



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

**Minutes of the Board of Directors Meeting of February 1, 2012; Approved 4/4/12
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

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

The monthly meeting of the MVA Board of Directors was called to order at 6:15 PM by President Winter Williams. Ten (10) Board members were present, constituting a quorum for the meeting.

Call to Order – President Winter Williams

- Welcome & Introductions
- Review of Agenda

Montclair Village Association Committee Updates

- Administrator Summary - Daniel Swafford

Project updates: Brochure (verifying business listings and map revisions); Planter removal; Beginning web development

- Approval of January 4, 2012 Meeting Minutes - Secretary Linda Foss

Motion to approve: Jeff Diamond, Second: Aaron Brown, All in Favor

- Financial Report – Treasurer Tom Revelli

\$58,208 in checking

- Executive Committee – President Winter Williams

MVA encourages members to use Farmer's Market booth to promote your business and events

- Promotions - Co-Chair Gayle Langston

(See Committee Updates Below)

- Beautification/Safety – Chair Jeff Diamond

(See Committee Updates Below)

- Montclair Art Project – Trestle Mural, Coordinator Josh Shaw

Josh Shaw unavailable to attend, wants to engage community for collaborative process

- Land Use: CUP Application for 6450 Moraga Ave. for use by Red Oak Realty

Beautification/Land Use Committee recommendation to approve a letter to Oakland Planning Commission to support Red Oak CUP application. Motion: Jeff Diamond; Second: John Porras; In favor: Jeff Diamond, Steve Montgomery, John Porras, Winter Williams; Opposed: Teresa Bozikis, Linda Foss, Gayle Langston; Abstained: Aaron Brown, Tom Revelli, Lee Richter; Motion Passes

- Applicant Red Oak- Vanessa Bergmark and Heidi Miller Red Oak plans building upgrades no structure modifications, 30 agents to use facility, parking lot (except for 2 stalls) will remain public metered, ROOF non-profit has community give back program, plan to operate 7 days a week

- Parking Study – Bruce Stoffmacher

D4 staff is examining parking usage in Montclair; Oakland Parking Director Pinto has been laid off

- Montclair Safety and Improvement Council

MVA Member Ralph Morewitz now represents the MVA on the MSIC Steering Committee, will attend meetings and relay information from the MVA and report to the Association

- Open Forum

Montclair Restaurant Walk – Montclair Lions Club President Leslie Mastler; event held on 4/24, restaurants need to commit by 2/10, retailers are encouraged to stay open late that night to take advantage of 400+ attendees

Special Meeting to discuss Antioch Ct. Streetscape and Safety Improvements, and Public Art at the Trestle Mural

Committee Meeting Notes – January Meetings

Executive Committee Summary – 1/24 committee meeting

- Cutoff date to be included in brochure 1/24/12, BID delinquents must show proof of payment
- First print run will be around 5k, with a larger run expected to occur around May
- March 7 Board Meeting, MVA to host Mayor Quan, Merchant members only for state of City/ Montclair presentation
- Preparation for Feb. 1st General Meeting
- AAS Security contract will request on call service only after completion of contract
- Approved extension of Administrator hours to full time for the month of January (total of 160 for the month), and to reduce hours by 80 over the months of July, August, September. No net budget impact
- Approved purchase of one (1) book of Validation Stickers (\$75) to break up for donations to school raffles etc.
- Table ad sales plan for newsletter and website
- No policy for Honorary Associate Membership, cannot develop this category at this time
- MVA has been offered full page in Oakland Business Review, (2) businesses can donate \$150 each to cover cost of layout in exchange for a 200 word write-up and picture in donating

Promotions Committee Summary – 1/13 committee meeting

- Brochure draft review, and content additions
- Re-usable shopping bag promotion strategy; available at Hatch or through the MVA for a \$10 donation
- Finalize banners, (1) 8 foot for display in MVA Farmer's mkt booth; (1) 3 foot to attach to front of table; (1) 5 foot media background; to be delivered 1/19
- Continue late night shopping move to Fridays remains in committee for discussion

Beautification/Safety Committee Summary – 1/25 committee meeting

- CUP Application for Red Oak Realty to fill 6450 Moraga; viewed presentation from RED Oak COO Vanessa Bergmark and architectural firm designing interior and façade improvements. Open to suggestions on look and materials use. Parking lot will remain metered for public use, 3 spaces converted for Red Oak, suggested EV charging station. Build in public use into design and business model. Business is filling long term vacancy and active and generous toward the community. Concern that change of use will never allow for retail in that space
- Motion by Jeff Diamond to recommend Board support Red Oak CUP, Second Winter Williams, All in Favor
- Montclair Public Art Committee (MPAC) pilot: Trestle Mural, committee will form, made up of all members of the community, including reps from community orgs (MVA, MSIC, Friends of Montclair Railroad Trail), supported by artists and city staff
- Antioch Ct Streetscape Improvement; Focused meeting on 2/1, 7pm at US Bank immediately following MVA Board. Focused placed on crosswalk construction and no left turn; need confirmation if City will still perform safety improvements; need to involve property owners on Antioch and solicit support for project/ fundraising
- Security and Village Safety: Jeff Diamond will assist is developing merchant alert phone tree. Ralph Morewitz appointed as MVA rep on MSIC Board.
- Peralta Services – Maintenance Contract: Review 2012 contract submitted by Peralta. Contract did not match the expressed needs of the MVA. Recommendation to extend contract on a month to month basis until a RFP can be drafted