

Minutes: MSPA Regular Board Meeting October 1, 2015

The next MSPA Board Meeting is scheduled for Nov. 5, 2015
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 September 3, 2015 meeting were approved as written.

Board Members and Guests Present:

Andre Ordubegian (Copy Network)-President; GiGi Garcia (It Takes A Village...Kids)-Vice-president; Ken Grayson (Grayson's Tune Town)-Treasurer; Jeannie Bone (Casa Cordoba) Board-Member-At-Large; Kirk Gelsinger (Gelsinger's Meats/Amber Road)-Board-Member-At-Large; Dale Dawson - MSPA Business Administrator/Event Coordinator; Steve Pierce - MSPA Communication Administrator/Filming Liaison/Marketplace Manager; Mary Dawson (Revelation Tops); Joanne Linkchorst (Friends of Rockhaven); Armond Simonian (Public Works Engineering); Yvonne Guerra (Public Works Engineering); Wayne Ko (City of Glendale); Kevin Carter (City of Glendale); Maggie Kavarian (City of Glendale); Jackie Bartlow (City of Glendale); Christian Cuesta (Billy's Boardshop)

President's Message:

President Andre Ordubegian thanked the MSPA Board and Staff for working to make Montrose a better place.

Visitors Reports:

- **City of Glendale:** Maggie Kavarian reported on the next "Parents Night Out" activity scheduled for October 16th; the Sparr Heights Community Center hosts 30-45 children while their parents shop & dine in Montrose.
- **Public Works Engineering:** Armond Simonian reported on the upcoming Sparr Heights Rehabilitation Project designed to address traffic concerns on Ocean View Blvd. between Broadview Drive and Verdugo Road.
- **Economic Development:** Jackie Bartlow reminded the Board of due dates for the 2016 MSPA budget presentation to City Council and the Management Agreement with the City to be renewed; the two corner businesses that remain shuttered at the Verdugo Road entrance were discussed; MSPA & the City will send letters to the tenants.
- **GPD:** The Montrose Police Substation will again be the distribution point for candy provided to MSPA merchants for *Halloween Spooktacular*.
- **Montrose Chamber:** in the absence of a Chamber representative, the Board discussed the issue of liability incurred for property damage during public events in the MSP; a policy statement will be forwarded to the Chamber.

Staff Reports:

- **Business Administrator:** Dale presented the past due 2014 assessment report; Fall street vignettes are in place; tree light wrapping for Old Town Christmas begins early Oct., all trees will go dark in Nov. until the Town & Tree Lighting Ceremony on 11/27; the City has agreed to provide a full-MSP power wash after Oktoberfest; Dale and Steve are working with Athens Services to comply with new City reporting requirements for trash recycling; the SDG in the planted beds along Honolulu Ave will be replaced with a more natural color that will harden and not create dust.
- **Event Coordinator:** Dale presented the event plan for *Halloween Spooktacular* on Oct. 31st and the *White Friday Town & Tree Lighting* on Nov. 27th ; these will be in the next merchants newsletter in detail; the Board voted unanimously to increase the budget for *Spooktacular* by \$1500 due to increased costs for music and police services; the Board voted unanimously to increase the budget for *White Friday* by \$2500 to accommodate the increase of snow flurry machines from 3 to 9; the Montrose Christmas tree this year will be a 16' cut Noble Fir; the commercial tree and some additional decorations will be donated locally.
- **Communication Administrator:** Steve reported on the need to have Parkwood rake or brush sidewalks in the vicinity of sidewalk-dining rather than using blowers; a request will be forwarded to the City; irrigation issues have been brought to the City's attention; they will institute an every-Friday MSP water maintenance check as a result; individual City trash cans added to Lot 3 have improved the trash situation there; more are available; the configuration of the new street trash receptacles coming by way of a City grant was discussed and the Board's recommendation will be forwarded; the new receptacles are due in by the end of this year.
- **Filming Liaison:** Steve reported that filming will take place inside *Tom's Toys* on Oct. 13; Lot 3 parking will be impacted slightly.

Committee Reports:

- **Harvest Market:** Ken reported on minor incidents resolved and noted that the average Market volume is up 11% this year-to-date versus 2014.
- **Marketing:** Andre noted the recent finalization of proposals for additional outdoor literature boxes and decorative way-finding pole signs.

MSPA Public Forum:

- Christian Cuesta (Billy's Boardshop) presented a change in merchandise strategy as well as a name change for the business.
- Mary Dawson presented ideas to intensify promotion of Small Business Saturday in the MSP on November 28th.

Business Agenda:

- The Board confirmed the appointment of Dee Ovenden to be the Arts & Crafts Festival manager for 2016.
- A letter notifying MSPA merchants that nominations will be open Oct. 15 to Oct. 31 for the Board of Directors annual elections will be mailed in the next 10 days; the 2016 Election Committee was formed with Jeannie Bone as chairperson and Kirk Gelsinger and Dale Dawson as committee members.
- A proposal was presented to install outdoor literature boxes beneath all eight Directory Boards like the one in front of Starbucks; the Board unanimously approved a budget of \$4,000 for the project; Dale will follow up with the City's electrician to facilitate the installation asap.
- Wayfinding Pole signs: locations having been approved by the City, the Board unanimously voted to set a budget of \$12,200 for this one-time project to enhance the MSP.
- Discussion regarding the 2016 MSPA budget was tabled until the November Board meeting pending a review with Andre, Ken & Dale.

Meeting adjourned at 10:28 am