



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

**Minutes of the Board of Directors Meeting of June 6, 2012; APPROVED 8/1/12
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Present: Aaron Brown, Jeff Diamond, Linda Foss, Gayle Langston, Steve Montgomery, John Porras, Lee Richter, Winter Williams
Absent: Tom Revelli, Liza 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 Committee Updates

➤ Administrator Summary - Daniel Swafford

Montclair Lions Club grant awarded \$3,000 toward a partnership with Snapshot Mosaics to install mosaic art on 4 cement planters in the Village; Kiosks ordered and in transit; MVA Mixer July 11; MVA Night a Woodminister July 13; Pacific Fine Arts Festival proceeded smoothly, suggestions for improvement will be taken at Financial Report – Treasurer Tom Revelli \$55,698 checking; \$66,044 savings

➤ Approval of April 4, 2012; May 2, 2012; May 24, 2012 Meeting Minutes - Secretary Linda Foss; Motion Aaron Brown, Second Jeff Diamond, All in Favor

➤ Executive Committee – President Winter Williams

(See Committee Summary below)

➤ Promotions - Chair Aaron Brown

(See Committee Summary below)

➤ Beautification/Safety – Chair Jeff Diamond

(See Committee Summary below)

2012-2014 Board Candidates –Qualifications Confirmed, Approve Slate for Member Vote, ballots will be distributed to membership 6/7/12, due 6/15, 5PM at the MVA office, announcement at July 11 mixer

Adjourn - 6:50

Special Presentation: Leveraging Montclair Events and Activities for Your Business Success

Facilitated by Promotions Committee Chair – Aaron Brown

Information sharing and discussion on how You can utilize events like the Sunday Farmer's Market, the Montclair Arts Festival, and the Holiday Stroll to promote Your business. What new activities and events will support your success?

Please thank the following Members for their generous donations:
Crown Wines & Spirits, and Kakui for appetizers and refreshments
US Bank for hosting and providing appetizers and refreshments

Committee Meeting Notes – June/July Meetings

Executive Committee Summary – 6/26 meeting

- Review open projects, see Zoho Projects, set priorities for July
- July 11th, 6-8PM, MVA Member party, send notice to cancel July 4th 1st Wed meeting
 - o New Director announcement
 - o Hospitality, one comp for each MVA member business, all others \$15 at the door
- New Business
- Banner installation schedule; eliminate one trade out of Woodminister in Sept, apply in November- saving \$180
- Paint the town Purple; Relay for Life event
- EC Recurring Meeting - date change – 4th Wednesdays; survey Officers
- 2013 Budget Planning and timeline

Executive Committee Summary – 6/26 meeting

- Review open projects, see Zoho Projects, set priorities for July
- Upcoming Board Meetings, New Board Introduction and Planning; emphasize respect of ideas, professional manner, collaboration
- August 1st, 6:15-7:30PM, US Bank
- Expected Outcomes; firm committee structures (Beaut/Safety, Promotions, Ambassador, Executive)
- Facilitation
- Agenda Setting; Intro of organization, roles and responsibilities, protocols, best practices, will work with facilitator
- EC Recurring Meeting - date change – 4th Wednesdays; re-confirm with Officers
- Reusable bag reorder; survey primary users
- 2013 Budget Planning and timeline

Promotions Committee Summary – 6/8 meeting

- Montclair Music Festival, meeting date TBD
- Set a spate meeting with MVA restaurant owners to look at cross promotions, manageable food event, capabilities of MVA restaurants, best practices – Monday, 6/11, 2pm Italian Colors
- Upcoming events - Fine Arts Festival – June 22-24, MVA Annual Mixer July 11 @ Italian Colors, Woodminister Musicals MVA Night out July 13

Promotions Committee Summary – 7/13 meeting

- Review Vision
 - o Aesthetic, Alpen ambiance
 - o Small town with full amenities
 - o Safe, healthy, fun, family friendly, activities
 - o Sustainable, regional draw
- Review Needs/ Goals
 - o Showcase food and retail options, balance selection with expectations
 - o New resident welcome package; leverage realtors
 - o Improved Marketing, capture young families/ new audiences
 - o New/ improved communication channels
 - o Destination events; utilize event venues (park, school, top of garage)
- Review current activities
 - o MVA Annual Mixer, should be repeated at multiple locations throughout the year
 - o Woodminister Musicals MVA Night out July 13
 - o Planter mosaic dedication, tbd

Beautification/Safety Committee Summary – 6/12 meeting

- Planter Adoption Program- Signage and outreach next steps, Deidra Joyner to finalize flier and engage merchants
- Kiosks art in final edits, cases to be ordered
- Planter Mosaic Pilot, presentation by Snapshot Mosaic; 4 planters to be mosaicked in the Village, generously sponsored by the Montclair Lions Club

- 3rd and 4th quarter Beautification/ Safety priority projects discussion; safety, revenue neutral or positive projects
- Budget Review and 2013 needs

Beautification/Safety Committee Summary – 7/18 meeting

- Outreach and materials for the planter adoption, Rules of adoption need to be established; basic terms DS to JF
- Tree trimming – schedule walk Friday, 27th, 1pm for inventory
- Kiosks – final review, installation schedule; do not install on Medau side of garage
- Mosaic schedule; about 2 weeks out from installation and PR
- Safety program needs assessment
 - o Bay Alarm Company - Q&A – Limor Margalit, Bay Alarm
 - o 20-23% Village businesses are some form of Bay Customers