

## Minutes: MSPA Regular Meeting – September 1, 2011

**The next MSPA Board Meeting is scheduled for October 6<sup>th</sup> at 8 am at OV Bistro. OV Bistro is at the corner of Florencita and Ocean View.**

Meeting was called to order at 8:10 am

**Board Members and Guests Present:** Alyce Russell (Anderson's Pet Shop – President); Mary Dawson (Revelation Tops – Vice-President); Maureen Palacios (Once Upon a Time – Treasurer); Danny Pranata (Honolulu Wood & Things – Secretary); Jake Menachian (Critters/La Perla – Board Member at Large); Dale Dawson (MSPA – Executive Director); Jackie Bartlow (City of Glendale); Jay Kjartanson (City of Glendale Neighborhood Services); David Hall (City of Glendale); Gerald Washington (City of Glendale); Ken Grayson (Grayson's Tune Town); Robin Goldsworthy (CV Weekly); Kim Mekelburg (CV Weekly); Brittany Levine (Glendale News Press)

Minutes of August 4<sup>th</sup> were approved as written.

**President's Message:** Alyce spoke about the Board's desire to seek more community involvement. She wanted to invite members of the MSPA and the community at large to serve on committees of the MSPA.

**Visitor's Reports:** (1) Jackie Bartlow stated that the MSPA funds from the GRA will be processed as they were submitted for approval prior to the deadline of August 10, at which time such funding was frozen by court decision in the California Redevelopment Association's lawsuit pending against the state of California. (2) David Hall introduced a program through the Glendale Community Services Department entitled the Verdugo Jobs Center. The Center provides assistance to small businesses to retain their workforce. (4) Jay Kjartanson informed the board that Starbucks is exploring a location at the southeast corner of Honolulu and Ocean View.

**Committee Reports:** (1) Alyce shared a letter of resignation from long-time Board member Vito Cannella. The Board wishes Vito all the best in caring for his family's needs at this time and thanks him for his many years of service to the Board and to Montrose. The president has nominated Ken Grayson to fill the at-large board position through 2012. Ken is a former MSPA Board member and treasurer for 13 years and is a "welcome-back" addition to the group. The Board unanimously voted to install Ken Grayson as the replacement for the board position vacated by Vito. (2) Advertising committee – Mary announced that Montrose has 738 Facebook fans. She also reported that the Montrose Film Festival was a success with an attendance of over 400 people over the two night event. (3) Promotions committee is exploring the production of reusable MSPA bags. (4) Events committee is in review of the current events held by the MSPA and exploring new events for the coming year. (5) Finance committee was formed with Ken, Dale, Alyce and Maureen as committee members; (6) Harvest Market Oversight Committee – reported that the market is doing well. The market shall commence a rotation of musical entertainment with 4 groups in the rotation. The schedule of the groups performing will be posted on the website on the market pages.

**Treasurer's Report:** The Treasurer presented the quarterly financial report which shall be sent to membership through the quarterly mailing.

(2)

**Executive Director's Report:** (1) Dale reported that the MSPA is working on completing its application for official state non-profit recognition. The MSPA as one of the oldest BIDs has operated as a non-profit since its inception in 1968. The MSPA is working with the California Dept.of Food & Agriculture to satisfy their documentation request.. (2) Dale confirmed that the MSPA is not publishing a Montrose Christmas Gift Guide this year. (3) Dale was asked to explore radio and cable advertising; (4) The MSPA is working with the Chamber to co-sponsor this year's Halloween Spooktacular event. (5) MSPA is exploring holiday pole banners as an addition to the Old Town Christmas presentation; (6) The Board needs members' email addresses so that it can send information to the membership more efficiently. The MSPA will be composing a contact letter which will request membership email addresses. These email addresses will not be disseminated to the general public for any reason and will be kept strictly confidential for MSPA communication purposes only.

Meeting adjourned at 9:30 am.