



The MVA's mission is to support our merchant members and help the Village thrive.  
*Celebrating 65 Years of Service 1948-2013*

**Minutes of the Board of Directors Meeting of October 2th, 2013 - APPROVED**  
**US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Board Members: Jeff Diamond, Hana Levin, John Porras, Tom Revelli, Wayne Sweeney, Vanessa Bergmark, Larry Ginsburg, Lee Richter, Mike Williams, Steve Montgomery  
Absent: Mary Avila, Howard Neal, Thomas Wong  
Executive Director: Daniel Swafford

The monthly meeting of the MVA Board of Directors was called to order at 6:15 PM by Co-President Jeff Diamond. Eleven (11) Board members were present, constituting a quorum for the meeting.

**Agenda**

- 6:15 Call to Order – Co-President Jeff Diamond
- Welcome & Introductions
  - Review of Agenda
- 6:20 Montclair Village Association Committee Updates
- Executive Director - Daniel Swafford
  - Approval of September 4, 2013 Meeting Minutes - Motion: John Porras; 2nd: Wayne Sweeney. All in favor
  - Financial Report - Treasurer Tom Revelli - \$71,289
  - Executive Committee – Co-President Jeff Diamond – Provided by Daniel Swafford
  - Promotions – Chair
  - Beautification/Safety – Chair John Porras – update planters. Make 20 to 30 Minutes at Beautification Meeting for Holiday Stroll planning.
    - MSIC Update – Ralph Morewitz
  - Block Ambassadors – Chair Hana Levin -
- 6:35 Bay Alarm Security Update
- Bay Alarm 1yr – 6 drive, 1 walk per day tracked through online log.
  - 3-4pm tracked.
  - MVA Board/ members can Log in daily, with online access.
  - Suspicious response
- 6:50 Robert Miller, Co-Founder, BigPie Update on holiday promotion giving program
- 7:00 Open Forum
- Carol Beck, Piedmont Pines Neighborhood Association
- 7:10 Adjourn

**Upcoming Meetings**

- Promotions/ Beautification/Safety: 3<sup>rd</sup> Wednesday of the month 9:05 AM – Crogan's NEXT 11/20
- Executive Committee: 4<sup>th</sup> Wednesday 9:15 AM – US Bank NEXT Meeting 11/27
- Block Ambassadors: 3<sup>rd</sup> Wednesday Time 2:00 PM – Italian Colors NEXT 11/20

**Upcoming Montclair Events Calendar**

**October**

***Thursday, Oct. 31st, 3 pm, Montclair Lions Club Annual Halloween Parade, meet at BofA***

**Executive Committee Summary – 9/25/13 meeting**

- **October 2 Board Agenda**
- **PPNA Open Forum Announce**
- **Security Update Bay Alarm**
- **Upcoming Events**
- **Mixer at Village Chiropractic – Oct 10, 5:30 pm**
- **MVA role in Halloween Parade – Oct 31, 3:00 pm**
- **Oct. priorities**
- **Legal Action on BID delinquents**
- **Antioch Ct. Improvement Project**
- **Planter Signage, install and replant**

**Next Meeting: Wednesday, October 28th, 9:05AM**

**Beautification/Safety Committee Summary – 9/18 meeting**

- **Planters– mural with banner design, location**
- **Holiday Banners**
- **Next Antioch Ct meeting**
- **Upcoming Events**
- **Small Business Month OMLF Mixer – Sept 26, 5:30-7:30, Garden Room, Montclair Bistro**
- **Movie Night – Sept. 21**
- **Holiday Stroll committee formation**

**Next meeting: Wed. Oct. 16th, 9:05AM**

**Block Ambassador Committee Summary – 9/18/13 meeting**

- **Rite Aid Wellness Event (Danielle B.)**
- **Wellness 65 now the 1st Wednesdays of each month, topics vary. Next one: 10/2 Italian Colors**
- **New Restaurant Opening soon: Box & Bell; Family Friendly, much advanced press**
- **Preparing for Fall/Winter promotions - cross promotions with other businesses**
- **Challenges connecting with big businesses over BAP; Wells Fargo & Pet Food Express**
- **Red Oak Movie Night - last one of season scheduled for 9/21. Steve gave away all his tickets to customers with kids.**
- **Letter to leave for businesses to introduce the BAP when owner is absent - Hana & Danielle to draft (done - sending in next email)**

**Next meeting: Wed., Oct. 16th, 2pm @ Italian Colors**