



## **MINUTES OF THE MEETING OF JANUARY 3, 2007**

Board Members present: Sara Kenward, Justice Baxter, Tom Revelli, Niels Dahl-Jensen, Nancy Ekstrom, Howard Neal, Mark Attarha, Cheryl Strachan and Claudia Falconer.  
Absent: Dan Shea, Tom Brodehl, Ken Betts, Linda Foss, Lee Richter  
Staff Present: Helen Wyman

The Monthly meeting of the MVA Board of Directors was called to order by Justice Baxter at 6:15 on January 3, 2007. Nine board members were present constituting a quorum. The minutes of November 8, 2006 stand approved as mailed. Moved by Falconer, seconded by Kenward and the motion passed unanimously. Introductions were made. There were no Bay Alarm updates per Helen's request.

### **ADMINISTRATION UPDATES: Helen Wyman.**

**Maintenance Vests** – Purchased vests, given to Rafael (landscaper), waiting for contract. Derick has been working on an as needed basis.

**NCR Update** – Internal struggle within Oakland's Community and Economic Development Agency (CEDA) over Neighborhood Commercial Revitalization Division (NCR). Proposal to dismantle program. Not clear what will happen to BID program currently under NCR. BID Managers are working together, meeting with appropriate groups. Need to support program.

**JAZZ & WINE FESTIVAL: Helen Wyman.** Helen introduced Jacque Hachquet, Volunteer Coordinator since 2004 festival and Co-Producer in 2006. Presentation of sponsorship promo DVD, footage from 2006 festival, view on web at [www.montclairjazzandwine.com](http://www.montclairjazzandwine.com). Presentation of Financial Report from 2006. Event brought in \$53,919 in sponsorship, booth fees and day of wine sales. Expenses were \$53,700 after all expenses were paid out. Committee will seek seed money from the Promotion Committee for start up costs. Sponsorship goal for 2007 is \$50,000 and projected income totals over \$100,000. Promotion Committee will determine how profits are spent. Goal to use revenue to pay for all other events in the Village. Board members Sara & Niels (and Claudia's husband) are on the 2007 Planning Committee which meets the 2<sup>nd</sup> Wed. at 6 p.m.

**MOTION: TO CONTRACT JACQUE HACHQUET AS EVENT PLANNER FOR 2007 JAZZ & WINE FESTIVAL FOR \$4000 TO BE PAID FROM EVENT PROFITS AFTER ALL EXPENSES PAID.** (Moved by Neal, seconded by Falconer, passed unanimously)

**MOTION: TO CONTRACT LESLIE MASLER AS SPONSORSHIP COORDINATOR FOR 2007 JAZZ & WINE FESTIVAL FOR 10% OF ALL NEW SPONSORSHIP DOLLARS.** (Moved by Neal, seconded by Falconer, passed unanimously)

**SECURITY GATES: Nancy Ekstrom.** Asked Board permission to install security gates, multiple break-in significant losses. Discussion about styles, pricing, bad for image of district. Board gave permission to install the gates.

### **COMMITTEE REPORTS:**

#### **ORGANIZATION: Justice Baxter.**

**Security Proposal for 2007** – The Board received proposal in Board packet. All About Security Agency was hired for two weeks during holidays. Received 40+ surveys from merchants. Interest in paying monthly for increased security presence during day and evening. Discussion determined need for more information about MVA contract.

**MOTION: TO CANCEL CONTRACT WITH BAY ALARM IMMEDIATELY AND ENTER NEW CONTRACT WITH ALL ABOUT SECURITY FOR \$1900 PER MONTH.** (Moved by Dahl-Jensen, seconded by Attarha, passed unanimously). Committee will meet with AASA to discuss contract and additional merchant services.

**TREASURER'S REPORT - Tom Revelli**

The checking account has \$11,500 in checking and the general CD has \$6,500. 2006 Financial report presented next meeting.

**PROMOTION: Helen for Linda Foss**

**2006 Holiday Stroll** – Well Attended, great response from merchants & community. Ice skating, carriage ride huge success – lines, wait list, thanks to sponsors.

**BEAUTIFICATION/DESIGN: Claudia Falconer.**

**Montclair Streetscape Project** – Sue Piper from Jean Quan's Office organized meeting with City departments to coordinate projects already planned for the Village with MVA Plan so that efforts are not duplicated and monies budgeted are utilized as a potential source of funding. MVA Plan includes: Custom tree grates, benches, arches or pillars on La Salle @ Moraga entrance to Village, bulb outs at Antioch & Mountain, La Salle & Mountain. Planned City Projects: Traffic signal at La Salle & Mountain, signage to Parking Garage, New ramps at La Salle & Moraga (ADA compliance). Committee will invite City staff to next Board meeting to discuss traffic signal.

**Maintenance Proposal** – Committee would like to hire Roger Boaz for steam cleaning & general maintenance for the Village. **MOTION: THAT THE MVA CONTRACT ROGER BOAZ TO PERFORM STEAM CLEANING AND GENERAL MAINTENANCE IN ACCORDANCE WITH BEAUTIFICATION COMMITTEE PROPOSAL CONDITIONALLY PENDING PROOF OF INSURANCE.** Roger was referred to Dan Shea Insurance Services.

**Coldwell Banker** – Nothing new to update. City enforcing thru fines.

**FARMER'S MARKET – Niels Dahl-Jensen.** Communication issues with Urban Village in regards to tables, trash cans. Cyrus, owner of Montclair Flower Outlet is the market manager. Will communicate with Ron & Board of Urban Village if it continues.

**MONTCLAIR SAFETY & IMPROVEMENT COUNCIL: Roger Vickery.**

**Neighborhood Crime** – Three break-in's on Melville Dr.

**Pocket Park** – Waiting on sign before beginning landscaping.

**ANNOUNCEMENTS:**

John Miller co-owner of Miller & Co. passed away just before Christmas. Collapsed at Montclair Sports, taken to hospital and appeared to be fine and died just hours later. MVA will donate to the charity per request of family in lieu of flowers.

**NEXT MEETING FEBRUARY 7, 2007 6:15 TO 7:30 P.M. LOCATED AT CALIFORNIA SAVINGS BANK, 1998 MOUNTAIN BLVD.**

Adjourned: 8:00 pm

Sara Kenward  
MVA Secretary