



The MVA's mission is to support our merchant members, and to help the Village thrive.

**Minutes of the Board of Directors Meeting of November 2, 2011; Approved 12/7/11
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Present: Jeff Diamond, Linda Foss, Gayle Langston, Steve Montgomery, John Porras, Tom Revelli, Lee Richter, Winter Williams
Absent: Teresa Bozikis, Aaron Brown, Lisa Sonia Wallach
Staff: Daniel Swafford

The monthly meeting of the MVA Board of Directors was called to order at 6:15 PM by President Winter Williams. Eight (8) Board members were present, constituting a quorum for the meeting.

• **Montclair Village Association Report**

Montclair Village Association Report

- Marketing – President Williams presented:
 - New logo, and Validation Decal
 - Holiday shopping collateral
- Executive Committee – President Williams
 - Updates, Action Items – Vice President Lee Richter reports:

Process for collection of overdue BID payments: Daniel will call; delinquent merchants will not be included in promotional material (ie. directory, advertising, Village map)

Improve merchant responsibility for garbage can placement and timely removal,

- Approval of October 5, 2011 Meeting Minutes - Secretary Linda Foss

Motion to approve: Jeff Diamond; Second: Steve Montgomery; All in favor

- Financial Report – Treasurer Tom Revelli

\$57,501.79 balance through Q3

- Beautification/Safety – Chair Jeff Diamond reports:

Assess planters, street trees for trimming, sidewalk damage, trash cans, newspaper racks – John Porras with Daniel

Adjust Security hours; emphasize visibility, needs of MVA events, and presence at times of highest crime activity

Meeting with Oakland Zoning, new tree to go in at Physical Trainer (old hardware) as part of CUP

- Promotion/Farmers' Market – Co-Chairs Gayle Langston and Daniel Swafford reports:

Logo work and marketing collateral near complete

Farmer's Market calendar: Daniel will coordinate booth and info table requests

Daniel will organize Holiday Stroll, will submit scope and budget to committee

- Administrators Update – Daniel Swafford

Steve M. recommends one page summary of why BID is beneficial to Member businesses – ACTION Daniel will compile after Holiday Stroll

Allow free parking on Saturdays during holidays if cost feasible: Motion: Tom Revelli; Second Gayle Langston; All in favor

December 7th Board meeting to be truncated (30 min) for member mixer beginning at 6:45

Merchant update: MG's on Thornhill is closed; Daisy's on La Salle is open

Open Forum – No requests

7:10 Adjourn Board Meeting

Thank you:

1980 Mountain Blvd. Suite 212 • Oakland, CA 94611
(510)339-1000 • (510)339-2368 fax • montclairvillage@sbcglobal.net
www.montclairvillage.com

- Ralph, owner Computer Maven, for help tuning up MVA office computer and network
- Linda, US Bank, and Steve, Italian Colors, for donation of meeting space

Respectfully submitted

Linda Foss, MVA Secretary