

Minutes: MSPA Regular Board Meeting Oct 2nd, 2014

**The next MSPA Board Meeting is scheduled for November 6th, 2014
8:00 am at Glendale Community College PDC located at 2340 Honolulu Ave.**

Meeting was called to order at 8:04 am.

Minutes of September 4th, 2014 meeting 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; Corey Grijalva (Joselito's Mexican Restaurant)-Board Member at Large; Dale Dawson (MSPA-Business Administrator/Event Coordinator); Steve Pierce (Communication Administrator/Filming Liaison/Marketplace Manager); Jackie Bartlow (City of Glendale); Mary Dawson (Revelation Tops); Alicia Banks (Glendale News Press); Abe Chung (GPD); Zareh Sinanyan (Mayor, City of Glendale); Ardy Kassakhian (Glendale City Clerk); Robin Seifert (ETC...Gourmet Kitchen Bakery and Café)

President's Message:

President Andre Ordubegian welcomed all guests to the meeting and thanked Robin Seifert from the soon-to-be-open *ETC...Gourmet Kitchen Bakery and Café* for providing breakfast treats for the meeting.

Visitors Reports:

- Jackie Bartlow (City of Glendale) reported on the cost of the "Sunday No Parking" signs for the 2300 block of Honolulu Ave.; Corey Grijalva made a motion and Kim Kelly seconded to budget \$1500. to produce and install; passed unanimously; Jackie advised the Board that MSPA budget presentation for next year is scheduled for the City Council meeting on Dec. 9th.
- Abe Chung (Glendale PD) reported that the Friday night Open House at the GPD Substation on Ocean View was well received and attended; issues related to performing street musicians not hired by MSPA as well as the continuing problem with skateboarders was discussed.
- Zareh Sinanyan (Mayor of Glendale) and Ardy Kassakhian (Glendale City Clerk) addressed several issues: freedom of speech rights conveyed to protestors and solicitors setting up in the MSP; flyers distributed in the MSP other than our own; the deteriorating condition of MSP City trash receptacles and the need for adequate replacements; cigarette litter; mix of businesses in the MSP; Metro bus line change concerns; delinquent assessments; the mayor announced the plans for a future City Council Meeting to be held in Montrose.

Business Agenda:

- The Committee for the upcoming MSPA Board of Directors election was formed as follows: Ken Grayson, chairman; Ardy Kassakhian and Dale Dawson committee members; nominations shall be open from October 15th to the 31st; two positions are open for candidates.

Committee Reports:

- Harvest Market: Corey reported that Steve Pierce has been assigned the Marketplace Manager position replacing Linda McMenamin; Steve's former position as Market Assistant will be handled by Angel Orozco at a \$75./week payment; Angel will also be handling the trash cleanup after each Sunday Market at \$100./week, replacing the previous cleaning service at \$200./week.
- Personnel: GiGi expressed the Board's support for Dale and Steve in their new positions as Event Coordinator and Marketplace Manager, respectively; a "thank you" bonus for Mary Dawson of \$500 was proposed by GiGi and seconded by Ken for her ongoing work with MSPA's publicity and social media functions; approved unanimously by the Board.
- Marketing: future plans for a Direct Mail campaign were noted.

Staff Reports:

- Business Administrator/Event Coordinator: Fall street décor vignettes are in place; Halloween *Spooktacular* will employ social media publicity only this year, no print ads are planned; street closure is 4 to 9 pm only; White Friday will not place "snow" in the 2200 block this year due to drought conditions; all other aspects remain the same; performers and activities for Old Town Christmas have been booked; MSP's first Parents' Night Out event is scheduled for Oct. 17th; another restitution payment received from John Drayman in the amount of \$334.61 was deposited; delinquent assessments continue to be a problem; Dale will partner with Ardy to address this; a City electrician is preparing one of our Directory Boards toward the installation of an outdoor literature distribution box coming soon.
- Communication Administrator: a merchant Social Media Seminar has been scheduled for October 21st with Tom Lorenz presenting; a Merchant "Meet-And-Greet" is being planned for November 13th hosted by Casa Cordoba; Dale will provide Steve with an updated Welcome Packet for new MSPA businesses.

Meeting was adjourned at 10:08 a.m.