

Minutes: MSPA Regular Board Meeting Dec. 1st, 2016

**The next MSPA Board Meeting is scheduled for Jan 5th, 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 November 3rd meeting were approved as written.

Board Members and Guests Present:

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 Cordoba)- Board member at large; Kirk Gelsinger (Zeke's/Amber Road)- Board member at large; Dale Dawson (MSPA Business Administrator/Events Coordinator; Steve Pierce (Communication Administrator/Filming Liaison/Marketplace Manager); Jackie Bartlow (City of Glendale); Mary Dawson (Revelation Tops); Dee Ovenden (Montrose Arts and Crafts); Joanna Linkhorst (Friends of Rockhaven); Kristina Evans (Rest Farmhouse Inspired); Nicole Mercolino (Yoga Rock); Christine Aydin (Fancy Facets); Ani Aratounians (Critters)

Presidents Message:

President Andre Ordubegian welcomed all guests to MSPA Board meeting. He thanked the guests in attendance for showing support of the MSPA.

Visitors Reports:

- City of Glendale Jackie Bartlow reminded the group that the 2017 budget will be brought to the Glendale City Council for approval on Jan 10, 2017 at 3:00 pm
- Glendale Police Dept. Lt. Oscar Rodriguez reported that crime is down 10% in the last month. He addressed that the MSP light thief has not been apprehended. He also addressed the passing of Prop 57 (early release of inmates) and the legalization of marijuana.
- Friends of Rockhaven Joanna Linkhorst did a happy dance and sung the praises of the Glendale City Council for moving forward.

Business Agenda:

- The votes were tabulated for the 2017 Board of Directors Election and Kristina Evans from *Rest Farmhouse Inspired* will join the Board. Kim Kelly of *Merle Norman Cosmetics* was also returned to the Board by vote.
- Dee Ovenden was approved for 2017 as manager of the Montrose Arts and Crafts Festival
- The 2017 budget was reviewed by Dale Dawson and unanimously approved by the Board.
- Kim Kelly made a motion and Kirk Gelsinger seconded it to approve \$2000 to be used to purchase more outdoor interactive toys for the Harvest Market; approved unanimously.
- Gigi Garcia discussed and it was agreed that additional "I Shop Montrose First" bags be purchased to give to merchants.

Committee Reports:

- **Harvest Market:** Ken Grayson reported that the Sunday after Thanksgiving was one of the lowest volume markets of the year due to inclement weather, but overall the numbers have been very good for the year. Ken also thanked Steve Pierce and Mark Sheridan for their attention to the Kid's Zone.
- **Marketing Committee:** Andre Ordubegian encouraged more merchants to join in on our Marketing Committee meetings.
- Jeanne Bone proposed that in a future a committee be formed with retail merchants and restaurant owners to discuss how we can better work together.

Staff Reports:

- **Business Administrator:** Dale Dawson reported that the MSPA 2017 budget will be presented Jan. 10, 2017 to the Glendale City Council
- A reward is being offered to anyone with information on the person(s) who are stealing the Christmas lights.
- **Event Coordinator:** Dale reported that all went well with the White Friday event and the evening was well attended. He outlined some tweaks to improve next year's event. The event came in under budget.
- Dale went over the plans for the December Friday night events. Musical entertainment is scheduled for all 3 blocks. Also planned is the \$100 scrip for the retail businesses that stay open later on Friday nights.
- Dale also reported that plans are under way for the Spring Wine Walk for 3/18/17. It was advised that a PAYPAL account be set up asap for this event.
- **Communication Administrator:** Steve Pierce suggested some ideas for a 2017 "Merchant Get-Together". It was suggested that a monthly or bi-monthly mixer at different businesses be planned at no charge to MSPA merchants.

Meeting was adjourned 10:04am