



**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 January 8, 2014 - APPROVED  
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Board Members: Jeff Diamond, Hana Levin, Howard Neal, John Porras, Lee Richter, Wayne Sweeney, Mike Williams  
Absent: Mary Avila, Vanessa Bergmark, Larry Ginsburg, Steve Montgomery, Tom Revelli, 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 Howard Neal and Jeff Diamond. (7) Board members were present, constituting a quorum for the meeting.

**Agenda**

- 6:15 Call to Order – Co-President Howard Neal/ Jeff Diamond
- Welcome & Introductions
  - Review of Agenda
- 6:20 Montclair Village Association Committee Updates
- Executive Director - Daniel Swafford
  - Approval of December 4, 2013 Meeting Minutes – Board Mixer and Event Briefing – No Minutes
  - Financial Report - Treasurer Tom Revelli
  - Executive Committee – Co-Presidents Neal/ Diamond
  - Promotions – Chair – OPEN
  - Beautification/Safety – Chair John Porras
    - MSIC Update – Ralph Morewitz
  - Block Ambassadors – Chair Hana Levin
- 6:45 Board Committee Involvement and Responsibilities – What are you working to accomplishment in 2014?
- 6:55 Keep Oakland Beautiful, Ken Ball – looking for adopt-a-spot La Salle through Thornhill
- 7:05 Open Forum
- Hatch now Green Certified
  - Village Chairs in process
- 7:10 Adjourn

**Upcoming Meetings**

- Promotions/ Beautification/Safety: 3<sup>rd</sup> Wednesday of the month 9:05 AM – Crogan's NEXT 1/15
- Executive Committee: 4th Wednesday of the month, 9:15 AM – US Bank NEXT 1/22
- Block Ambassadors: 3<sup>rd</sup> Wednesday Time 2:00 PM – Italian Colors NEXT 1/15
- Financial Committee: date and location TBD

**Upcoming Montclair Events Calendar**

**January**

*Thursday, Jan. 15th, 5:30-7:30, Montclair Business Mixer hosted by Reenie Raschke Photography 1950 Mountain (upstairs)*  
*Sunday, Jan. 19th, 9:00-1:00, Montclair Community Workday, meet at Montclair Park*

### **Executive Committee Summary – 12/13/13 meeting**

- Garage/ Maintenance Staff
- Garage Contract Update
- Associate Member application Sportability
- Financial Review status update
- January 1st Board Agenda
  - o Reschedule/ Cancel
- Upcoming Events
  - o January Merchant Mixer hosted by Reenie Raschke Photography 1/15
- December/January priorities
  - o Holiday Marketing, mag distribution
  - o Finance review
  - o Legal Action on BID delinquents (Jan)
  - o Farmers' Market Evaluation/Contract
  - o Associate Membership Recruit/ Renewal

**Next Meeting: Wednesday, January 22th, 9:15AM**

### **Beautification/Safety Committee Summary – 12/18 meeting**

#### **- Beautification/ Safety**

- o Planter app approval #24 - Sportability
- o Banner mural progress update
- o Magnet for safety phone numbers – distribution
- o Community Work Day – Date ? Sunday, Jan 19 – location ?

#### **- Promotions**

- o Holiday Stroll wrap up
- o Upcoming Events
  - Magazine distribution, home buyer packet
  - Merchant Mixer, Jan. 15<sup>th</sup>, 5:30pm at Reenie Raschke Photography

#### **- Farmers' Market 2014**

- o Montclair business involvement
- o Public hospitality
- o Operations

**Next Beautification/ Safety & Promotions Committee Meeting – Jan 15, 9:00 at Crogan's**

### **Block Ambassador Committee Summary – 12/18/13 meeting**

(See Hana's report)

**Next meeting: Wed., Jan. 15th, 2pm @ Italian Colors**