

Minutes: MSPA Regular Board Meeting February 4th, 2016

**The next MSPA Board Meeting is scheduled for March 3rd, 2016
8:00 am at Glendale Community College PDC located at 2340 Honolulu Ave.**

Meeting was called to order at 8:02 am

President's Message:

President Andre Ordubegian welcomed all guests to MSPA Board meeting and acknowledged all visitors present.

Minutes of the Jan. 7, Jan. 13 & Jan. 20, 2016 meetings were approved as written.

Board Members and Guests Present:

Andre Ordubegian (Copy Network)- President; Gigi Garcia (It Takes A Village)-Vice President; Kim Kelly (Merle Norman Cosmetics)-Secretary; Ken Grayson (Grayson's Tune Town)-Treasurer; Jeannie Bone (Casa Córdoba) Board Member at Large; Kirk Gelsinger (Zekes)-Board Member at Large; Dale Dawson (MSPA Business Administrator/Events Coordinator); Steve Pierce (Communication Administrator/Filming Liaison/Marketplace Manager); Mark Sheridan (Harvest Market Manager); Melinda Clarke (MVCC); George Pondella, (MVCC) Charly Shelton(CVW); Tahnee Lightfoot (GPD); Jennifer McLain (City of Glendale); Christopher Boghosian (Social Media); Emily Lanigan (Social Media); Rene Sada (City of Glendale); Shant Mirzaians (City of Glendale); Lt. Oscar Rodriguez (GPD); Julie Ann Marlin (Dilbeck Real Estate)

Visitors Reports:

- City of Glendale: Jennifer McLain updated the board on the City of Glendale's "Montrose Vision" surveys that will go out 2-8-16 in addition to ads in CV Weekly and News Press. Personnel will also be talking to merchants and shoppers. Results will be available late spring.
- Montrose Verdugo Chamber of Commerce: Melinda Clarke introduced the group to George Pondella, the newly elected MVCC chamber President. Melinda also presented the new MVCC directory.
- City of Glendale: Rene Sada and Shant Mirzaians spoke about "No Smoking" and other codes, ordinance and rules. The Board requested that the 'no smoking, no skateboarding and no bikes on sidewalks' signage be replaced.
- Glendale City Councilman: Vartan Gharpetian gave the Board an update on the landscaping in Montrose and the possibility of some of the turf being reinstated.
- GPD: Lt. Oscar Rodriguez spoke to the smoking, skateboarding and bike riding issues in Montrose. He also spoke of the crime issues, and challenges with the growing numbers of homeless and the mentally ill. Steve Pierce requested more police presence at the weekly Harvest Market.

Business Agenda:

- Harvest Market: Mark Sheridan and Steve Pierce presented their recommendations for adjustments to the Sunday Harvest Market & Marketplace.
- Social Media: The Marketing Committee's recommendation to the Board was to add \$20,000 to the budget for Social Media for a six-month projected spend to allow for contracting with an agency; Moved and seconded, approved unanimously.

Committee Reports:

- Marketing Committee: Andre Ordubegian requested a Special Meeting of the Board for Friday Feb 12th at 9:00 am to continue the Social Media project; meeting will take place at Casa Cordoba.
- Lighting Committee: Jeannie Bone reported the Lighting Committee's recommendation to maintain lighted trees rather than install up-lighting; the Board directed the B.A. to look into the possibility of keeping all trees lighted all year.

Staff Reports:

- Dale Dawson (MSPA Business Administrator/Event Coordinator): Updated the Board regarding the status of delinquent assessments from 2014; all 1099-MISC docs have been distributed to MSPA's independent contractors; MSPA's Management Agreement with the City of Glendale was renewed for a 3-year term; Montrose Film Festival expanding to two locations on Honolulu Ave. will require additional funding; specifics to be presented to the Board at the March 3rd meeting; Valentines Day event is on for Saturday, 2/13; Crescenta-Canada Rotary-sponsored "Walk for water" event will be 2/27; Honolulu Days is scheduled for Sunday May 1st, details TBC; Two additional outdoor literature boxes have been installed in the 2300 & 2400 blocks of Honolulu.
- Steve Pierce (Communication/Administrator/Film Liaison): Steve reminded all that the Merchant Appreciation Dinner is this evening at Casa Cordoba from 5:30 to 8:30pm.

Meeting adjourned at 10:15 am