



**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 April 2, 2014 - APPROVED  
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Board Members: Hana Levin, Steve Montgomery, Howard Neal, Tom Revelli, Lee Richter, Wayne Sweeney, Mike Williams, Thomas Wong

Absentees: Mary Avila, Vanessa Bergmark, Jeff Diamond, Larry Ginsburg, John Porras,  
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. Eight (8) Board members were present, constituting a quorum for the meeting.

**Agenda**

- 6:15 Call to Order – Co-President Neal
- Welcome & Introductions
  - Review of Agenda
- 6:20 Montclair Village Association Committee Updates
- Executive Director – Daniel Swafford – BID Collection Reminder Letter, AC, T-Shirt
  - Approval of March 5, 2014 Meeting Minutes – Motion: Tom Revelli; 2nd Wayne Sweeney (with change); All in favor
  - Financial Report - Treasurer Tom Revelli - \$41,653, \$66,313
  - Executive Committee – Co-Presidents Neal
  - Promotions – Chair – OPEN
  - Beautification/Safety – Chair John Porras
    - MISC Update – Ralph Morewitz
  - Block Ambassadors – Chair Hana Levin – Thank you gift
- 6:50 Streets Alive – Montclair Utility Box art, Guest Ariana Katovich
- 7:05 Open Forum
- Lions Restaurant Walk, tickets on sale begin in 2009
  - Montclair Village folders
  - Welcome Packet Collection
  - Survey
- 7:10 Adjourn

## Upcoming Meetings

- Promotions/ Beautification/Safety: 3<sup>rd</sup> Wednesday of the month 10:00 AM – Crogan's NEXT 4/16
- Executive Committee: 4th Wednesday of the month, 9:15 AM – US Bank NEXT 4/23
- Block Ambassadors: 3<sup>rd</sup> Wednesday, **6:00 PM – Italian Colors NEXT 4/16**

Financial Committee: date and location TBD

## Upcoming Montclair Events Calendar

### April

- Antioch Ct Project meeting, 6:00pm, MVA Office
- Lions Easter Egg Hunt, April 20<sup>th</sup>, 9am, Montclair Park
- Restaurant Walk, April 22<sup>nd</sup>, 6-8:30pm – SELL SOME TICKETS

### Executive Committee Summary – 3/19/14 meeting

- BID Collection Update
- April 2nd Board Agenda
  - Agenda Items- Utility Box art presentation by Streets Alive
- Farmers Market Contract Update
- Garage Update
- Antioch Ct Update
- March priorities
  - BID Collection
  - Garage Contracting
  - Legal Action on BID delinquents (continuing)

**Next Meeting: Wednesday, April 23, 9:15PM @ US Bank**

### Beautification/Safety Committee Summary – 3/19/14 meeting

- **Beautification/ Safety**
  - Montclair Mural dedication – t-shirt
  - Planters and new planting
  - Lucky CUP
- **Promotions**
  - District Marketing Spring Campaign
    - Magazine out, distributed
    - Restaurant Walk – April 22
    - Draft survey on what merchants want to participate in
  - Advanced Planning – Beer and Wine festival – June 28
    - Layout – Map
    - Participants
    - Art and promotion
  - Upcoming Events
    - Oakland Marathon, March 23<sup>rd</sup>, 8am-
    - Merchant Mixer, March. 31st, 5:00pm at Red Boy Pizza, 1500 Leimert

**Next Beautification/ Safety & Promotions Committee Meeting – Wednesday, April 16, 10:00AM @ Crogan's**

### Block Ambassador Committee Summary – 1/15/13 meeting

(See Hana's report)

**Next meeting: Wed., Feb. 19th, 2pm @ Italian Colors**

Block Ambassadors' Meeting Minutes, 2/19/14

Attendees: Steve Montgomery, Susan Scott, Theresa and Costa Bozikis, Daniel Swafford, Hana Levin

### Main Topic: How do we better market Montclair?

\* Daniel

- Knock on doors - talk to merchant neighbors, face to face
- Know that the NL gets ~ 35% open rate, and Safety issues get 50% open rate.
- Working on Springtime Campaign to target communities outside of Montclair
- Continue to create a draw to the village

- Community art being done

- Highlight Shopping, Hiking in Redwoods,
- Events

- Ladies Night

- Beer Walk highlighting local craft beer (talk to producers to sponsor event)

- Showcase the Village as something new

- Think about how to leverage your network - go to MV Mixers like Sylvia's at Wish on 2/28. Where are these moms going for 50 minutes when their kids are in class there?

\* Theresa

- Have American Express sponsor an event in the Village

- "A's" Day - offer discount to A's team, invite their partners to the Village

\*Steve

- Identify customers. 25% business are older clientele

- Connect more with merchant neighbors - will meet with new owner of Flippers

- \*Cross promotion; e.g., buy 5 Melt Massages, get 10% off at Italian Colors

- Ask other businesses how they want to participate in cross promotions with other businesses

\* Susan

- Brand Green

- Brand Montclair as a the first Green Business District in Oakland. Hatch, Italian Colors and Village Chiropractic are all already Green Certified.

- Encourage others to get Green certified

- Invite a Guest Speaker to present about becoming Green Certified

- Attend Social Media Workshops

\*Steve, Daniel, and all

- Cross Promotion\*

- Pilot Program Cross Promotion Offer:

- Receipt Discounts: "Bring a receipt from \_\_\_\_\_ for a discount of \_\_\_\_\_ \$ / % at \_\_\_\_\_"

- or

- Incentive Discounts: (Steve) e.g.

Buy 5 Melt Massages, get 10% off at Italian Colors.

- Parameters:

At March 19th meeting each member bring something they're willing to give for the promotion, e.g., Steve willing to offer Lunch for Two, Free Desserts, and others. Hana can offer \$20 Melt Money toward a 1 hour visit

Start promotion 4/16/14.

Run for 3 month (from 4/16/14 - 7/16/14)

Available to as many clients as want them. Available only as one time use per client.

Valid for 6 months (from 4/16/14 - 10/16/14) (Expires 10/16/14).

- Invite Merchants. To Participate in the Pilot Program they must answer:

- What product or service are you willing to promote?

- What incentive are you willing to give?

**A Big Thank You to Steve for hosting and providing such delectable food and drinks!**