

Minutes: MSPA Regular Board Meeting March 7, 2024

The next MSPA Board Meeting is scheduled for April 4, 2024

8:15 a.m. MSPA Headquarters/ GPD Substation

The meeting was called to order at 8:15 am

Minutes of the Feb 1, 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)-Secretary; Mark Pedersen (Moo Moo Mia)-Board Member at Large; Maureen Palacios (Once Upon A Time)-Board Member at large; Connor Grayson (Grayson's Tune Town)-Treasurer; Steve Pierce (Communications Admin/Film Liaison); Dale Dawson (Business Admin/Events Coord); Officer Aaron Eggiman (GPD); Officer D. Figueroa (GPD); Jennifer Masterson (Athens Services); Mavil Aghadjanian (MVCCC); Oscar Aguilar (Athens Services); Tony Chriss GD Economic Development; Ardy Kassakhian (GD City Council).

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

Visitors Reports:

City of Glendale: Tony Chriss announced the GD Business Summit, May 2nd. The MSPA Board asked since Star Cafe is closed can Black Cow use Star Cafe for overflow diners?

Glendale City Council: Ardy Kassakhian thanked the MSPA for support and will resume the coffee with Ardy at Starbucks March 8, 2024.

Glendale PD: Officer Aaron Eggiman reported that all was quiet in terms of crime in Feb. 2024; sidewalk vending issues at the Montrose Harvest Market were discussed.

Athens Services: Jennifer Masterson announced a proposed July rate increase; enforcement of correct trash in correct bins will begin; Oscar Aguilar will talk to merchants about rates and pick up schedule.

Montrose Verdugo Chamber of Commerce: Mavil Aghadjanian reported on the Montrose Craft Beerfest 4-7-24 and the Easter Egg Event 3-31-24; opportunities available to sponsor golden eggs. Mavil thanked the MSPA for the new business referrals.

IC Reports:

Business Administrator: Dale Dawson presented the Treasurer's Report; on-hand balance as of 2-29-24 \$222,019; Harvest Market IC increases to be processed effective March 3, 2024.

Events Coordinator: Dale Dawson's report included the following:

- Spring Wine Walk, Saturday, March 16, 2024
- Kids & Kritters Day, Sunday, May 5th
- Arts & Crafts Festival- Saturday & Sunday, June 1st and 2nd. 244 juried vendors with a goal of 250 vendors total.

Communications Admin: Steve Pierce MSPA Communications Administrator reported:

- Chris Peplow will be repairing the barricade box at Oceanview and Honolulu Ave. Chris will also check all boxes.
- Athens trash updates given.

Communications Admin. (cont'd):

- City of Glendale Public Works has been working on the sidewalk/drainage in the 2300 block of Honolulu and the south side of the 2400 block.
- The MSP lamp poles are in need of painting and treatment at the base to eliminate discoloration.
- Bike rack in front of the PDC building was removed during repairs and will be re-installed.
- A couple of incidents of strange men in MSP shops possibly casing the businesses was reported.
- "Now Booking" banner will removed from the Montrose Bowl per owner.

Filming Liaison:

- While awaiting confirmation of possible filming outside Fayer March 13th the shoot was then cancelled and another location found.
- Warner Bros. filming inquiry for March 19th or 26th utilizing both sides of 2300 and 2400 block of Honolulu Ave.; inquiry regarding use of MSP parking lots for filming at Descanso Gardens during the end of March - told we cannot permit use of our lots.

Committee Reports:

Harvest Market: Gigi Garcia reported that the previously discussed IC contracts were accepted and distributed.

Marketing: No report.

Closed Session: 10:15am: MSPA Board Members Andre Ordubegian, Gigi Garcia, Mark Pedersen and Maureen Palacios held a closed session to discuss an IC contract related to the Harvest Market.

The Public Session re-opened at 11:00am

Meeting Adjourned 11:05am.