

Minutes: MSPA Regular Board Meeting – August 4, 2011

The next MSPA Board Meeting is scheduled for September 1st at 8 am at OceanView Bistro. OV Bistro is at the corner of Florencita Ave. and Ocean View Blvd.

Meeting was called to order at 8:11 am

Board Members and Guests Present: Alyce Russell (*Andersen's Pet Shop* – President); Mary Dawson (*Revelation Tops* – Vice-President); Maureen Palacios (*Once Upon A Time* – Treasurer); Jake Menachian (*Critters/La Perla* – Board Member at Large); Dale Dawson (*MSPA* – Executive Director); Jackie Bartlow (*City of Glendale*); Matt Zakarian (*GPD*); Melinda Clarke (*Montrose-Verdugo City Chamber of Commerce*); Steve Pierce (*Crescenta Valley Chamber of Commerce*).

Visitor's Reports: (1) Jackie Bartlow requested MSPA re-send the GRA funding request; (2) Matt Zakarian reported that the next “Coffee with the Cops” will take place at *Coffee Bean & Tea Leaf*, 3701 Ocean View on Sat. 8/27 from 9 – 11 am; (3) Steve Pierce gave an update on the *Montrose Film Festival* and discussed the idea of co-sponsorship of the *Oktoberfest* event between the MVCC Chamber and the MSPA; (4) Melinda Clarke indicated that the MVCC Chamber is planning to participate in this year’s Halloween *Spooktacular* event in the MSP.

Committee Reports: (1) Promotions committee – Maureen announced a committee meeting to take place Thursday, Aug. 11 at 8:30 am to explore new vehicles and activities; (2) Advertising committee – Mary continues the weekly articles in CV Weekly with current emphasis on the upcoming Film Festival; she has sourced a wholesale manufacturer who can produce shopping bags, hats, shirts, etc. to promote the MSP; (3) Alyce discussed a public survey to gather input on new event ideas from the surrounding communities.

Executive Director’s Report: (1) a job description format to revise the executive director position and institute the position of Promotional Coordinator has been submitted to the Personnel committee for review; (2) the CV Chamber’s request to place a banner within the MSP for an upcoming event was not approved as only MSP event activities are permitted on MSPA banners; (3) new street barricades have been purchased to increase event safety measures; (4) MSPA has a new phone line with messaging capability as well as events and activities announcements: (818) 646-2880; (5) past due assessments for 2009 & 2010 have been received from the City Clerk; (6) new permit fees have been instituted by the City effective 7/1/11; (7) the CV High School Jazz Band has expressed interest in performing periodically at the Sunday Harvest Market once school starts; a new Harvest Market rotation for musical entertainment will begin in September utilizing four different groups; (8) a request was made to establish a Finance committee to begin to prepare the budget for 2012; (9) a request was made to call a meeting of the Harvest Market Oversight Committee to address immediate needs.

The minutes of the meeting of June 2nd were approved as written.

The July Board meeting was unofficial due to the absence of a quorum.

Meeting adjourned at 9:32 am.