

## MSPA Minutes of Regular Meeting – March 4, 2010

*The next MSPA Board Meeting is scheduled for April 1st (no fooling!) at 8 am at Ocean View Bistro at the corner of Florencita Ave. and Ocean View Blvd.*

Meeting was called to order at 8:17 am. The minutes of the meeting of February 4 were approved as written.

**Board Members and Guests Present:** Alyce Russell (Andersen's Pet Shop, President); Mary Dawson (Revelation Tops, Vice-President); Maureen Palacios (Once Upon A Time Bookstore, Treasurer); Vito Cannella (Montrose Barber Shop); Dale Dawson (Mountain Rose Gifts, Executive Director); Matt Zakarian (GPD); Mike Perry (Montrose-Verdugo City Chamber of Commerce, President); Ted Ayala (MVCCC, Executive Director); P. Morris (Greensyead Group); Armine Jimenez (City of Glendale, Fresh Air Ambassador); Therene Wharton (Avignone's).

**Visitor Reports:** (1) Armine Jimenez, the City's "Fresh Air Ambassador," addressed the Board regarding the Non-Smoking Ordinance that went into effect in Glendale on November 6, 2008. She explained that **smoking is prohibited in all places of employment and on all Glendale City property. This includes all of the seating areas in the Shopping Park, as well as the Vietnam War Memorial and all of the public parking lots. In addition, it is a violation to smoke within twenty feet (20') of a doorway or window of any business or residence.** Enforcement will be in the form of a first offense warning followed by a fine. The fine is currently set at \$273. Smoking is permitted in one's own vehicle if one is seated inside the vehicle. In essence, **all public sidewalks and seating areas along Honolulu Avenue, Montrose Avenue, Verdugo Road, Market Street, Ocean View Boulevard, Wickham Way, Las Palmas Avenue that are within 20' of a doorway or window of a business or residence, as well as all City parking lots and seating areas are NON-SMOKING AREAS.** The Board recommends that those desiring to smoke without incurring an expensive penalty should make every effort to ensure that their "second-hand smoke" is not causing a problem for pedestrians or other business owners or employees within the Montrose Shopping Park. (2) Officer Zakarian reported the theft of a rug from the front of *Aladdin Rugs* on Honolulu during business hours; he also warned of an increasing numbers of automobile break-ins in the Crescenta Valley; Be careful not to leave anything visible in your vehicle that might tempt a thief; there was also an assault on a pedestrian at night on Honolulu Avenue recently; Please be aware of your surroundings. (3) Mike Perry and Ted Ayala from the MVC Chamber of Commerce expressed their interest in working more closely with the MSPA to stimulate business. (4) Mr. Morris presented a rewards card program available through his company for the MSPA to consider.

**Committee Reports:** (1) Advertising Committee reported that the MSPA now has 149 Facebook fans (versus 96 last month); Mary indicated that the *CV Weekly* articles are helping businesses and a following is developing among the readership.

**Treasurer's Report:** Attached. Anticipated income versus anticipated expenses are well within the budget year-to-date; MSPA anticipates receipt of additional assessment funds from the City for 2008 assessments recently collected.

**Old Business:** There is a Board-member-at-large position still open for a term which expires at the end of this year; Alyce expects to make her appointment at the April meeting.

**New Business:** (1) Maureen recommended MSPA consider a donation to CV High Falcons Award; Board to discuss at subsequent meeting. (2) A letter of thanks to the Board was read on behalf of Marilyn from *Victori Ana* regarding the receipt from MSPA of her Business Achievement Award.

Meeting was adjourned at 10:00 am