

Minutes: MSPA Regular Board Meeting April 6, 2017

**The next MSPA Board Meeting is scheduled for May 4th, 2017
8:00 am at Glendale Community College PDC located at 2340 Honolulu Ave.**

Meeting was called to order at 8:00 am
Minutes of the March 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)-Treasurer; Jeannie Bone (Casa Córdoba) Board member at Large; Kristina Evans (Rest Farmhouse Inspired) Board member at large; Dale Dawson (MSPA Business Administrator/Event Coordinator; Steve Pierce (Communication Administrator/Filming Liaison/Marketplace Manager); Vartan Gharpetian (City of Glendale); Mary Dawson (Revelation Tops); Dee Ovenden (Montrose Arts and Crafts); David Cain (America's Healthy Kids); Paula Devine (City of Glendale); Patti Cook (Allure Salon); Jackie Bartlow (City of Glendale); Sercey Esayan (City of Glendale); Nicole Moore (CV Weekly); Jeanina Quezada (Foothill Music Together); Sumi Gant and Juan Gonzales (Be Smart Glendale).

President's Message:

President Andre Ordubegian welcomed all guests to MSPA Board meeting and thanked Gio's Baguettes and Starbucks for the refreshments.

Visitors Reports:

- La Crescenta Woman's Club president Marianne Jennings was presented with a co- sponsor check for \$3280.50 from the Montrose Wine Walk.
- City of Glendale Jackie Bartlow reported that more G.F.I.'s are being installed in the MSP. Lights will be on Dusk till Dawn. Jackie also announced that Tamara Sad is organizing an event called "Meet Me in Montrose". Tamara would like to meet with the Marketing committee. Lastly the MSPA Board asked if there is any way that the city can contact the landlords who have vacant buildings. Examples include the former Rocky Cola location and the new Pink Pig location.
- City of Glendale Vartan Gharpetian stressed that the Glendale City Council cares about Montrose and that Montrose is an important part of Glendale. "Meet Me on Brand" was such a successful social media event that a "Meet Me in Montrose" needs to be put into place. He also urged everyone to attend the Grand re-opening of the Glendale Central Library on May 1st at 10:00 am.
- City of Glendale Mayor Paula Devine sung the praises of the MSPA Wine Walk. It was such a great event to get people into our stores. She too talked about the "Meet Me in Montrose" social media event and the Grand Reopening of the Glendale Central Library.

Public Forum:

- Dee Ovenden (Montrose Arts and Crafts) went over the progress of the entrants for the upcoming faire. The booths will be completely filled.
- "Be Street Smart Glendale" - Suni Gant and Juan Gonzales passed out bags with information regarding the "Be Street Smart, Walk Smart, Drive Smart, Bike Smart" movement happening in Glendale.
- Jeanina Quezada "Foothill Music together" Jeanina introduced the program for children (newborn- 5th grade) and parents at Yoga Rocks.

Committee Reports:

- Ken Grayson (Harvest Market) spoke about needing more help at the Market to set up and take down the Kids Zone and to blow up the free balloons.
- Jeannie Bone (By-laws) Suggested we add the name “Montrose Village” to the By-laws.
- GiGi Garcia (Marketing Committee) At the recent meeting the Wine Walk, Wags and Whiskers/Kids N Kritters and the Arts and Crafts Festival were reviewed. The concept of rebranding Montrose to be renamed “Montrose Village” was discussed as a subtext of the legal name, Montrose Shopping Park Association, and to be incorporated into MSP logos and signage. The idea of having a mural of the old Montrose Theatre painted on the wall at Andersen’s Pets was discussed.
- Kristina Evans (Public Relations Task Force) reported on the progress of the 1st draft. All board members need to look over the first draft and report additions or changes by April 12th.

Staff Reports:

- Dale Dawson (Business Administrator) gave a Wine Walk re-cap and a Wags N Whiskers, Kids N Kritters update. The newsletters are out. The By-laws are ready for Board review. The shopping park Directory Boards are being updated.
- Steve Pierce (Communication Administrator): “Merchant Appreciation Night” is planned for May 18th at Casa Cordoba. A new “Montrose Merchants Social” is being planned for April 12th at Merle Norman Cosmetics from 6-7:30pm.
- Steve Pierce reported that there has been some vandalism at the Vietnam Memorial. GPD will provide added patrol awareness.
- Steve also reminded the group that the CV Hometown Country Fair is scheduled for Saturday April 29th. Contributions for the MSPA raffle basket are needed.
- Steve Pierce (Film Liaison) reported that the recent ABC/Buena Vista filming on Oceanview Blvd went smoothly.

A closed session was conducted by Board members to go over protocol for all independent contractors.

The meeting reopened to the public and was adjourned 10:45 am.