

Minutes: MSPA Special Board Meeting October 12, 2016

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

Meeting was called to order at 8:30 am

Board Members and Guests Present:

Andre Ordubegian (Copy Network)- President; Kim Kelly (Merle Norman Cosmetics)-Secretary; Ken Grayson (Grayson's Tune Town)-Treasurer; Jeannie Bone (Casa Cordoba)-Board member at large; Dale Dawson (MSPA Business Administrator/Event Coordinator); Mitchell Shultz (Concise Focus); Kirk Gelsing (Zeke's and Amber Road)-Board member at large.

President's Message:

President: Andre Ordubegian initiated conversation on the direction of the Social Media protocol.

Business Agenda:

- An overview of Halloween activities was discussed
- It was decided that the proposed "Wine Walk" would be postponed to March 18, 2017 to allow more time to plan.
- Ken Grayson made a motion to pay \$5000 to the Montrose-Glendale Christmas Parade Association as a parade sponsor. It was seconded by Kirk Gelsing and passed unanimously.

Closed Session:

The Board met in a closed session to review the performance of the social media independent contractors.

Board Meeting re-opened:

- Ken Grayson made a motion to hire Concise Focus at \$1500 to produce a Holiday video for \$1500. Jeannie Bone seconded it. Passed unanimously.
- Mitchell Schultz of Concise Focus joined the Board meeting to go over the performance agreement. It was decided that a video be produced as soon as possible to advertise the Holiday season. A new contract will be revised at the start of 2017.

Meeting adjourned at 10:45am