



**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 7, 2015 - APPROVED**  
**Sophie's Cuppa Tea, 2078 Antioch Ct., Oakland, CA 94611**

Board Members: Jeff Diamond, Howard Neal, John Porras, Tom Revelli,  
Absent: Larry Ginsburg, Steve Montgomery, Lydia Nayo, Mike Williams, Thomas Wong  
Executive Director: Daniel Swafford

The monthly meeting of the MVA Board of Directors was called to order at 6:00 PM by President Jeff Diamond. **(4)** Four Board members were present, not constituting a quorum for the meeting.

### **Agenda**

- 6:15 Call to Order –President Jeff Diamond
- Welcome & Introductions
  - Review of Agenda
- 6:20 Montclair Village Association Committee Updates
- Executive Director - Daniel Swafford
    - BID Round Up
    - Associate Member Renewal/Outreach
    - Priorities 2015
    - State of Montclair
    - Add new technology
  - 50<sup>th</sup> Piedmont 4<sup>th</sup> of July Parade – Carla Betts
  - Approval of November 5, 2014 Meeting Minutes
  - Financial Report - Treasurer Tom Revelli; Checking \$40,069; Savings \$66,000
  - Executive Committee –President Jeff Diamond
  - Promotions – Chair – OPEN
    - Fold meeting into Exec + Board; activate as ad-Hoc
    - Workday (Los Comadres) donation announcements
    - BBQ in March
  - Beautification/Safety – OPEN
    - MSIC Update – Ralph Morewitz; Antioch Court \$7,500
- 6:35 Welcome Councilmember Annie Campbell-Washington – Adam Simon, Chief of Staff
- Jamila English, Policy
  - Nayeli Maxon, scheduler
    - 510-238-7004 Office
    - Acampbell-washington@oaklandnet.com
- 6:45 Flexible Parking Program Update – Bruce Williams, Anne Spevack
- 7:05 Open Forum
- 7:15 Adjourn

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Updated 4/1/2014

**Bay Alarm Security Service, contact (800) 470-1000 mention Montclair Village Assoc.**

Thank you Montclair Presbyterian Church for hosting

## Upcoming Meetings

- Promotions/ Beautification/Safety: As Needed
- Executive Committee: Fourth Wednesday of the Monty, 9:15 AM – US Bank NEXT 1/28

## Upcoming Montclair Events Calendar

### January

- Annual Community Work Day and Day of Service – Sunday, January 18<sup>th</sup> ; 9AM-1PM; Montclair Park (standing)

### Executive Committee Summary – 12/17/2014 meeting

- Montclair Presbyterian; Jan 7<sup>th</sup>, 6:15PM
- Topics: Carla Betts- Piedmont 4<sup>th</sup> of July Parade; other?
- 2015 priorities and participation
- Association Updates:
  - ' Holiday Stroll recap
  - ' Public Art Update - Yogofina Mural
  - ' Parking Garage updates
  - ' Antioch Ct Brick outreach
  - ' Committees and 2015
  - ' BID Collections, and 2015
  - ' Montclair Village Foundation

### Executive Committee Summary – 11/19/2014 meeting

- **December Exec Meeting**
  - US Bank, move up 1 week due to holiday- Dec 17
- **New event Proposal – Healthy Living Festival**
  - Guests Saleem Musazay and Syroon Monzavian
  - **Funding Request for Friends of Montclair RR Trail tree removal project**
- **Association Business/ Updates**
  - ' Holiday Stroll update
  - ' Public Art Update - Yogofina Mural
  - ' Parking Garage Cameras- additional installations
  - ' Antioch Ct Brick outreach

**Next Meeting: Wednesday, January 28th, 9:15AM @ Montclair Presbyterian Church**

### Beautification/Safety Committee Summary – 12/14/2014 meeting

- **Beautification/ Safety**
  - ' Tree Wells (plantings and Benches)
  - ' Pelago mosaic
  - ' Increased security patrols- effect?
  - ' Camera program
- **Promotions**
  - ' January Work Day + OPD Appreciation Day
  - ' February Valentine's Day Event + Passport

January Meeting – 2015 priorities

### Beautification/Safety Committee Summary – 11/09/2014

- **Beautification/ Safety**
  - ' Tree Wells (plantings and Benches)
  - ' YogoFina Mural
  - ' Landscaping
- **Promotions**
  - ' Holiday Marketing Campaign, group ads (EBX; BANG; Oakland Mag)
  - ' Holiday Stroll, December 4
    - Layout and logistics
    - Passport/ Giveaway
    - Entertainment/ Event features
    - Trolley/ Sponsors

**Next Beautification/ Safety & Promotions Committee Meeting – TBD**