



**MVA BOARD OF DIRECTORS MEETING
APRIL 4, 2007 6:15 – 7:30 P.M.
LOCATION: PACIFIC NATIONAL BANK, 1998 MOUNTAIN BLVD.**

MINUTES OF THE MEETING OF APRIL 4, 2007

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

The Monthly meeting of the MVA Board of Directors was called to order by Vice President Dan Shea at 6:18 on April 4, 2007. Ten board members were present constituting a quorum. The minutes of March 7, 2007 stand approved as mailed. Moved by Falconer, seconded by Attarha and the motion passed unanimously. Introductions were made.

WOODMINSTER APHI THEATRE – Tyler Pon. 2006 was the best season ever for Woodminster. Special thanks to the MVA for allowing them to promote at the farmer's market. Reminded the Board of the benefit of Woodminster as a part of the greater Montclair experience. Request for support by advertising in the Summer Musical Program. The MVA budgeted \$250 as part of the promotion budget to advertise in the 2007 program.

ALL ABOUT SECURITY AGENCY – Eric Jefferson. No major issues in March. PLEASE EMAIL SECURITY ISSUES to Helen at montclairvillage@sbcglobal.net, the yahoo group at montclairvillage@yahoogroups.com, and Eric from All About Security at EJAASA@sbcglobal.net.

HILLCREST SCHOOL VILLAGE CLEAN-UP DAY: The representatives did not attend. The PTA is offering to have a clean-up day in the Village, need to know what needs to be done. Suggestions: Weeding tree wells, trash removal (cigarette butts in front of Albertson's). Beautification Committee will come up with a list at next committee meeting.

ADMINISTRATION UPDATES: Helen Wyman.

- **2007 MVA Directory** – Draft distributed. 10,000 will be printed. Milton Cheng owner of Snapshot Mosaics designer. Ready to distribute May 1st. The directory maps will also be updated.
- **MVA Yahoo Group** – Please join montclairvillage@yahoogroups.com.
- Helen introduced Jacque Long, OPD Neighborhood Services Coordinator for Montclair

SIDEWALK SOLICITATION – Tom Brodehl. Updated the Board on the recent problems with a sidewalk solicitor who regularly sells seasonal items in front of Washington Mutual Bank. It is illegal to sell on the sidewalk without a permit issued by the City Administrator's Office. Only legitimate non-profits such as the Girl Scouts are issued permits. Tom distributed a sample of the permit and a handout to the Board. MVA members should ask to see a permit from anyone selling on the sidewalk! Merchants should ask their customers not to support illegal sidewalk solicitors by not buying from them or giving money. Call the police Non-Emergency line to report illegal vendors 777-3211. Jacque Long will pass on the information to the beat officers.

COMMITTEE REPORTS:

ORGANIZATION: Justice Baxter

TREASURER'S REPORT: Tom Revelli. The general account has \$7,000. Awaiting the first installment of BID funds to be distributed this month. The total amount is \$56,292 which includes \$12,000 in late payments and collections. We borrowed money from the garage savings account which will be paid back upon receipt of the check from the City.

PROMOTION: Linda Foss. Absent no report.

- Helen reported on the Jazz & Wine Festival. Bobby Hutchison will headline the festival. Sponsorship progressing over \$25,000 committed.

BEAUTIFICATION/LAND USE: Claudia Falconer

- **Streetscape Update** – Met with Jill Broadhurst about grant writing and project management of the project.
- **Traffic Signal** – Sue Piper of Jean Quan's Office organized a public meeting to get feedback from residents. Meeting will be held at Montclair Elementary on April 23rd at 7 p.m. Waiting for responses to MVA questions from City. Will distribute information to all merchants.
- **Coldwell Banker Update** – Claudia reviewed the minutes from Planning Commission Hearing, very brief not specific only "Appeal denied". Planner and Code Enforcement Officer not in agreement on plans. Claudia spoke with Marge Gibson.
- **Maintenance & Street Cleaning** – Peralta Services Corporation's bid was distributed. Board agreed to let the Beautification Committee to negotiate and go into contract with Peralta. Details of maintenance contract will be presented next meeting.

MONTCLAIR SAFETY & IMPROVEMENT COUNCIL – Claudia Falconer. Nancy and Claudia will be reporting for MSIC at MVA Meetings.

COUNCILMEMBER JEAN QUAN'S OFFICE – Richard Cowan.

Richard reminded the Board about the Public Works Call Center which is an efficiently managed service provided by the City. Report all problems relating to anything in the public rights of way to 615-5566 or email pwcallcenter@oaklandnet.com. All reports are assigned an incident number which can be used to check status. Call are answered 24 hours a day 7 days per week.

Sara Kenward, MVA Secretary

NEXT MEETING MAY 9, 2007 6:15 TO 7:30 P.M. LOCATED AT PACIFIC NATIONAL BANK, 1998 MOUNTAIN BLVD (formally California Savings Bank).