

MSPA Minutes of Regular Meeting – November 4, 2010

The next MSPA Board Meeting is scheduled for December 2nd at 8 am at OV Bistro. OV Bistro is at the corner of Florencita Ave. and Ocean View Blvd.

Meeting called to order at 8:18 am. Minutes for the October 7th meeting approved as written.

Board Members and Guests Present: Alyce Russell (Andersen's Pet Shop, President); Mary Dawson (Revelation Tops, Vice-President); Maureen Palacios (Once Upon A Time Bookstore, Treasurer); Jake Menachian (Critic's & La Perla, Board Member); Vito Cannella (Montrose Barber Shop, Board Member); Dale Dawson (Mountain Rose Gifts, Executive Director); Ian Beckingham (First Chiropractic/Wellness Center); Jackie Bartlow (City of Glendale); Matt Zakarian (GPD); Steve Swick (local artist).

Visitors Reports: (1) Jackie B. requested MSPA's 2011 budget; she expects to bring it to City Council on 11/30 along with MSPA's management contract renewal. (2) Matt Z. reported that 3 MSP stores received bad checks from the same female individual; Matt will email specifics to all on his list; caution also raised to watch out for counterfeit \$100 bills resurfacing recently; a Business Watch Meeting is scheduled for Wednesday, Nov. 17th at 6:00 pm at the Sparr Hghts. Comm. Center dealing specifically with holiday crime tips for business owners. (3) Steve Swick, local artist, presented his proposal for a Purple Heart Memorial; placement at City Hall was recommended.

Committee Reports: (1) **Internet:** Mary reported that MSPA has 536 Facebook Friends with 266 visitors in one week; her *CV Weekly* articles will feature Christmas-related stories; Halloween *Spooktakular* photos are on our MSPA blog, access via our website, www.shopmontrose.com. (2) **Advertising:** Dale reported that the *Spooktakular* ads contributed to the massive crowds of trick-or-treaters; our Old Town Christmas ads are being placed with *CV Weekly* and *Glendale News Press*; our annual Christmas *Gift Guide* is now in production for distribution via LAT on Dec. 3rd; Dale will be contacting merchants for participation. (3) **Election Committee:** reported that Jake Menachian and Danny Pranata were nominated to run for re-election to the MSPA Board; no other nominations were received; ballots are to be mailed with the minutes this month and will be collected on November 19th.

Executive Director's Report: Dale presented recommendations for Board consideration regarding Halloween *Spooktakular* 2011; Holiday Lighting program is proceeding on target; Bike rack locations within the MSP have been reviewed, recommendations to be forwarded to City staff; Dale will draft a preliminary MSPA budget for 2011 and forward to Jackie B.; budget to be reviewed and approved by the Board at the December meeting.

New Business: (1) Board agreed to continue the management of the Arts & Crafts Festival with the current manager for three additional years at the existing rate; (2) Board voted unanimously to authorize up to \$3000 for the purchase of lighted deer and camels to replace the ones we have which are no longer useable; Dale will follow up.

Meeting was adjourned at 9:13 am



November 2010

Dear Friends:

For the last thirty-seven years I have been responsible, with the help of many others, to provide a Christmas Party for people with different disabilities.

This group is comprised of exceptional disabled men and women who range in ages from 18 to 65. This party will be held on Sunday, December 5th at the Holy Redeemer Catholic Church in Montrose.

I am looking forward to your help and support in order to make this year's party a success and to help bring a little joy to others. Everyone could help by bringing a new small gift for a man or woman suitable for a person in the above age range. Gifts that have been donated in the past have been aftershave, perfume, costume jewelry, radios, game, etc. We would appreciate it if you can wrap the items and indicate on a tag whether it is for a man or woman. These gifts can be brought to the rectory at Holy Redeemer Catholic Church, or Montrose Barber Shop.

You can also help by giving a tax deductible donation to Tierra Del Sol Foundation, a local Sunland non-denomination school for men and women with different disabilities. I will gather all of these donations and present them with a monetary gift at the Christmas party.

Please help me to make people smile. Thank you in advance for your support and help.

Merry Christmas to you and yours!

Vito Cannella
Vito Cannella