

# Minutes: MSPA Regular Board Meeting – July 6, 2023

The next MSPA Board Meeting is scheduled for August 3, 2023 at 8:30am via Zoom

Meeting was called to order at 8:31 am

Minutes of the June 1, 2023 meeting were approved as written

## **Board Members and Guests:**

Andre Ordubegian (Copy Network)-president; GiGi Garcia (It Takes A Village)-vice-president; Connor Sobczak-Grayson (Grayson's Tune Town)-treasurer; Mark Pedersen (Moo Moo Mia)-board member at large; Maureen Palacios (Once Upon A Time)-board member at large; Steve Pierce (Communications Administrator/Filming Liaison); Dale Dawson (Business Administrator/Events Coordinator); Ani Pogossian (Economic Development); Mavil Aghadjanian (MVCCC); Aaron Eggiman (GPD); Tikran Siranians (515 Creative); Titoe (Primo Barber Shop).

**President's Message:** President Andre Ordubegian thanked all attendees for joining the meeting and hoped everyone had a safe and happy Fourth of July.

## **Visitors Reports:**

- **City of Glendale:** Ani Pogossian - no specific updates; Andre informed Ani and the Board that a new location for the MSPA HQ/GPD Substation has been located and should be available as of August 1<sup>st</sup>; Rental fee expected is \$2050/month to be paid by MSPA along with any utilities; unit size is approx. 650 square feet to be shared by both MSPA and GPD; Andre has contacted GPD personnel in this regard; Andre indicated that per Bradley Calvert the parklet contracts are ready to be given to the MSPA businesses involved and requested that Ani check on the actual date for contract distribution.
- **GPD:** Officer Eggiman reviewed the recent situation with a local homeless man who was arrested June 26<sup>th</sup> and charged with felony vandalism for breaking the glass at the Cardamom Indian Restaurant, 2327 Honolulu Ave.; the individual, Jesus Garcia, was arraigned and is out awaiting trial; the GPD mental health team would like to do an evaluation and asked anyone seeing, in the Montrose Shopping Park to call the Hope Team at (818) 548-4015.
- **MVCCC:** Executive Director Mavil Aghadjanian announced Saturday, October 7<sup>th</sup> as the date for this year's Oktoberfest and discussed dates for installing the street banners for the event; Andre requested that Mavil review the Chamber's traffic and safety plan with both GiGi Garcia and Maureen Palacios once available.

## **Business Agenda:**

- **Website update:** the Board discussed with Tikran Siranians his preliminary proposal; changes to the website are to include interactive maps and an extensive overhaul of the Business Listings adding logos and photographs of MSP businesses; Dale will send out an e-blast to merchants requesting their logo and website information; once a final proposal is sent to the Board, a Special Meeting of the Board will be scheduled, including a Closed Session to review the contract.

### **Contractors Reports:**

- **Business Administrator:** Dale Dawson presented the June 30<sup>th</sup> Treasurer's Report as well as a 2023 MSPA Budget update and a list of MSPA businesses delinquent in their 2022 assessments; the City's Finance Dept. has turned that list over to the City Attorney's Office for resolution; additional assessment funds available to be requested are \$68,502.06; Directory Boards and website business listings have been updated; a full-town power wash took place June 26<sup>th</sup> & 27<sup>th</sup>; the Flag pole banners will now be replaced with the Yellow Hibiscus pole banners.
- **Events Coordinator:** Dale recapped the recent Arts & Crafts Festival and Montrose Car Show events pronouncing both "the best ever!" with great compliments coming in from event participants as well as on-site GPD; A&C produced a positive P&L of \$17, 465; the Car Show will come in under budget; next year's Car Show will extend along Honolulu Avenue from Verdugo Road all the way to Orangedale to accommodate all vehicles.
- **Communications Administrator:** Steve Pierce indicated that the large number of "Keep Off The Grass" signs have now been removed as discussed with City officials; the Montrose Bowl recently conducted a tour for the CV Historical Society and plans to reopen soon with a new vegan restaurant inside; the owner of Lavedove on Ocean View was visited by Neighborhood Services following a complaint and was told to remove her A-frame sign from the public right-of-way; Neighborhood Services will not enforce signage code in the MSP apart from a specific complaint.
- **Filming Liaison:** Steve Pierce indicated that a potential BMW commercial shooting was moved to Larchmont; with the industry strikes still going on there is little expectation of filming activity coming to the Shopping Park at this time.

### **Committee Reports:**

- **Marketing:** Chair Connor Sobczek-Grayson reviewed the website discussion with Tikran; MSP collateral items (shirts, hats, mugs, postcards) were presented and now need cost estimates; Find Harriet Hibiscus promo awaiting final mock-up from Andre.
- **Harvest Market:** Chair GiGi Garcia indicated the Market is doing well; a committee meeting will be needed soon; Dale will compose for the Board a budget estimate for additional umbrellas and stands using the parklet colors green and tan for the umbrellas.

Meeting adjourned at 10:09 am.