

Minutes: MSPA Regular Meeting – November 3, 2011

**The next MSPA Board Meeting is scheduled for December 1<sup>st</sup> at 8 am at OV Bistro. OV Bistro is at the corner of Florencita and Ocean View.**

Meeting was called to order at 8:12 am. Minutes of October 6<sup>th</sup> were approved as written.

**Board Members and Guests Present:** Alyce Russell (Anderson's Pet Shop – President); Mary Dawson (Revelation Tops – Vice-President); Maureen Palacios (Once Upon a Time – Treasurer); Danny Pranata (Honolulu Wood & Things – Secretary); Jake Menachian (Critters/La Perla – Board Member at Large); Ken Grayson (Grayson's Tune Town – Board Member at Large); Dale Dawson (MSPA – Executive Director); Linda McMenamin (MSPA – Events Coordinator); Janine Friedman (Thieves Market Vendor); Michael Neil (Thieves Market Vendor); Fred Zohrehvand (City of Glendale); Jerry Uebel (Holiday Christmas Lighting); Matt Zakarian (GPD); Nicole Charky (Montrose Patch); Brittany Levine (Glendale News Press); Dale Ellwein (Standing Tall Chiropractic); Jackie Bartlow (City of Glendale); Kim Mekelburg (CV Weekly); Mary O'Keefe (CV Weekly); Robin Goldsworthy (CV Weekly); Sebu Chatoyan (The Clothing Market); Maroun Atallah (Quiznos); Terre Ashmore (Thieves Market Vendor)

**Visitor's Reports:** (1) Jackie Bartlow discussed that the City Council shall receive the MSPA budget on November 29, 2011. (2) Matt Zakarian discussed crowd control issues at the Halloween Spooktacular Event and recommended that the 2300 block also be closed and that 2 more uniformed officers be hired for crowd control. (3) Fred Zohrehvand discussed the installation of bike racks in Montrose. (4) Jerry Uebel discussed the procedures for lighting during the Old Town Christmas event. (5) Terre Ashmore, representative of vendors at the Thieves Market, discussed the concerns of various vendors.

**Committee Reports:** (1) Advertising: The MSPA has purchased advertising for the 4<sup>th</sup> quarter. Five full-page color ads are planned in the CV Weekly & News Press and also ads on Montrose Patch & the CV Weekly website. In addition, TV advertising will be run on Food Network, HG TV, Bravo, Lifetime & ABC Family in the Glendale, Pasadena and Burbank areas. The MSPA has devoted almost \$90,000 for 4<sup>th</sup> quarter advertising and promotions. (2) Events: Spooktacular was well-attended. The Montrose-Verdugo City Chamber of Commerce assisted in the event. The MSPA thanks the Chamber for its help. The MSPA has added a "White Out" promotion to the Old Town Christmas Events. On Friday November 25<sup>th</sup> the MSPA shall have its first tree lighting ceremony with a snow play area. The 2200 block will be closed for the event and snow will be available for the kids to play in from approx. 3pm until the snow melts. The tree lighting ceremony shall follow at 7 pm. (4) Personnel: The Board confirmed revision outlining additional responsibilities for the Executive Director position and an adjustment in compensation for the Executive Director. In addition, the Board approved the adjustments to the duties of the Events Coordinator. (5) Finance: The Board approved the 2012 MSPA budget; (6) Elections: The nomination period for Board members has ended. There are 5 candidates for 2 vacant MSPA Board positions. Ballots shall be mailed on November 4th and shall be picked up by the Election committee by noon on November 15<sup>th</sup>.

**New Business:** (1) The Board voted to combine the Promotions committee with the Events committee. (2) The Board was notified that the City of Glendale has increased the permit fees for the sidewalk dining areas to the sum of \$694.20. The City can be contacted regarding this permit increase.

Meeting adjourned at 9:55 am.