

Minutes: MSPA Regular Board Meeting January 4, 2024

The next MSPA Board Meeting is scheduled for February 1, 2024
In-person 8:15 a.m. at MSPA Headquarters, 3600 Ocean View Blvd. #11

The meeting was called to order at 8:15 am
Minutes of the Dec. 7, 2023 meeting were approved as written.

Board Members and Guests

Andre Ordubegian (Copy Network)-President; Gigi Garcia (It Takes A Village Kids)-Vice President; Kim Kelly (Merle Norman)-Board Secretary; Mark Pedersen (Moo Moo Mia) Board Member at Large; Maureen Palacios (Once Upon a Time) Board Member at large; Dale Dawson (Business Administrator/Events Coordinator); Steve Pierce (Communication Admin./Film Liaison); Juan Gonzalez (Economic Development); Tony Chriss (Economic Development); Vartan Gharpetian.

Visitors Reports:

- **City of Glendale:** Juan Gonzales introduced Tony Chriss from Economic Development as the new MSPA liaison.
- **Glendale P.D.:** Officer Aaron Eggiman updated the group on home burglaries arrests. Since the arrests the home burglaries in the area have gone down; former Mayor Vartan Gharpetian announced that he is running for City Council.

Business Agenda:

- 2024 MSPA Board officer positions will remain the same following voting by secret ballot per MSPA By-laws: President Andre Ordubegian, Vice President Gigi Garcia, Treasurer Connor Grayson, Secretary Kim Kelly.

IC Reports:

- **Business Admin. Services:**
 - Dale reviewed the recently approved 2024 budget.
 - MSPA requested another power wash from the City.
 - Reminder to the MVCCC to do a power wash after Oktoberfest which was not done in 2023 as promised.
 - 2023 year-end Treasurer's Report and Balance Sheet presented; reserve stands at \$208,437.
 - the 5 delinquent 2022 assessments that remain unpaid have been turned over to the City Attorney's Office for legal action; those businesses have been removed from the MSPA website directory and will be removed from the outside directory boards as well; social media posts are also being withheld.
 - 2023 Assessment letters/forms have gone out to MSPA merchants and may be paid over a three month period ending April 1st, 2024.
- **Events Coordinator Services:** Dale Dawson reviewed the following activities:
 - Valentines Day Weekend Event: Saturday February 10th; will include 500 long stem roses handed out to shoppers from 1-3 pm; Chaplin character will assist Dale and Steve Pierce at the Flower Cart in front of Starbucks; the Montrose Jazz Ensemble will perform at War Memorial corner from 12-5.

- Spring Wine Walk - Saturday, March 16, 2024
- Kids & Kritters Day with Cinco de Mayo- Sunday, May 5th
- Arts & Crafts Festival- Saturday & Sunday, June 1st and 2nd; currently 135 juried vendors with a goal of 250 vendors total.
- **Communications Admin:** Steve Pierce MSPA Communications Administrator:
 - GD Public Works repaired a seismic gas valve cover in front of Bank of America
 - Bellies, Babies and Bosoms is retiring and closing its doors.
 - Chris Peplow will repair a missing wood panel on the barricade box at the Vietnam Memorial.
 - John Aydin of Honolulu Jewelry (2250 Honolulu) has requested lighting along Market St. for pedestrian safety.
- **Filming Liaison:**
 - Steve Pierce reported that the filming moratorium will officially end January 3rd.
 - Carry-over filming inquiry for Black Cow in late January or early February.

Committee Reports:

- **Harvest Market:**
 - Gigi Garcia reported that the Art Council has approved \$300,000 for 3 benches in the MSP. Artists need to submit March to April.
- **Marketing:** The next Marketing Meeting will be 1-25-2024.

Meeting Adjourned at 9:52 am