **Glendale PD** Matt Zakarian discussed tagging activities in the MSP.
- **Montrose-Verdugo City Chamber of Commerce** Victoria Malone (Exec. Director) noted that a Holiday Mixer and Toy Drive is scheduled for Tuesday, Dec. 10th at Verdugo Hills Hospital; a Blood Donation Drive will be held Thursday, Jan. 2nd from 8am – 2pm at the YMCA in La Canada; hosting of the VIP reception for the Christmas Parade will take place at Montrose Town Kitchen & Grill.

### **Business Agenda:**

- **MSPA Board Election results:** As the two candidates for the two openings ran unopposed, the election was declared with Kim Kelly (Merle Norman Cosmetics) and Corey Grijalva (Joselito's) returning to the Board in January for another 3-year term.

### **Public Forum:**

- Carol Huntwork (La Crescenta Womans Club) noted Breakfast with Santa on Dec. 14<sup>th</sup> and Bingo Event on Jan. 18<sup>th</sup> with proceeds donated to "Wellness Works," a veterans' suicide prevention program.
- Juno Kim (That's Darling) announced that she would take over Critters in January.
- Yupil Chon (Kulhaus) announced 11/9 soft opening, 1Q2020 grand opening and future plans to add a small café.

### **Contractors Reports:**

- Dale Dawson (MSPA Business Administrative Services) announced that a full town 'spot' wash is planned for early December
- The Supplemental Nutrition Assistance Program (SNAP) is set in place and will be turned over to the Harvest Market team to implement asap
- MSPA Annual Work Plan and Budget 2020 is due to be presented to City Council on Tuesday, Jan. 21<sup>st</sup> at 3pm
- Dale Dawson (MSPA Events Coordinator Services) noted that the Fall décor street vignettes will be removed mid-November
- "Fall in Love with Montrose" pole banners will be replaced with Christmas banners in time for the Wine Walk on Nov. 9<sup>th</sup>
- The MSP Christmas tree will be installed in front of Starbucks Nov. 25<sup>th</sup>
- Reported that the Halloween Spooktacular went smoothly and thanked our many vehicle blocker volunteers from the Early Rodder's Club and local VFW; all received MSPA scrip
- Holiday Wine Walk: 244 tickets sold so far; La Crescenta Woman's Club will prep the wine glasses and assemble the tote bags as well as handle check-in; 25 MSPA pouring stations confirmed
- Montrose Old Town Christmas 11/29 -12/22 - is prepped and ready to go; Mayor Najarian will officiate at the Tree Lighting on Nov. 29<sup>th</sup>
- Steve Pierce (Film Liaison) gave a year-to-date review of filming in Montrose; revenue is at \$60,151 versus original budget of \$36,000; moratorium begins 11/15.
- Steve Pierce (Communications Administrator) reviewed landscaping for the Vietnam War Memorial, discussed graffiti issues and how to handle, noted Beso Boutique at 2227 Honolulu has closed, reported on GFI's requiring repair, noted the historical plaques are to be cleaned and re-coated by the Eagle Scout who placed them, and mentioned merchant complaints regarding new parking enforcement efforts in Lot 3.

**Harvest Market Committee:** no report

**Marketing Committee:** Jeannie Bone (chairperson) noted that Marketing Committee meetings will be scheduled on the 3<sup>rd</sup> Wednesday of each month; the Hair Event will take place every other year going forward; for Small Business Saturday, Nov. 30<sup>th</sup>, the Spinning Wheel booth will return to be manned by Steve Pierce and Victoria Malone; next meeting is Nov. 20<sup>th</sup> at Copy Network

**Art Task Force:** Gigi Garcia reviewed possible plans to institute landscape “dog art,” streetscape/wall art, mural location possibility at FroyoLife wall, pole banner art ideas (professional or kids)

**Personnel Committee:** Jeannie Bone (chairperson) noted that the CalWest social media contract is ready to be signed.

Meeting adjourned at 10:00am