

Minutes: MSPA Regular Board Meeting May 1, 2014

**The next MSPA Board Meeting is scheduled for June 5th 2014 at 8 am
at Glendale Community College PDC located at 2340 Honolulu Ave.**

Meeting was called to order at 8:05 am. Minutes of the April 3rd meeting were approved as written with two corrections in spelling.

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); Kim Kelly (Merle Norman Cosmetics – secretary); Corey Grijalva (Joselito’s Mexican Restaurant – board-member-at-large); Kirk Gelsinger (Gelsinger Meats/Amber Road – board-member-at-large); Dale Dawson (MSPA-Business Administrator); Linda McMenamin (MSPA Event Coordinator/Marketplace Manager); Steve Pierce (Communication Administrator/Filming Liaison); Melinda Clarke (Montrose-Verdugo City Chamber of Commerce); Abe Chung (GPD); Dee Ovenden (Arts & Crafts Festival Manager); Mary Dawson (Revelation Tops); Armen Rostomian (Benitoite); Kim Mekelberg (CV Weekly); Danny Pranata (Honolulu Wood N Things); Ted Dombroski (GD Parking Manager)

Visitors Reports:

(1) Abe Chung addressed concerns regarding street musicians, skateboarders and overly zealous Parking Enforcement officers in the MSP (2) Melinda Clarke reminded everyone about the upcoming Candidates Forum and the Memorial Day Service on May 26th (3) Tad Dombroski reviewed parking issues and meter rates in the MSP, as well as the condition of Municipal Lot #3.

Public Forum: Dee Ovenden presented an update on the Arts & Crafts Festival; all spaces are full; three food trucks will be added on Ocean View Blvd. at Montrose Lane.

Business Agenda:

- (1) Kim Kelly was added to the Marketing Committee
- (2) The Board approved the proposals from the Marketing Committee as follows: (a) \$100 per month added to Social Media budget to boost distribution of the MSPA Facebook page; (b) purchase of a new sound system at a cost of \$1000; (c) additional print cost for Arts & Crafts to include a customer Shopping Spree giveaway; (d) a full-page color ad in the May-June issue of “Boulevard” magazine at a cost of \$1200; (e) outdoor literature distribution racks to be added to existing MSP Directory Boards at a cost of \$3000; (f) Patriotic street décor program from mid-May through July: \$4600 for pole banners and wraps, \$2500 for grass plot vignettes, \$200 for American flags; all funding derived from existing budget realignments; Ken Grayson made a motion to approve all programs; seconded by Kirk Gelsinger; unanimously approved.
- (3) Civil lawsuit discussion regarding the Drayman embezzlement case; MSPA will consult with a collections attorney to determine what filing(s) would be appropriate.

Staff Reports:

(1) Linda McMenamin reported on Wags and Whiskers, Arts & Crafts and the Car Show; (2) Dale Dawson reported on website updates; directory boards will be updated in the near future pending information on new businesses; (3) Steve Pierce announced the May 14th Merchant Seminar, “How To Grow Your Business Online,” will take place at the Glendale Community College PDC meeting room from 9am to 10:30; reviewed upcoming film production plans; requested \$250 funding for a plaque to be added onto the Vietnam War Memorial (adjacent pillar) honoring the stewardship of Bill Dodson; motion was made by Ken, seconded by Kirk, approved unanimously.

Committee Reports:

- (1) Personnel Committee has reviewed all staff contractors; Market Manager contract finalized.
- (2) Harvest Market Committee stated the Market will move to the 2200 block on June 8th.

Meeting Adjourned at 10:19 am. Next meeting is Thursday, June 5th at 8am.