



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

**Minutes of the Board of Directors Meeting of April 4, 2012; Approved June 6, 2012
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Present: Aaron Brown, Jeff Diamond, Linda Foss, Steve Montgomery, John Porras, Tom Revelli, Lee Richter, Liza Sonia Wallach, Winter Williams

Absent:

Staff: Daniel Swafford

The monthly meeting of the MVA Board of Directors was called to order at 6:15 PM by President Winter Williams. Nine (9) Board members were present, constituting a quorum for the meeting.

Montclair Village Association Committee Updates

➤ Administrator Summary - Daniel Swafford

Print brochure are available for distribution; New MVA website soft launch, site still needs more pictures (Montclair businesses, streetscape, people) to create aesthetic; Planter improvements complete, 5 remaining on La Salle will be planted by Friends of Sausal Creek as a native educational opportunity; 50+ BID payments still outstanding, continuing outreach and submission support; Snapshot mosaic public art partnership, program to mosaic planters.

➤ Approval of February 1, 2012 and March 7, 2012 Meeting Minutes - Secretary Linda Foss; Motion Jeff Diamond, Second Tom Revelli, All in Favor

➤ Financial Report – Treasurer Tom Revelli

\$37,823 checking; \$66,044 savings

➤ Executive Committee – President Winter Williams

(See Committee Summary below)

➤ Promotions - Chair Aaron Brown

(See Committee Summary below)

Pet Mayor of Montclair nominations have begun

➤ Beautification/Safety – Chair Jeff Diamond

(See Committee Summary below)

New Board Recruitment

2011-2012 Board term ends in June; 2012-2013 term begins July 1. Nominations are welcome, encourage members to contact the Board with questions and inquiries about service. MVA goals are to create a cohesive Board with balanced representation.

Brochure Distribution – Winter Williams

Please share the new Member Brochures/ Phone Directories widely. This is an excellent outreach tool for new residents, The MVA is encouraging real estate agents to share with prospective buyers.

Parking - Daniel Swafford; Bruce Stoffmacher (Councilmember Schaaf's office)

Accommodations for Montclair Elem, due to construction, ticketing begins 4/5 in the upper lot of Montclair Elem. Working on improved garage policies, ½ hour free, updated software

BID Assessment and Penalties – Benefits of Membership – Daniel Swafford

Members not current with their BID payments will not be entitled to the many benefits of membership.

Open Forum

Marj Blackwell presented opposition to Moraga Sports complex, and April 25th Save Blair Park fundraiser Sunday 4/8, Lions Easter Egg Hunt

Adjourn – Special Guest Presentation – Oakland District 4 Councilmember Libby Schaaf to discuss Policing of Montclair, and Parking policy and use improvements

Please thank the following Members for their generous donations toward the meeting:

Crown Wine & Spirits, Montclair Bistro, and Farmstead Cheeses & Wines for appetizers and refreshments
US Bank for hosting and providing appetizers and refreshments

Committee Meeting Notes – February Meetings

Executive Committee Summary – 3/27 committee meeting

- April 4 Board meeting agenda; Councilmember Libby Schaaf PSO Officer Jo Balaoro
- Executive Committee Business
 - MVA Sidewalk Planter re-planting 34 total remaining planters- 5 on La Salle will be planted for free by FOSC as a California native plant demonstration; 29 remaining, MVA Has received 3 bids for replanting, approval of Thornhill Nursery, terms to be finalized
 - Kiosk replacement and installation budget, approval of \$3,000 for new kiosks and installation
 - Approval of budget to modernize MVA Office; build concealed shelving and purchase small conference table, approval of \$1,500
 - Initial estimates and scope of Safety Ambassador program, approach Urban Shield for estimate
 - Website soft launch April 4
 - Project tracking software; work with ZOHO Projects free version
 - Farmers Market to do's; set meeting with Ron Pardini to set up retail sales in MVA Booth
 - Decision to use a new CPA; engage CPA Iryna Oreshkova, to file 2012 990
- Board recruitment and Election prep. Recruitment Meeting Friday, March 30, 9:00AM @ MVA Office (1980 Mountain Blvd., #212)
- Additional Items
 - o Montclair Employees encouraged not to park vehicles on Mountain between Medau and Montclair Elementary due to school construction ending Summer 2013
 - o Determine Parking Garage software upgrades to allow additional validation stickers, 30 minutes free parking, partial month passes
 - o Conference call in feature to be active for EC meetings going forward

Promotions Committee Summary – 3/9 committee meeting

- Upcoming Events
 - Oakland Marathon (3/25); Promote to public spectators and merchants to come out and cheer, MVA member info table, 8:30AM
 - Lions Restaurant Walk (4/24) Tickets avl (3/7); Posters up 3/9
- Proposed Event: Off The Grid Montclair, meet with OTG organizer for walk through, consider potential dates and times, prepare info sheet to engage merchants
- Current Projects
 - Website; look at www.montclairvillage.com/wp for styles feedback, Navigation, Content review and development
 - New brochure; Out to print eta 3/16
 - Directory Kiosks; New Installation; existing maintenance, pending quote
- Ambassador Program Update; Merchant engagement, need to clarify scope of program and role of Ambassador

Beautification/Safety Committee Summary – 3/21 committee meeting

- Planter Replanting and Future Maintenance; 34 planters remaining (5 adopted by FOSC, 29 to be planted by MVA sub-contractor; Quotes on new planting pending
- Kiosk updates; review of designs for new kiosks, aluminum, black is preference, budget to go to EC for approval
- Parking study and General Discussion; needs for Montclair School during construction, approval of donation of validation book; MVA recommendations for Garage use- 30 minutes free parking, accept more validation stickers, upgrade Garage software and ticket machines, banners and signs to better call attention to garage
- Safety Ambassador Program; Models and first steps, engage other districts for best practices (Downtown, Laurel)