

## Minutes: MSPA Regular Board Meeting – May, 03 2012

**The next MSPA Board Meeting is scheduled for June 7<sup>th</sup> at 8 am at OV Bistro.  
OV Bistro is at the corner of Florencita Ave. and Ocean View Blvd.**

Meeting was called to order at 8:09 am by President Ken Grayson.

Minutes of April 5<sup>th</sup> were approved as written.

**Board Members and Guests Present:**; Ken Grayson (Grayson's Tune Town – President); Mary Dawson (Revelation Tops – Vice-President); Corey Grijalva (Joselito's Mexican Restaurant – Secretary); Andre Ordubegian (Copy Network – Board Member at Large); Danny Pranata (Honolulu Wood 'N' Things – Board Member at Large); Dale Dawson (MSPA – Executive Director); Linda McMenamin (MSPA – Events Coordinator); Steve Pierce (MSPA – Montrose Ambassador); Alyce Russell (Andersen's Pet Shop); Dee Ovenden (Montrose Arts and Crafts); Tikran Siranians (515Creative.com); Sarkis Garitsyan (Color Me Mine); Mary O'Keefe (CV Weekly); Nicole Charkey (Montrose Patch); Matt Zakarian (Glendale PD); Dale Ellwein (Standing Tall Chiropractic); Kim Mekelburg (CV Weekly); Garo Anserlian (Executive Jewelers); Maroun Atallah (Quiznos); Robert Yoohanna, Jr.(Acquire Associated Realty); Robin Goldsworthy (CV Weekly).

**Visitor's Reports:** (1) Matt Zakarian: Crime in the area is up, advises to keep cars locked and items out of cars. (2) Nicole Charkey, Montrose Patch, invited everyone to the Montrose Historical Bike Ride to be held on 5/12/12 at 10am.

**Committee Reports:** (1) Arts and Crafts: Spaces are almost full; need volunteers to park cars at intersections to block streets. (2)Advertising: Banners are being designed; Holding a Social Media Networking workshop on May 18<sup>th</sup> at 8:30 am, at Verdugo Hills Hospital conference room, free admission, MSPA members invited to attend. (3) Harvest Market Oversight Committee: Market continues to perform well. (4) Web & Social Media: Met with web designer to review ideas; will be starting to work on new website featuring a new home page with flashing banners; will be easier to navigate; proposes to purchase additional web names to enhance search engines. Committee comprised of: Co-chairs Andre Ordubegian and Mary Dawson, added members Dale Ellwein, Linda McMenamin and Corey Grijalva. Motion to approve \$1500. to have 515Creative.com reconstruct the web site was approved unanimously. (5) Personnel: Montrose Ambassador position description introduced; motion to approve the position with budgeted compensation of \$400. per month was approved unanimously; Steve Pierce was unanimously approved to hold the position.

**Executive Director Report:** (1) Welcome packets have been sent out to the new business in the area. (2) Non-profit filing in the works. (3) Directory boards are up to date. (4) Budget as far as assessment goes is on target. (6) Tree replacement underway. (7) Annual Memorial Day Service to be held on Memorial Day Monday, May 28<sup>th</sup>, at 8am at the Vietnam War Memorial; co-sponsored by the MSPA and the MVCCC.

Meeting adjourned at 9:07am.