

Minutes: MSPA Regular Board Meeting November 1, 2018

**The next MSPA Board Meeting is scheduled for December 6th, 2018
8:00 am at Glendale Community College PDC located at 2340 Honolulu Ave.**

Meeting was called to order at 8:02 am

Minutes of the October 4, 2018 meeting were approved as written.

Board Members and Guests

Andre Ordubegian (Copy Network)-President; Jeannie Bone (Casa Córdoba)-Vice President; Kim Kelly (Merle Norman Cosmetics)-Secretary; Ken Grayson (Grayson's Tune Town)-Treasurer; Gigi Garcia (It Takes a Village) Board member at large; Corey Grijalva (Joselitos) Board member at large; Dale Dawson (MSPA Business administrative & Event Coordinator services); Steve Pierce (Communication Administrator/Filming Liaison/Marketplace Manager); Jackie Sales (City of Glendale); Sgt Patrick Magtoto (GPD); Minas Tsolakyan (GPD); Victoria Malone (MCCCC); Mary Dawson (Revelation Tops); Marianne Jennings (MVSNA & La Crescenta Womans Club; Patti Cook (Allure Salon); Drew Sugars (GCC); John Deiso (Video Video); Anna Lopez (Boulevard 34).

President's Message:

President Andre Ordubegian welcomed all guests to MSPA Board meeting.

Dale Dawson presented the meeting agenda.

Visitors Reports:

- **City of Glendale** Jackie Sales announced the 2019 MSPA Budget presentation meeting is set for 12-11-18. The MSP property owners and MSPA Board will meet 11-7-18 at 8:00 at GCC-PDC. The status of the former Rocky Cola building was discussed. Lastly the GFI repairs in the MSP are almost complete.
- **Glendale PD** Sgt. Patrick Magtoto addressed questions and concerns about street performers in the MSP during MSP events.
- **MVCCC** Victoria Malone reported that the 2018 Oktoberfest received mostly good reviews. Her team is already working on the 2019 Oktoberfest. They are working on tightening up and improving certain aspects. The MVCCC is looking at 4-7-19 as a possible date for the Montrose Brewfest. The MVCCC office has moved to a new location at 3436 N. Verdugo Road Glendale CA 91208.

Business Agenda:

- As MSP Board members Grayson and Garcia ran unopposed, the Board election was declared closed and Ken and GiGi will serve another 3-year term on the MSPA Board.

Public Forum:

- **Allure Salon** Patti Cook presented a recap of the MSP "Locks of Love" Hair Event. Since the event was a success Gigi Garcia made a motion that this event be repeated next year with a budget of \$2000 for expenses. Corey Grijalva seconded the motion. Passed unanimously.
- **Video Video** John Deiso presented the concept of creating a MSP video app.

Contractors Reports:

- Dale Dawson (MSPA Business Administrative Services) reported on the remaining four 2017 delinquent assessments.
- A full-town power wash to take place after Oktoberfest. The next power wash will be scheduled for mid-November.

Contractors Reports (cont'd):

- Dale reported on the seasonal lighting and that all MSP trees are being re-wired with new LED's. The key areas will be ready by the Wine Walk and the balance by Thanksgiving.
- Assessment draw from 2017: fund request is \$30,245. YTD total to \$159,483 vs. the forecast of \$140,000 and the 2017 total of \$135,522.
- The November-December MSPA newsletter is in production and will be printed and distributed within the following week.
- Dale Dawson (Events Coordinators Services) announced that the Fall Street Decor will remain in place until mid-November.
- The Halloween Spooktacular event was shortened to end at 7pm and the street closures ended at 8pm. Thank you to Jean Maluccio and Carol Huntwork for volunteering to hand out candy at the MSPA-HQ; no funds were spent on print advertising or port-a-potties; the police services costs were reduced by \$326 vs. LY
- Update to the 11-10-18 Holiday Wine Walk. Pre-ticket sales on target, print ads to run 10/25 thru 11/8. 27 pouring stations confirmed. Permits are filed and all supplies due to arrive by 11/6.
- Updated for the Old Town Christmas activities 11-23 thru 12-23: White Friday 11-23 is set with Santa, Carolers, and City dignitaries. The free trolley rides will continue on weekends 11am-3 along with a strolling Santa. Print advertising is set for 11-21 thru 12-22. Mary Dawson (Social Media) will add snow to the MSPA posts and will organize a Merchant Holiday Photo. Merchants are encouraged to stay open Friday evenings during Old Town Christmas. A MSPA booth is proposed to be placed at the War Memorial corner on Small Business Saturday 11-24 using MSP businesses special offers on a "Spin-a-wheel" from 11am-4pm.
- The Montrose Arts and Crafts Festival is set for June 1st and 2nd 2019.
- Steve Pierce (Communications Administrative Services and Marketplace Manager) discussed non-functioning GFIS along Honolulu Ave., the "Poop Angel" sign status and the former Kobeissi location at 2429 Honolulu Ave. Steve contacted Steve Shaw regarding Parkwood landscapers blowing dust and dirt towards merchant door fronts. The merchants are appreciating the recent sidewalk power washing.
- The Montrose-Glendale Christmas Parade VIP reception will be held at Town Kitchen & Grill prior the parade on Sat. Dec 1st.
- Steve Pierce (MSPA Film Liaison) reported that year-to-date filming revenue is \$46,953 versus the 2018 budget is \$35,000. A filming moratorium is in place from 11-15-18 thru 1-3-19.

Committee Reports:

- Harvest Market Committee - Ken Grayson: no report
- Marketing Committee - Gigi Garcia: reviewed the 10-25 Marketing meeting: discussed were the Montrose Hair Event, upcoming events Halloween Spooktacular, Holiday Wine Walk, Montrose Town Tree lighting as well as the Montrose Old Town Christmas activities. Holiday Marketing Opportunities were also discussed.

Closed Session: The MSP Board of Directors held a closed session to discuss the Montrose Arts and Crafts and Social Media performance agreements.

Public Meeting Reopened

Meeting adjourned at 10:01am