

Minutes: MSPA Regular Board Meeting, April 2nd, 2015

**The next MSPA Board Meeting is scheduled for May 7, 2015
8:00 am at Glendale Community College PDC located at 2340 Honolulu Ave.**

Meeting was called to order at 8:01 am

Minutes of the March 5, 2015 meeting were approved as written.

Board Members and Guests Present:

Andre Ordubegian (Copy Network) - President, Gigi Garcia (It Takes A Village) - Vice President; Ken Grayson (Grayson's Tune Town) - Treasurer; Jeannie Bone (Casa Cordoba) - Board member at Large; Kirk Gelsinger (Gelsinger's Meats/Amber Road/Zeke's) - Board member at large; Dale Dawson (MSPA-Business Administrator/Event Coordinator); Steve Pierce (Communication Administrator/Filming Liaison/Marketplace Manager); Philip Lanzafame (City of Glendale); Darlene Sanchez (City of Glendale); Gillian van Muyden (City of Glendale); Ardashes Kassakhian (City of Glendale); Melinda Clarke (Montrose Chamber); Joanna Linkchorst (Friends of Rockhaven); Vartan Gharpetian (City Council candidate); Dee Ovenden (MSPA Arts & Crafts Manager); Mary Dawson (Revelation Tops); Corey Grijalva (Joselito's); Mollie Bozurich (Joselito's); Rick Liss (The Entrepreneur's Source); Isiah Reyes (CV Weekly); Jim Cohen (Baer Properties); Anna Sheklow (KidsArt); Lola Abrahamian (GPD); Arin Mikailan (Glendale News Press).

Visitors Reports:

- GPD: North Area Commander Lt. Abrahamian reported on the two charity walks in the MSP, a recent car break-in on Ocean View, increase in transients in the MSP; additional enforcement was requested regarding skateboarders and violations of the No Smoking ordinance.
- City of Glendale:
 - Phil Lanzafame reviewed the recent "City Council in Your Neighborhood" meeting in Sparr Heights on 3/31, including the "Montrose 20/20" long-term strategic economic planning that has begun.
 - Darlene Sanchez further addressed "Montrose 20/20" with mix of businesses in the MSP being a priority.
 - Gillian van Muyden reviewed the delinquent MSP assessments process; discussed political speech in the Harvest Market as it applies to First Amendment freedom of speech protections; policies will be forthcoming.
 - Ardy Kassakhian discussed permitted distribution of political literature.

Committee Reports:

- Harvest Market Committee: Ken Grayson reported on two vendor-involved incidents that required Committee action and written documentation; a letter will be drafted from the Committee to the Harvest Market vendors announcing the implementation of a new vendor sales audit procedure.

Committee Reports (cont'd):

- **Personnel Committee:** GiGi Garcia reported the results of the previous March 9th Closed Session confirming Steve Pierce as Marketplace Manager with a \$25/week increase in pay and confirming Dale Dawson as Events Coordinator – no change in existing budget level; a revision of Personnel Committee members will be presented during the Business Agenda.

Staff Reports:

- **Business Administrator/Event Coordinator Report:** Dale Dawson updated the diagonal crosswalk situation, year-round tree lighting issues, MSP assessments, trash consolidation in Lot 3, website updates (done), directory board updates (April), the monthly Merchants Newsletter, the new Outdoor Literature Box at OV & Honolulu, the Founders Day Awards ceremony and the May 3rd Kids N Kritters event; recommendations made to add First Responders and an Entrepreneurs area to the 5/3 event; a follow-up presentation made re: the possible addition of “Wayfinding Pole Signs” in the MSP; further research needs to be done and a proposal brought to the May 7th Board meeting.
- **Communication Administrator/Filming Liaison Report:** Steve Pierce outlined strategies to comply with California’s newly mandated 25% water use reduction; concerns shared regarding a sub-lease situation in the 2300 block; filming in the MSP significantly behind LY due to industry issues.
- **Arts & Crafts Festival:** Dee Ovenden reported the Festival is 75% booked and will be filled; a Kids Zone banner to be ordered for the Montrose Travel parking lot and balloons added to draw greater attention to the Kids Zone; a motion was made to include a Sidewalk Sale for MSP merchants, seconded and approved 4:1.

MSPA Public Forum

- Joanna Linkchorst (Friends of Rockhaven) announced tours scheduled for April 18th at 10am and 1pm.
- Vartan Gharpetian spoke about election protocol and recommended MSPA seek involvement with the ICSC (International Council of Shopping Centers)

Business Agenda:

- Restructuring of the Personnel Committee to now consist of Jeannie Bone, Kirk Gelsinger and Ken Grayson; Chair to be determined by Committee; unanimously approved by the Board.
- Rocky Cola Building window enhancement project: a funding request of \$1335. to cover the windows with historic Montrose photos on vinyl banners inside the building was moved, seconded and passed by a majority vote of 4:1.

Meeting adjourned at 10:32 am