

Minutes: MSPA Regular Board Meeting April 5, 2018

The next MSPA Board Meeting is scheduled for May 3, 2018 8:00am at Glendale Community College PDC located at 2340 Honolulu Ave.

Meeting was called to order at 8:02am

Minutes of the March 1st meeting were approved as written.

Board Members & Guests In Attendance:

Jeannie Bone (Casa Córdoba) – Vice President; Ken Grayson (Grayson's Tune Town) – Treasurer; Gigi Garcia (It Takes A Village) – Board Member at Large; Kim Kelly (Merle Norman Cosmetics) – Board Member at Large; Dale Dawson (MSPA Business Administrative/Event Coordinator Services); Steve Pierce (MSPA Communication Administrative/Filming Liason Services); Patti Cook (Allure Salon); Lt. Oscar Rodriguez (GPD); Sgt. Patrick Magtoto (GPD); Officer Minas Tsolakyan (GPD); Marianne Jennings (La Crescenta Woman's Club); Carol Huntwork (La Crescenta Woman's Club); Nicole Moore (CV Weekly); Victoria Malone (Exec. Dir., Montrose-Verdugo City Chamber); Grant Michaels (MVSNA); Jackie Bartlow (City of Glendale); Drew Sugars (GCC).

Visitors & Guests:

- Jackie Bartlow - City of Glendale: announced the public hearing regarding the parking variance required for Gus & Andy's Montrose Grill to occupy the former Rocky Cola location is scheduled for April 25th at 9am in Room 105 of the Municipal Services Bldg., 633 S. Broadway; reported that the Pink Pig property is moving forward and attempting to resolve issues with the State of California; the issue of a food truck taking four parking spaces in front of the Montrose Bowl recently was discussed.
- Officer Tsolakyan - Glendale PD: addressed concerns about electric vehicles parking overnight in the MSP while charging their vehicle; property crimes and the theft of items in unlocked cars were discussed; City policies and laws regarding homeless persons were reviewed as well.
- Chris Waldheim - J's Maintenance and his work crew were introduced and presented with a thank you card and a gift of MSPA scrip in gratitude for donating the ongoing care of the MSPA-HQ/GPD Substation building at 3808 Ocean View Blvd.
- Victoria Malone – Montrose/Verdugo City Chamber of Commerce: thanked MSPA for their assistance in preparing for the annual Brewfest coming up April 8th.
- Drew Sugars – GCC Communications & Community Relations: discussed suggestions to alleviate parking congestion in the MSP once the Citibank building is operational as part of GCC; indicated window coverings will be placed there to improve the building's appearance during the conversion period.
- Marianne Jennings and Carol Huntwork – La Crescenta Woman's Club: were presented with a donation representing 15% of the ticket sales from the Spring Wine Walk for their partnership in co-sponsoring and working the event.

Contractor Reports:

- Dale Dawson (Business Administrative/Events Coordinator Services) reported:
 - The revised MSPA By-laws approval signatures required of MSPA member businesses will be solicited by Dale and Steve Pierce in the coming weeks; updates of members' emails and web site addresses will be collected at that time.
 - The Spring Wine Walk was a great social success but fell short of financial expectations due to the downpour of rain that occurred during the event; ideas were presented to have unused promotional materials defray the cost of future Wine Walks.
 - The Wags N Whiskers/Kids & Kritters Event will be renamed simply "Kids & Kritters" as the GDHS aspect of the event will not be forthcoming; all other elements are in place, including some new participants.
 - The Memorial Day Observance will be a partnership activity shared between the MSPA and the Montrose Chamber, scheduled this year for a 7:45am start time on Monday, May 28th; Coffee Bean will donate coffee for the event.
 - GiGi Garcia made a motion that \$200 incremental budget be established to provide additional refreshments on Memorial Day; seconded by Kim Kelly and unanimously approved by the Board.
 - Dale reported that entries for the July 1st Montrose Car Show are already 1/3 booked.
 - A City Election Flyover Banner will be placed at the Las Palmas location from April 10 to mid-June for a City ballot measure.
- Steve Pierce (Communications & Film Liaison Services) reported:
 - Filming impact fees revenue is ahead or normal at this time.
 - The MSP is the home of National Flag Week which is June 10 – 16 this year; American flags will be provided to MSPA businesses as well as placed in key areas in the MSP.
 - The Vietnam War Memorial will have a 50th Anniversary Observance this June with a special ceremony and the placement of the commemorative plaque honoring Vito Cannella; proposed for Saturday, June 16th at 3:00pm.

Committee Reports:

- Harvest Market Committee – Ken Grayson: next Committee meeting scheduled for Sunday, April 15th at 4pm.
- Marketing Committee – GiGi Garcia:
 - The Social Media Workshop has been rescheduled for Wednesday, April 15th at the GCC-PDC from 8:30 to 10:00am.
 - GiGi reported that social media progress continues to be reviewed and discussed in the Marketing Committee.
 - A re-launch of the Meet Me In Montrose campaign was discussed, possibly including "# Meet Me in Montrose" street banners that could be merchant-sponsored.
 - GiGi made a motion to support the October Montrose Hair Event with a \$500 budget to be used by Patti Cook (Allure Salon) to publicize the event; Ken G. seconded and the Board unanimously approved.

Closed Session: The Board entered into a Closed Session for a contractor review.

Public Session Reopened

Meeting adjourned at 10:25am.