

## **Minutes: MSPA Regular Meeting – October 6, 2011**

**The next MSPA Board Meeting is scheduled for November 3<sup>rd</sup> at 8 am at OV Bistro. OV Bistro is at the corner of Florencita and Ocean View.**

Meeting was called to order at 8:08 am. Minutes of September 1<sup>st</sup> were approved as corrected.

**Board Members and Guests Present:** Alyce Russell (Anderson's Pet Shop – President); Mary Dawson (Revelation Tops – Vice-President); Danny Pranata (Honolulu Wood & Things – Secretary); Jake Menachian (Critters/La Perla – Board Member at Large); Ken Grayson (Grayson's Tune Town – Board Member at Large); Dale Dawson (MSPA – Executive Director); Brittany Levine (Glendale News Press); Calvin Kaipo Chock (Jr. Hardware Sash & Door); Jason Kurosu (CV Weekly); Bradley Collin (City of Glendale Planning Division); Linda McMenamin (MSPA Promotions Coordinator); Kim Mekelburg (CV Weekly); Matt Zakarian (GPD); Dr. Dale Ellwein (Standing Tall Chiropractic); John Adams (Architects Orange); Mike Abbate (Starbucks); Tim Douglas (Starbucks); Anthony Le (Starbucks); Ted Frankel (Tom's Toys); Evan Meyer (Montrose Pacific); Bruce Meyer (Montrose Pacific); Andre Ordubegian (Copy Network); Sebu Chatoyan (The Clothing Market); Steve Pierce; Sarkis Garibyan (Color Me Mine); Mae Snyder; Colin Lublin (Montrose Style); Maroun Atallah (Quiznos)

**Visitor's Reports:** (1) Matt Zakarian discussed the enforcement issues at the Oktoberfest event. (2) Bruce Meyer and representatives from Starbucks discussed the proposed Starbucks at the corner of Ocean View and Honolulu. (3) Kim Mekelburg from the CV Weekly discussed the subscriber's reward club promotion.

**Committee Reports:** (1) Advertising: Mary Dawson reported that she continues to promote Montrose through her CV Weekly article; that Montrose has 763 Facebook Fans; (2) Promotions: Ken Grayson discussed the prospects of a reusable Montrose bag and the use of radio advertising; (3) Events: Ken Grayson discussed the upcoming Spooktacular event and the potential "White Friday" Tree Lighting in conjunction with Old Town Christmas; (4) Personnel: Ken Grayson discussed the confirmation of the MSPA events coordinator. See the attached notice; (5) Finance: Meeting to discuss the 2012 budget is forthcoming; (6) Harvest Market Oversight Committee: reported that the market continues to do well.

**Executive Director's Report:** Dale discussed that the Harvest Market's sponsorship status has been resolved. Mark Sheridan as a Certified Farmer has agreed to temporarily sponsor the market until the MSPA receives its official state non-profit status recognition. The market has received its necessary health department permits. The MSPA continues to work on compiling an email address of its members. The MSPA will have its ambassador Steve Pierce solicit membership email addresses. These email address shall not be disseminated to the general public for any reason and shall be kept strictly confidential for MSPA announcement purposes only. Please provide your email addresses so that the MSPA can get you important information.

**Old Business:** Committees according to the MSPA By-Laws are to be appointed by the board. Attached is a listing of active MSPA committees. As corrected, please note that Robin Goldsworthy is also a member of the Events Committee.

**New Business:** Spar Heights has requested the MSPA's support of a request for beautification of the intersection of Honolulu and Verdugo.

Meeting adjourned at 10:35 am.