

Minutes: MSPA Regular Board Meeting March 3rd, 2016

**The next MSPA Board Meeting is scheduled for April 7th, 2016
8:00 am at Glendale Community College PDC located at 2340 Honolulu Ave.**

Meeting was called to order at 8:04 am

Minutes of the Feb.4th and Feb.12th 2016 meetings 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 Córdoba) Board member at Large; Kirk Gelsinger (Zekes)-Board Member at Large; Dale Dawson (MSPA Business Administrator/Event Coordinator; Steve Pierce (Communication Administrator/Filming Liaison/Marketplace Manager); Melinda Clarke (MVCC); Jennifer McLain (City of Glendale); Oscar Rodriguez (GPD); Dee Ovenden Montrose Arts and Crafts Faire; Rick Liss; Mike Wiederkehr, (City of Glendale); Mary Dawson (Revelation Tops)

President's Message:

President Andre Ordubegian welcomed all guests to MSPA Board meeting.

Visitors Reports:

- City of Glendale: Jennifer McLain Economic Development reported on the Ocean View project, scheduled to begin June 2016, and updated the board on the Vision 20/20 survey, the year round lights, Rockhaven development possibilities.
- Montrose-Verdugo City Chamber of Commerce: Melinda Clarke discussed the upcoming Brewfest set for April 3rd 12-4.
- Glendale PD: Lt. Oscar Rodriguez reported that there have been an increased numbers of officers on foot as well as cadets and retired officers working the MSP; burglaries in the area are down as a result of the GPD being more proactive.
- Montrose Arts and Crafts Festival: event manager Dee Ovenden updated the board on the upcoming June 4 & 5th event. Over half the spots are filled and there will be improved visibility to shops.
- City of Glendale: Mike Wiederkehr representing Integrated Waste Management announced that the new trash receptacles have been ordered and are expected to begin shipping March 31st, 2016
- Resident Jason Amador voiced concerns about keeping "Montrose" a small town.

Committee Reports:

- Marketing Committee: Andre Ordubegian reported that the Monthly Newsletter has been well received. The committee having interviewed social media firm candidates, Gigi Garcia moved, Ken Grayson seconded the motion to hire Concise Focus.

Staff Reports:

- Steve Pierce Communication Administrator/Filming Liaison reported that the landscaping in front of Rocky Cola, near Starbucks and in front of the War Memorial would be updated. And as part of an Eagle Scout project the new historical markers will soon be installed.
- Dale Dawson (MSPA Business Administrator/Events Coordinator): reported that all assessments are up to date with the exception of Sake Restaurant; they are beginning a court-ordered payment plan for all unpaid assessments; 2016 Budget review and updates: requires an increase in budget for Car Show, Film Festival, White Friday (to purchase a Santa chair); we are decreasing candy for Halloween Event; it was decided to let the Late Night Friday events go for now; Ken Grayson moved and Jeanne Bone seconded to revise the budget accordingly; Seasonal Décor: the subject of year-round tree lighting was discussed. The City has approved with conditions, but we need to hear back from GWP; Dale Dawson presented Valentine's Day event re-cap and reviewed the plans for the May 1st event, "Wags n Whiskers/Kids N Kritters/Taste of Montrose."

Meeting adjourned at 10:06 am