

Minutes: MSPA Regular Board Meeting – March 7, 2013

The next MSPA Board Meeting is scheduled for March 21st at 8 am at Glendale Community College PDC located at 2340 Honolulu Ave.

Meeting was called to order at 8:05 am. Minutes of February 21st were approved as written.

Board Members and Guests Present: Ken Grayson (Grayson's Tune Town – President); Andre Ordubegian (Copy Network – Vice President); Corey Grijalva (Joselito's Mexican Restaurant – Treasurer); Danny Pranata (Honolulu Wood & Things – Secretary); Jake Menachian (La Perla – Board Member at Large); Gigi Garcia (It Takes A Village – Board Member at Large); Dale Dawson (MSPA – Executive Director); Linda McMenamain (MSPA – Events Coordinator); Steve Pierce (Montrose Ambassador/Filming Liaison); Dale Ellwein (Standing Tall Chiropractic); Melinda Clarke (Montrose-Verdugo City Chamber of Commerce); Andrea Beatty (Village Travel); Charles Beatty (Village Travel); Henry Baeza (Montrose Home Bakery); Jeannie Bone (Casa Cordoba); Mike Mohil; Mary Dawson (Revelation Tops); Bob Thompson (MVCCC); Pat Longo (MVCCC); Sebu Chatoyan (The Clothing Market); Dr. Armina Gharpetian (DDS); Robin Goldsworthy (CV Weekly); Dan Bell (City of Glendale); Alyce Russell (Andersen's Pets); Destiny Pealersen (Images Salon & Day Spa)

Visitor's Reports: (1) Glenn Winters showed video highlights of the Centennial event. (2) Melinda Clarke highlighted the upcoming Candidates forum on March 11th. (3) Kim Mekelburg discussed the CV Weekly's annual publication "Discover Crescenta Valley Guide." The MSPA approved an expenditure of \$1.9 for advertisement in this publication. The matter was sent back to the Marketing Committee for execution. (4) Dr. Armina Gharpetian discussed her candidacy for School Board. (5) Mike Mohill discussed his candidacy for Glendale City Council. (6) Mary Dawson discussed the status of the MSPA's Facebook page. She stated that MSPA's Facebook page gets between 2000-5000 hits each week and the Centennial video got 250 re-posts by its users that will be seen by all their Facebook friends as well. She also reported that we have an additional 200 new Facebook friends. (7) Andrea Beatty reported that the Centennial cookbooks are almost complete.

New Business: (1) Andre proposed the addition of Mary Dawson to the Marketing Committee, which the Board approved. (2) The Harvest Market Committee recommended that the Market be moved to the 2300 block of Honolulu Ave. for 6 months starting on the second Sunday in June. The Board approved this change. The committee is forming an ad hoc sub-committee to explore the composition of the food vendors in the Market. (3) The Chamber's "Centennial Summerfest" was discussed. The board resolved to send comments and conditions to the City Clerk regarding the Chamber's permit application.

Committee Reports: (1) Events / Advertising Committee recommended that the committee be renamed the Events committee and that only advertising relating to events be handled by the committee. Nominations for the Event's Committee members shall be made to the Executive Director and the Board shall make a determination on the committee's membership. (2) Marketing Exploratory Committee is exploring various advertising avenues and shall investigate the possibility of an outside consultant to assist in its efforts. (3) Personnel Committee shall make its recommendations at the next meeting.

Public Forum: The board heard from various members of the public and shall consider the various speakers comments for future board action.

Meeting adjourned at 10:15 am.