

Minutes: MSPA Special Board Meeting Jan. 20, 2016 8:30 a.m. at Casa Cordoba

The next MSPA Board Meeting is scheduled for Feb 4th 2016 8:30

Meeting was called to order at 8:40 am

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 (Zekes)-Board Member at Large; Dale Dawson (MSPA Business administrator/Event Coordinator; Mary Dawson (Revelation Tops) Steve Pierce (Communication Administrator/Filming Liaison/Marketplace Manager) Mark Sheridan (Harvest Market)

Purpose of the Special Meeting: Dale Dawson (MSPA Business Administrator) gave a brief overview of the meeting.

CV Weekly: Andre Ordubegian gave a brief update with the changes to the price of the editorial and photos featured in the CV WEEKLY. The cost of the editorial page with 225 words and 2 photos will now cost \$95 per week.

Social Media: The three Social Media presentations were discussed by the group and each board member was given time to voice their opinions. It was decided that the Marketing Committee would conduct further interviews and request a break down of cost per item.

Harvest Market: Board members offered their ideas about the Sunday Harvest Market and how it can be improved. Each board member was polled. The discussion included vendor makeup, of both the food court and the retail Marketplace in terms of quality and competition with MSPA business', the ongoing revamp of the Kids Zone and the feasibility of the rotation of the market between the 2200 and 2300 blocks of Honolulu Ave. Mark Sheridan and Steve Pierce will take all comments into consideration and present a plan for the market to the MSPA Board at the meeting on Feb. 4th.

Meeting adjourned at 10:51 a.m.