



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

**Minutes of the Board of Directors Meeting of March 7, 2012; Approved 4/4/12  
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Present: Aaron Brown, Jeff Diamond, Steve Montgomery, John Porras, Tom Revelli, Lee Richter, Lisa Sonia Wallach, Winter Williams  
Absent: Linda Foss, Gayle Langston  
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  
Print brochure in final design phase, expected to be available by the end of March; new website at 50% completion, need pictures (Montclair businesses, streetscape, people) to create aesthetic; When map is finalized, new kiosks can be designed and ordered, create cost estimates will be brought to March EC.
- Approval of February 1, 2012 Meeting Minutes - Secretary Linda Foss  
Feb, minutes will be brought to 4/4 meeting for Board approval
- Financial Report – Treasurer Tom Revelli  
\$52,254 checking; \$66,044 savings
- Executive Committee – President Winter Williams  
(See Committee Summary below)
- Promotions - Co-Chairs Aaron Brown, Gayle Langston  
(See Committee Summary below)
- 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.

**Oakland Magazine Best of Oakland – Recognize YOUR Montclair business - Lee Richter**

Best of the East Bay is open for nominations, support fellow Montclair businesses with your vote and nomination.

**President's Report – Winter Williams**

The MVA is working to build collaborative relationships with members, property owners, and area residents. The MVA wants to encourage an involved and active membership. Members are encouraged to be a part of decision making by attending meetings and offering informed opinions. See the Committee meeting schedule and/or connect with a Board member to stay engaged.

**BID Assessment and Penalties – Benefits of Membership – Daniel Swafford**

Collective solutions to marketing, safety, maintenance and beautification of public space, events and draw to Village, public relations, and advocacy for City services and support.

**Adjourn**

**Special Guest Presentation – Oakland Mayor Jean Quan to discuss the State of the City and small business resources and support**

Thank you to: Italian Colors and Grill One Carvery for appetizer donations  
US Bank for hosting and refreshments

## Committee Meeting Notes – February Meetings

### Executive Committee Summary – 2/28 committee meeting

- March 7 Board meeting agenda; outreach for hospitality
  - MVA Farmer's Market Booth set up, available to all merchant members to promote their businesses
    - Approved purchase easy-up canopy \$100. Motion WW; Second LR; All in favor
    - Approved set-up and take down of MVA booth and banner over trial period by Syroos at \$20 each time
    - Motion WW; Second: LF; All in Favor
  - Street Planters awaiting donation, approved budget not to exceed \$400 to transfer and store in garage. Motion: LR; Second WW; All in Favor
    - Approved conversion of planter in front of MVA office steps to a bench with cement cap \$100. Motion: WW; Second LR; All in Favor
  - Approved youth intern budget to finalize directory mapping; 20 hours at \$10/hr. Motion LR; Second LF; All in Favor
  - Reviewed allocation of Administrator's hours, Average Weekly allocation breakdown (20 allocated)
    - 3 hours – Attending meetings (Board, all committee, BID, phone, misc.)
    - 3 hours – Association business (bill pay, accounting, sub-contractor mgmt, BID requirements, clerical, updating procedures, forms, and modernizing office)
    - 2 hour - Community relations (info sharing, media, partner support)
    - 1.5 hours – Newsletter
    - 1.5 hour – Member support and service
    - 1 hour - Meeting agendas and notes
    - Total: 12
- Additional 10-15 hours/week on Current Priority Projects (brochure, website, planters)  
Approved 40 additional hours for March to address priorities: Website, Kiosks, Fundraising Software, Tree Trimming, Accounting Updates, Board recruitment and election prep, Security Ambassadors. Motion: LR; Second: LF; All in Favor
- BID collections 2012 payments due March 1; reminder sent to members 2/23 and will continue through March. 2011 collection; brought in an estimated \$6,000 including almost \$2,000 in penalties
    - After April 1 Administrator will no longer put allocated hours into collection. Administrator may put time into collection off the clock, Approved 100% of late fees received after April 1 will be paid to Administrator on a monthly basis. Motion: WW; Second: LF; All in Favor
  - Associate Member (AM) outreach very successful 10 new Associate members added in 2012 amounting to \$1,200 in revenue almost 4x goal; AM increased to 14 currently, from 4 in 2011 Approved Administrator bonus of \$100, and each new member brought in for the remainder of 2012 results in a \$40 per member bonus with a \$10 renewal bonus in 2013 through term of employment. Motion LR; Second: WW; All in Favor
  - Administrator will build out project/task management tracking platform using cloud based application or alternative platform with broad access and increased functionality.

### Promotions Committee Summary – 2/10 committee meeting

- Upcoming Events in Montclair
  - Steve Fugate reception (2/25 event; 2/29 Fundraiser both at Montclair Bistro), announce in newsletter, co-promote with Montclair Bistro
  - Mayor Quan at MVA Board (3/7)
  - Oakland Marathon (3/35); water stop at Wheels of Justice, promote Montclair as a great place to watch the race, and come back to shop/visit
  - Lions Restaurant Walk (4/24) Tickets avl for sale and purchase, A-frames out one wk prior East Bay Children's Theatre performance at Montclair Elem, guest Deanna, Program add space available to MVA members for \$75 business card size, add deadline 3/14
- Current Projects

New brochure - Style and content approval

Directory Kiosks - New Installation near parking garage elevator being considered; existing maintenance kiosk on Caldwell Banker needs to be replaced

New business welcome packet, consolidate in a pdf (web connection, parking validation program, meeting calendar, BID info, newsletter) Winter will help compile

#### Beautification/Safety Committee Summary – 2/15 committee meeting

- Planter Reorganization and Future Maintenance; Jeff and Deidra interested in partnering with Promotions to work on adoption program. Other partners include Thornhill Nursery, FOSC (Daniel will follow up with them)
- Antioch Ct Streetscape Improvement; Fundraising software access, license held in MVA office, expires in April. Daniel will announce to those interested that they can come to the office to explore database
- Security and Village Safety; Fact sharing with membership and Private Security options; looking at exploring Ambassador Program upon expiration of AAS contract in April  
A point of contact is important  
Concerns about people hanging out late at night  
Possible solution is exterior cameras
- Peralta Services – Maintenance Contract; will continue with 2011 contract on a month by month basis until reaching a determination on RFQ and future maintenance needs
- Sidewalk Appearance and Trash/Recycling Cart Placement Update; Village looks bad when cans are left out, importance to connect with owners to store cans properly