

MSPA Minutes of Regular Meeting – October 7, 2010

**The next MSPA Board Meeting is scheduled for November 4th at 8 am at OV Bistro.
OV Bistro is at the corner of Florencita and Ocean View.**

Meeting was called to order at 8:40 am.

Minutes for the August 5th meeting 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); Danny Pranata (Honolulu Wood & Things – Secretary); Jake Menachian (Critter's & La Perla – Board Member); Vito Cannella (Montrose Barber Shop – Board Member); Dale Dawson (Mountain Rose Gifts – Executive Director); Ian Beckingham (First Chiropractic / Wellness Center); Brian Miller (First Chiropractic / Wellness Center);

Committee Report: Mary reported that MSPA has 515 Facebook Friends. She also has a blog about Montrose where she will archive her previous CV Weekly articles. She also reported that she has recently featured *Montrose Village Newsstand*, *Holiday Hats and Gowns* and the reopening of *Mountain Rose Gifts* in her CV Weekly articles.

Executive Director's Report: (1) The Vietnam War Memorial will be updated with additional plaques to include five names of individuals killed in the Vietnam War not presently on the memorial. (2) Halloween *Spooktacular* will be advertised in the CV Weekly. Dale reported that Spooktacular candy pick up locations will be the same as in prior years: *Slender Sweet Shoppe* for the 2200 block and the COPPS station on Ocean View for the remaining blocks of the park. The candy distributed by the MSPA is intended to supplement candy bought by individual merchants for the event. All members that pick up candy for *Spooktacular* will be required to sign a pledge that they will participate in the *Spooktacular* event on Halloween night, Sunday, October 31st, from 5 pm until the candy runs out. The 2200 block shall remain closed following the Harvest Market to accommodate the increased foot traffic. (3) Holiday Lighting installation will begin October 25th. As always, the lighting will be turned on the day after Thanksgiving. (4) Christmas Catalogue mailer will again be available for MSPA merchant participation for this year's holiday season. The mailer is distributed prior to Christmas Parade Saturday, December 4th.

(2)

Old Business: (1) Dale and John D. are working on a revision of the *Arts & Crafts Faire* manager's position; (2) additionally, they will be formulating a proposal to the City for the placement of bike racks in the MSP. (3) The board unanimously approved the compensation package presented for installation, maintenance and storage relating to the holiday lighting. (4) The election committee was formed; Maureen, Alyce and Mary shall serve on the election committee. Nominations for the MSPA board may be received by the MSPA election committee between October 15th and October 31st . Once candidates have been confirmed the MSPA will send out ballots for the election of MSPA board members.

New Business: (1) Dale is beginning to prepare the budget for 2011. (2) The board discussed the creation of Montrose Shopping Park and/or Harvest Market promotional bags. These bags would be sold at cost as a promotion for the park. A committee was formed to explore this concept consisting of Mary, Maureen and Jake.

Meeting was adjourned at 9:35 am