

Minutes: MSPA Regular Board Meeting April 6th, 2023

The next MSPA Board Meeting is scheduled for May 4th , 2023

8:30 a.m. via zoom

Meeting was called to order at 8:31 am

Minutes of the March 2nd meeting were approved as written.

Board Members and Guests

Andre Ordubegian (Copy Network)-President; Gigi Garcia (It Takes A Village) Vice President; Kim Kelly (Merle Norman Cosmetics)-Secretary; Connor Sobczak-Grayson (Grayson's Tune Town) Treasurer; Maureen Palacios (Once Upon A Time) Board member at Large; Mark Pedersen (Moo Moo Mia) Board Member at Large; Steve Pierce (Communications Administrator/ Film Liason); Dale Dawson (Business Administrator/Events Coordinator); Officer Varooj Karibyn (GPD); Chief Manny Cid (GPD); Ani Pogossian (CityofGD); Molly Burke (MVCCC); Beau Basse, Jennifer Fukotumi Jones and Kim Luangraj (Arts & Culture Commission and La Basse Projects)

President:

President Andre Ordubegian welcomed all guests via zoom to the MSPA Board meeting and thanked everyone for joining the meeting.

Visitors Reports:

- **City of Glendale:**
 - **Economic Development** - Ani Pogossian reported that the City of Glendale has a new mayor, Dan Brockman. May 16-18 is the Small Business Expo at the Embassy Suites 8 am to 2 pm. Gigi brought to Ani's attention that after 2 years the MSPA parklets are showing signs of age. How will upkeep look moving forward?
 - **Glendale PD** - New Police Chief Manny Cid (formerly of Culver City) has 3 months in as GPD Chief. He looks forward to getting to know Montrose, a city within a city. His number one priority is to secure a GPD substation in the MSP. GCC-PDC at 2340 Honolulu Ave. has offered short-term space. Officer Varooj Karibyan will soon be promoted to Sergeant. Officer Eggeman will be the new MSPA liaison.
- **MVCCC:** - Molly Burke announced the "Egg My Home" event returns for Easter. Craft Beerfest is on for 4-30-23. There will be banners at Verdugo Blvd. and Oceanview Blvd. There will be a May 4th "Cinco De Mayo" Mixer at Jenkins Properties.

IC Reports:

- **Dale Dawson (Business Administrator)** presented the current MSPA Treasurer's Report; reserve stands of \$165,000.
- The Directory Boards & website business listings will be updated later this month.
- Merchant welcome kit will be revised also. A new Board photo is needed.
- 2022 Assessments funds request was set to City Finance Dept. for \$68,748.
- **Dale Dawson (Events Coordinator)** reviewed the following events.
- **Spring Wine Walk** is scheduled for Sat. 4-22-23. Ads are set to run 3/30 thru 4/15.
- 30 pouring stations so far.
- **Kids N Critters Day** is Sunday May 7th, 2023

- **Arts & Crafts Festival** June 3rd and 4th 2023.
- 221 vendors juried in: goal is 225; 171 paid.
- **Montrose Car Show** Sunday July 2nd. Online applications are available.
- **Steve Pierce (Communications Administrator)**: is in contact with Ani Pogossian to check into the new travel agency at 2210 Honolulu Ave. as ground floor businesses are required to be retail.
- Trash issues were discussed.
- Dale and Steve are working on the MSPA “Welcome Packets.”
- **Steve Pierce (Filming Liaison)**: updated on filming requests; only 2 in March.
- Updates to the “Filming in Montrose” section of the MSP website are near completion.
- A new updated MSPA Board photo needs to be taken.

Committee Reports:

- **Harvest Market:**
Gigi Garcia reported on the Market’s progress.
- **Marketing:** Connor Grayson scheduled a Marketing Meeting for 4/27/23 via zoom.

Meeting Adjourned at 10:00 am