

Minutes: MSPA Regular Board Meeting, February 4, 2021

The next MSPA Board Meeting is scheduled for March 4, 2021
8:30 a.m. via zoom

Meeting was called to order at 8:30 am
Minutes of the January 7, 2021 meeting were approved as written.

Board Members and Guests:

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)-Board Member at Large; Corey Grijalva (Joselito's)-Treasurer; Jeannie Bone (Casa Cordoba)-Board member at large; Dale Dawson (Business Administration/Events Coordinator); Jackie Sales (CoG); Mavil Aghadjanian (MVCCC): Officer Matt Ziegler (GPD); Officer Varooj Karibyan (GPD); Drew Sugars (GCC); Edward Hitti (GD Public Works); Yazdan Emrani (GD Public Works); Armond Simonian (GD Public Works); Pastur Casanova (GD Engineering); Amy Jordan (Wundabar Pilates)

President's Message:

President Andre Ordubegian welcomed all guests via zoom to the MSPA Board meeting and thanked everyone for joining the meeting.

Visitors Reports:

- **City of Glendale** Jackie Sales deferred to Glendale Public Works Edward Hitti, Yazdan Emrani and Armond Simonian (Project Manager) who gave updates and reviewed the steps of completion for the cable barriers project, including an update of the banner pole replacement, GFI repairs and landscaping. Questions and concerns regarding the cable barrier box were posed by Victoria Malone, Gigi Garcia and Corey Grijalva.
- **MVCCC:** Mavil Aghadjanian reviewed upcoming Chamber events such as Facebook live with Jansens Rug Cleaning, a "How to" vegetable garden start up webinar, and a Chipotle (La Canada) chamber fundraiser 2/24 from 4-8pm.
- **Glendale Community College:** Drew Sugars informed all that Kim Holland-Edelman has retired and Ani Keshishian has taken over as director. GCC will continue with remote learning and enrollment is only down 3-5%.

Public Forum:

- Amy Jordan, owner of Wundabar Pilates Montrose, pitched the idea of bringing her Pilates equipment outdoors and wants to utilize the parklet adhering to Covid 19 health protocols in front of Big Mamas & Papas Pizza. Jackie Sales will ask the City if they would consider it.

Business Agenda:

- Dale Dawson (Business Administrator) presented the latest Treasurer's report. David Lichtenberg of the City Attorney's office forwarded the status of 2019 delinquent assessments; An early report by Jasmine Chilingarian from the City's Finance Dept. stated that they have been receiving and processing payments from 2020 which "is a good sign."

- Dale reported on seasonal decor and is in the process of receiving bids for the Holiday Lighting contract for 2021-2022. The weekly tree maintenance with Angel Orozco is in progress at \$100/week. The tree light maintenance is also part of the bid for the Holiday Lighting Performance Agreement. Once all bids are in a Board decision can be made as to whether the maintenance will be separate.
- Victoria Malone (MSPA Communication Administrator) - The cable box issue was discussed earlier. Victoria reported on the restaurant parklets reopening due to Covid 19 restrictions being lifted for outdoor dining. The response was overwhelming appreciation for the quick response from the City in bringing back the tables, chairs and umbrellas so quickly. There have been some recent new business requests in the MSP which is encouraging. Lastly new American and P.O.W. flags have been purchased to replace the old tattered ones.
- Victoria Malone (MSPA Film Liaison) reported that the 01-07-2021 filming at Tom's Toys went well. New inquiries for possible filming are Montrose Bowling Alley on Feb 12, an interior shoot. Another possible 1 day filming would take place 01-22-21 in the 2300 block. Location TBD.

Committee Reports:

- **Harvest Market Committee:** Chair Ken Grayson and Market Assistant Victoria Malone reported on the busiest times at the market and requested more advertising promoting the early hours which are slower. Gigi Garcia made a motion to approve a budget for \$1125 to fund 3 months of CV Weekly ads. Corey seconded the motion. Approved unanimously.
- **Marketing Committee:** Chair Jeannie Bone reported on a recent marketing meeting. The subject was MSPA Merchant Gift Baskets for Valentines Day. Mavil Aghadjanian volunteered to post on social media and is willing to help with assembly. The subject of merchant cross promotion was also discussed.

Meeting adjourned at 10:13 am