

Minutes of the MSPA Regular Board Meeting – June 7, 2012

The next MSPA Board Meeting is scheduled for July 5th at 8 am at OceanView Bistro. OV Bistro is at the corner of Florencita Ave. and Ocean View Blvd.

Meeting was called to order at 8:12 am by President Ken Grayson. Minutes of April 5th were approved as written.

Board Members and Guests Present: Ken Grayson (Grayson's Tune Town – President); Mary Dawson (Revelation Tops –Vice-President); Corey Grijalva (Joselito's Mexican Restaurant – Secretary); Andre Ordubegian (Copy Network – Board Member at Large); Danny Pranata (Honolulu Wood 'N' Things – Board Member at Large); Dale Dawson (MSPA – Executive Director); Linda McMenamin (MSPA – Events Coordinator); Steve Pierce (MSPA – Filming Liaison/ Ambassador); Alyce Russell (Andersen's Pets Shop); Dee Ovenden (Montrose Arts and Crafts); Nicole Charky (Montrose Patch); Matt Zakarian (Glendale PD); Robert Yoohanna Jr.(AARI); Jason Atin (Master Taekwondo); Jeannie Bone (Casa Cordoba); Melinda Clarke (Montrose Chamber); Gigi Garcia (It Takes A Village)

President's Message: Would like to have another town meeting, more workshops and more friend raising activities.

Visitor's Reports: (1) Matt Zakarian would like to see better interaction with Arts and Crafts volunteers, including a pre-event briefing; requests bright-colored jackets and radios for all volunteers; invited MSPA to join in National Light Out on the 1st Tuesday of August from 6pm – 10 pm to bring awareness to Neighborhood Watch Groups (2) Melinda Clarke invited new businesses to join the MVC Chamber (3) Jason Atin presented his Taekwondo Studio concept for the former Shoe Fantasy location at 2274 Honolulu Ave.

Committee Reports: (1) Arts and Crafts: a big “Thank You” from Dee to everyone who helped with the successful event that many thousands attended; next year we need more volunteers. (2) Advertising: Need to complete artwork for banners; workshops are being discussed; Car Show and Fall/Halloween events are being worked on; requesting a budget increase for fall lighting/decorations an a increase in budget for the White Friday event; motions were made and seconded to increase White Friday's budget to \$10,000 and to create a \$10,000 budget to initiate Fall/Halloween lighting and décor throughout the MSP from Labor Day through Halloween; both motions were approved unanimously. (3) Harvest Market Oversight Committee: the Market is running well; will continue to refine the process for collecting vendor fees. (4) Web and Social Media Committee: new website should be finalized soon, including new logo design. (5) Montrose Ambassador: Positive response to Social Media Workshop; suggested a merchant Block Party, possibly in conjunction with National Light Out.

Executive Director Report: (1) Presented the new Harvest Market musical entertainment schedule thru December. (2) GWP wants a prototype of poll banners to preview before approval is given. (3) Dale is working with City of Glendale to ensure that new businesses on ground floor locations in the MSP are in compliance with the BID zoning requirements. (4)Assessments still have a number of delinquencies. (5) Presented the Board-approved budget revisions and a Treasurer's report.

New Business: (1) June 10 – 16 is National Flag Week: the Board unanimously approved a budget of \$200 for our Ambassador to purchase and distribute American flags to all merchants in the MSP. (2) Dale reviewed the MSPA shopping bag concept and recommended a merchant map handout.

Meeting adjourned at 9:49am.