



Minutes of the Meeting of August 6, 2008
Pacific National Bank, 1998 Mountain Blvd., Oakland, CA 94611

PRESENT: Ken Betts, Tom Brodehl, Sara Kenward, Lydia Nayo, Howard Neal, Tom Revelli, Lee Richter,

ABSENT: Niels Dahl-Jansen, Nancy Ekstrom, Claudia Falconer, Linda Foss, Dan Shea

STAFF: Roger Vickery

The monthly meeting of the MVA Board of Directors was called to order at 6:20 PM by Vice President Sara Kenward. Seven Board members were present, constituting a quorum for a portion of the meeting. Lydia Nayo of Coldwell Banker was welcomed as a new Director.

Open Forum (No quorum)

- Costa John presented preliminary plans for opening a first floor walk-in chair massage facility in the Village, hopefully next to Starbucks on Mountain Blvd. The Board advised Mr. John to verify his compliance with the *C-27 Village Commercial Zone Regulations* as he makes his plans.
- Richard Cowan from Jean Quan's office provided an update on the proposed stop light at the intersection of Mountain Blvd. and La Salle Avenue. He stated the Public Works Committee has agreed that a comprehensive safety study of the entire Village is necessary before installing a light can be considered. He added that finding the \$100,000 or so for the study would be very difficult given the current economic climate in the City, and suggested the Village remain alert to this issue but not be concerned at this time. He also provided an update on obtaining new Parking Garage signs, saying a change in City staff has delayed implementation but that his office is remaining vigilant on the issue.

Committee Reports (Quorum):

- **Safety/Security**
 - Upon motion duly made, seconded and unanimously carried it was agreed the MVA shall write a letter to the Oakland Wildfire District in support of their efforts to solicit merchant support for creating community awareness and compliance with wild fire prevention issues.
 - Upon motion duly made, seconded and unanimously carried it was agreed the services of All About Security shall be extended for another six months to February 15, 2009, based on AAS's satisfactory performance in meeting the MVA's needs under the three month trial period that ends on August 15, 2008
 - It was agreed to refer the policy for reviewing potential new security firms to the Safety/Security Team for clarification on their recommendation for an annual or semi-annual review.
- **Beautification/Design/Land Use**
 - Upon motion duly made, seconded and unanimously carried it was agreed a joint public meeting with the Montclair Safety & Improvement Council shall be held on September 16, 2008 from 6:30 – 8:30 PM, to review initial rendering of the Village Streetscape Project.
 - It was also agreed that the MVA shall staff a booth at the Village's Farmer's Markets on Sunday, August 17, 24, 31 and at the Jazz & Wine Festival on

- Sunday, September 7, 2008 to gain public interest and support for the Streetscape project.
- This Committee has also assumed the responsibility for oversight of the landscaping and maintenance contracts for the Village.
- **Promotion** –
 - It was agreed the MVA booth at the Farmer's Markets noted under Beautification/Design/Land Use shall be used to promote the 2008 Jazz & Wine Festival
 - It was agreed that a special meeting focusing on merchant involvement with the Jazz and Wine Festival on September 7, 2008 shall be held within the next week, to resolve potential problems and maximize the value of this event to merchants as well as patrons.
 - It was agreed that the MVA merchants shall support an August 25, 2008 First Day of School parking assistance program, to provide drop-off and parking assistance and guidance to parents and children at the three local elementary schools from 8 – 10 AM. Jessica Sarber, Sarber Cameras, has agreed to coordinate this effort. Merchants are reminded that the Montclair Elementary School parking lot is a permit-only lot. Once school reopens this lot is not available for general parking.
 - It was agreed that the MVA shall support a "Welcome Wagon" proposal, entitled, "It Takes a Village." Jessica Sarber of Sarber Cameras has agreed to coordinate this effort.
 - The Promotions Committee continues to assume the responsibility for oversight of the following:
 - Farmer's Market
 - Woodminster, Pacific Fine Arts, Chabot, Lion's Club, etc. tie-ins
 - Holiday Stroll
 - Banners, Directory, Guide, Map, Web site
- **Secretary** – with no quorum at the time, no Minutes from previous meetings were approved.
- **Financial** – We have a Net Income of \$38,534.96 as of 8/6/1/08, as shown on the attached Financial Statement.

Executive Director Updates (No quorum)

- Crosswalks at Mountain Blvd. and La Salle Avenue have been repainted.
- City has requested charging for parking in the Village Garage during the holidays. The Board agreed it is imperative that the Garage retains its free parking on Saturdays policy from Thanksgiving through Christmas 2008.
- We are looking at providing information and incentives to property managers, owners, and merchants to encourage recycling in the Village.
- We are looking at initiating a "Did You Know..." monthly column in the Montclairion, to help shoppers realize the variety of merchandise and services available in the Village. The Board suggested tying this column to the bi-weekly free header the MVA has for merchant ads in the Montclairion.

Announcements

- None

With no further business to discuss the meeting was adjourned at 7:38 pm.

Respectfully submitted

Roger Vickery for
Linda Foss, MVA Secretary

Attached: MVA Financial Statement – August 2008

"It Takes a Village" proposal