

Minutes: MSPA Regular Board Meeting Nov. 3rd, 2016

**The next MSPA Board Meeting is scheduled for Dec 1, 2016
8:00 am at Glendale Community College PDC located at 2340 Honolulu Ave.**

Meeting was called to order at 8:08 am

Minutes of the October 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 Cordoba) Board Member at Large; Dale Dawson (MSPA Business Administrator/Events Coordinator; Steve Pierce (Communication Administrator/Filming Liaison/Marketplace Manager); Kaipo Chock C.V. Chamber); Grant Michaels (MVSNS_Montrose Neighborhood Assn); Yvette Neukian (CofG); Joanna Linkhorst (Friends of Rockhaven); Kristina Evans (Rest Farmhouse Inspired); Nicole Moore (CV Weekly); Erick & Katie Padilla (Arthur Murray Montrose); Nicole Mercolino (Yoga Rock Studio)

President's Message:

President Andre Ordubegian welcomed all guests to MSPA Board meeting. It is so great to see a few more merchants and we need more merchants to get involved. He also thanked the current MSPA board for all of their volunteer hours.

Visitors Reports:

- City of Glendale Yvette Neukian from the City Attorneys Office discussed assessments and the criteria for non-benefit exemptions. She expressed that the rules are in need of updating.
- Friends of Rockhaven Joanna Linkhorst reported to the MSPA that there are seven different proposals for Rockhaven. The next City council meeting will be Nov. 15, 2016
- Grant Michals (Neighborhood Assoc. Sparr Heights) was introduced. He invited the Board to a Jan. 2017 community meeting where the Montrose 20/20 vision will be one of the topics addressed.
- Kaipo Choco (Crescenta Valley Chamber) introduced himself to the MSPA

Committee Reports:

- **Harvest Market:** Ken Grayson made a motion to adopt the new Harvest Market regulations. Kim Kelly seconded. Passed unanimously.
- **Marketing Committee:** Andre reported that the MSPA newsletters would go out soon. He also explained the new MSPA scrip as a reward for Merchants who stay open evenings in December; Gigi Garcia made a motion to spend \$4000 on musical entertainment for Friday nights. The motion was seconded by Ken Grayson and passed.
- **Personnel Committee:** Jeannie reported that *Concise Focus* is now getting approval on articles for CV Weekly before they are published. It was agreed that their deadline needs to be moved to an earlier day prior to publishing.

Staff Reports:

- Dale Dawson (MSPA Business Administrator) reported that the MSPA HQ &GPD substation interior construction is complete. Launch party to be planned for early 2017.
- Dale Dawson reported that the MSPA Election Ballots would be mailed out with candidates' statements.
- Ken Grayson Treasurer and Dale Dawson Business Administrator will be developing a work program for the 2017 budget. The budget will be presented to the Board on Dec. 1st, 2016
- Dale Dawson reported that all went well with Halloween Spooktacular. An estimated 15,000+ trick or treaters attended.
- The 2016 Merchant Holiday photo shoot will take place Thurs. Nov. 10th at 1:00 p.m. in the PDC parking lot. "I Shop Montrose First" banner will be created and Elf & Santa hats have been ordered.
- A Tote Bag will be created to use in MSP promotions, particularly for White Friday on 11/25; the "Saratoga Tote" was selected and an initial order of 3,000 pieces will be placed; a motion was made to approve up to \$8,000 for this expenditure, seconded and passed.
- The MSP White Friday events are all in place for Nov. 25th. Mayor Paula Devine will be in attendance to throw the light switch.
- Steve Pierce (Filming Liason) updated the filming and noted the Holiday moratorium starts Nov. 15th. Steve also reported that he is working on identifying the areas in the MSP that need to have new grass installed.
- Meeting adjourned at 10:10am