



Minutes of the Meeting of August 5, 2009
Pacific National Bank, 1998 Mountain Blvd., Oakland, CA 94611

Present: Ken Betts, Tom Brodehl, Niels Dahl-Jensen, Jeff Diamond, Theresa Henrekin, Sara Kenward, Howard Neal, Lee Richter, Tracy Salvato, David Sarber, Liza Sonia Wallach
Absent: Claudia Falconer, Lydia Nayo, Linda Foss, Tom Revelli
Staff: Roger Vickery

The monthly meeting of the MVA Board of Directors was called to order at 6:19 PM by Vice President Lee Richter. Eleven Board members were present, constituting a quorum for the meeting.

District 4 Report – Jean Quan and Richard Cowan

- Montclair Village USPS Station E potential closing
 - Because this is a federal issue the following suggestions were made to prevent the possible closing of this Village resource:
 - Organize concerned citizens with a petition drive
 - Develop a rationale for keeping the branch open, including access to seniors and impact on local businesses
 - Petition Congresswoman Barbara Lee, local postal commissioner, Oakland Mayor's office
 - Attend organizational meetings that the Dimond District is conducting to learn how they are working to save their branch
- Parking Regulations
 - The new higher rates per hour and fines for overtime parking tickets most likely will not be changed as the City needs the revenue.
 - The revenue from the regulation changes is being tracked and is expected to be reviewed at the next City Council meeting in September.
 - Upgrades to existing kiosks are being considered to make them more user-friendly.
 - It is anticipated that a Translink card, if adopted this fall, will be able to be used for purchasing kiosk tickets.
 - 8 AM - 8 PM paid parking probably will remain in effect with kiosks permitting three hours paid parking after 5 PM.
 - Changes in existing regulations, to accommodate local conditions are possible.
 - The impact on business was strongly expressed as high concern of those attending.
 - The Village Garage rates will most likely go up to the \$2 street rate soon.

Open Forum

- Michael Levy, resident asked what the Association is doing to fill vacant store fronts in the Village.
- Jessica Sarber reported on developments at Montclair Elementary School, including the construction of a new building starting in 2010 that will reduce the parking lot space currently used by the MVA for special events like the Farmers' Market, Pacific Fine Arts Festival and the Jazz & Wine Festival. She also alerted all merchants that the school lots are not available for merchant parking when school opens and asked all merchants to find alternative parking.
 - It was agreed that Village merchants would help monitor auto traffic at the three local schools (Montclair Elementary, Joaquin Miller and Montera) on opening day

of school, Monday, August 21. A total of 15 merchants is needed (5 for each school) to help direct parents and children. Merchants will be solicited by the MVA office.

- Ann Steppans respectfully requested that people speak up.

Committee Reports:

- **Secretary** – Upon motion duly made, seconded and unanimously carried it was agreed that the Minutes of the June 3, 2009 Board meeting shall be accepted as written.
- **Treasurer** – We have \$14,153 in our checking account and \$25,068 in our savings account. 161 of 218 merchants have paid their BID taxes as of June 30, 2009, for a total of \$73, 397.
- **Beautification/Design/Land Use**
 - E-report, attached.
- **Safety/Security**
 - All About Security reported a quite month in July.
- **Promotion**
 - E- report, attached.
 - Farmers' Market - A concern was raised that prices charged at our Market are higher than at other markets. The Market team is investigating.
 - Block Captains – the next Promotions Team meeting, August 19 at 6:30 PM, Montclair Bistro, is focusing on organizing Captains to pass and gather information for the Association.
 - It was agreed that a pot-luck merchant mixer shall be held on Tuesday evening, September 22, 6:00 PM – 8:00 PM, at the Rotunda Room of Village Counseling, 2162 Mountain Blvd. This will be a no-charge event with merchants asked to bring food and beverages to share as well as a raffle prize to use in a drawing for those attending.
 - Jazz & Wine Festival, Sunday, September 13, 11:00 AM – 6:00 PM – Raffle tickets go on sale next week with several Village merchants being point-of-sale locations. Over 20 Village merchants have contributed raffle prizes worth \$50 or more to support this fund-raising effort for the Festival.
 - Restaurant Walk, Tuesday evening, October 6, 6:00 PM – 8:30 PM – Up to 20 restaurants and food & beverage locations have signed up. Publicity and coupon book sales will begin later in August.

Announcements

- 3^d Quarter Merchant Update was E-mailed the week of July 27. Hard copies were delivered to those requesting same, and handed out at this meeting.

With no further business to discuss the meeting was adjourned at 7:39 PM.

Respectfully submitted

Roger Vickery for
Linda Foss, MVA Secretary

Attached:

- Beautification Committee E-report
- Promotions Committee E-report