

## Minutes of the MSPA Regular Board Meeting – August 2, 2012

**The next MSPA Board Meeting is scheduled for September 6<sup>th</sup> at 8 am at Citibank's Community Room, rear entrance 2350 Honolulu Avenue**

Meeting was called to order at 8:13 am by President Ken Grayson.

**Board Members and Guests Present:** Ken Grayson (Grayson's Tune Town – President); Andre Ordubegian (Copy Network – Board Member at Large); Jake Menachian (La Perla Design Gallery – Treasurer); Danny Pranata (Honolulu Wood 'N' Things – Board Member at Large); Dale Dawson (MSPA – Executive Director); Linda McMEnamin (MSPA – Events Coordinator); Steve Pierce (MSPA – Filming Liaison/ Ambassador); Matt Zakarian (Glendale PD); Melinda Clarke (Montrose Chamber); Brian Miller (The Wellness Center); Dale Ellwein (Standing Tall Chiropractic); Charles Beatty (Village Travel); Robin Goldsworthy (CV Weekly); Kim Mekelburg (CV Weekly); Brittany Levine (Glendale News Press); Mary O'Keefe (Firehouse Youth Center); Molly Shelton (Firehouse Youth Center); Emilly Perez (Firehouse Youth Center).

**Visitor's Reports:** (1) Matt reported on the City's efforts to mitigate the problems caused by the bus stop next to El Charro; Matt thanked the MSPA for its donation of scrip for the National Light Out neighborhood watch groups next Tuesday; (2) Melinda Clarke fielded some questions from the floor regarding the Chamber's Oktoberfest Event coming up October 6<sup>th</sup>; a proposal was offered by the MVCC Chamber to the MSPA to participate in the Chamber's Directory; this was turned over to the Advertising Committee for review; (3) on behalf of Vito Cannella, Ken announced that the City of Glendale had presented an award/proclamation to MSPA related to National Flag Week; (4) Molly Shelton and Emilly Perez informed the Board of the Firehouse Youth Center's plans to create a skateboard park in CV Park next year.

**Approval of Minutes:** A quorum having been attained, the Minutes of the MSPA Board Meeting of June 7<sup>th</sup> were approved.

**Committee Reports:** (1) Harvest Market Oversight Committee: the Market is running well; GPD is assisting in a Market shoplifting situation; the Marketplace recently juried 38 applicants and some new vendors can be anticipated in the future; (2) Web and Social Media Committee: new website is up and running; Board approval needed for the new logo design to be presented next meeting.

**Executive Director Report:** (1) GWP has approved MSPA's plan to install poll banners in the MSP; Linda is working on the graphics; (2) Dale reported on the progress for the Fall lighting program and reviewed the changes to the Holiday Lighting budget; (3) a year-to-date budget update was given to the Board members for their use in committees; (4) Dale will follow up with the City's electrician regarding the effect of sprinklers on the MSP's outlet boxes.

**Promotional Coordinator Report:** (1) the next event is the 3<sup>rd</sup> Annual Montrose Film Festival on August 24<sup>th</sup> & 25<sup>th</sup>; a kick-off is planned at Montrose Bowl to announce the films and publicize the event; (2) the next MSPA members' "Meet & Greet" is scheduled for Tuesday, Sept. 18<sup>th</sup>; selected MSPA merchants will be sharing their formulas for success; location to be announced.

**Montrose Ambassador Report:** the Friday Morning “Clean-Up Crew” continues to meet at 7am to remove litter in the MSP from Verdugo to Las Palmas; additional volunteers welcome; see Steve Pierce, or just show up; (2) the placement of the MSP on a film location manager website was discussed; proposal to follow; (3) A “caricature map” of the MSP was presented by Steve; production to be coordinated with Montrose’s 100<sup>th</sup> Birthday celebrations next February; the vendor shall present a contract to the Board for its consideration.

**New Business:** (1) a “Centennial Committee” shall be established as a sub-committee of the existing Advertising Committee to work on the 100<sup>th</sup> Anniversary of Montrose; (2) a motion was made to establish a MSPA By-Laws Committee that will examine the existing document and recommend changes; the Committee shall consist of Ken Grayson, Danny Pranata, Steve Pierce, Alyce Russell and Maureen Palacios; the motion carried unanimously.

Meeting adjourned at 9:50 am.