



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

**Minutes of the Board of Directors Meeting of May 2, 2012; Approved June 6, 2012  
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

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

The monthly meeting of the MVA Board of Directors was called to order at 6:15 PM by President Winter Williams. Seven (7) Board members were present, constituting a quorum for the meeting.

**Montclair Village Association Committee Updates**

➤ Administrator Summary - Daniel Swafford

3,000+ brochures distributed, avl. anytime for pickup at the MVA office or Italian Colors in Village Square; Website formal launch, Members, please review your business profile; La Salle planters will be planted by Friends of Sausal Creek on 5/11; Restaurant Walk, aprox 410 passports sold; Parking garage received reimbursement checks from City; MVA will finalize switch to QuickBooks; BID disbursement due to MVA this month \$38,149. Will look at conducting a project management software tutorial for Board members in July.

➤ Financial Report – Treasurer Tom Revelli

\$24,696 checking; \$66,044 savings

➤ Executive Committee – President Winter Williams

(See Committee Summary below)

➤ Promotions - Chair Aaron Brown, reported by Daniel Swafford

(See Committee Summary below)

- Steve Montgomery shared comments from visit to Off the Grid Berkeley, shared concerns about closing down La Salle

- Linda Foss shared Montclair Relay for Life (8/4/12) is looking for teams, raised over \$55K last year

➤ Beautification/Safety – Chair Jeff Diamond, reported by Daniel Swafford

(See Committee Summary below)

**Nomination Committee Announcement – Linda Foss**

Nominations from the floor are welcome, applications are being emailed this week to membership. Please return to MVA Office c/o Nominations Committee by May 25<sup>th</sup>

**Review Election Procedures and Key Dates – Linda Foss**

- Voting for 2012-2014 slate of Directors will be held after the slate is approved at the **June 6** meeting, ballots will be sent to membership (due 6/15, 5PM at the MVA office)

- Director applications for the 2012 Board slate will be mailed to the membership following the May 2 meeting

- Applications must be received by the Nominating Committee by 5/25, 5PM at the MVA office

- For voter eligibility, Membership status must be made current no later than May 31

**MVA July Meeting – Winter Williams**

The 1<sup>st</sup> Wednesday (July 4th) MVA Board meeting will be canceled. The Annual Mixer on July 11<sup>th</sup> 6PM at Italian Colors will be held in place of the Board meeting

**Open Forum**

Tyler Pon and Harriet Schlater with Woodminster Amphitheater presented an invitation for an MVA night at the musicals and shared opportunities for businesses to advertise in the Summer Musical program

Adjourn - 6:50

Please thank the following Members for their generous donations toward the meeting:  
Crown Wine & Spirits, and Italian Colors Ristorante for appetizers and refreshments  
US Bank for hosting and providing appetizers and refreshments

## **Committee Meeting Notes – February Meetings**

### **Executive Committee Summary – 4/24 meeting**

- May 2 Board Agenda
  - Confirm Nominations Committee (Liza, Chair; Linda; Winter) announce 5/2
  - Accept Nominations, announce deadline 5/25
  - Establish Slate; returning Board members: Lee Richter, Aaron Brown
- Executive Committee Business
  - BID Update – City able to forgive late fees and penalties up to 4/30, announce to membership
  - MVA accounting- New CPA; QuickBooks transition: approve budget of \$590 (Motion LF; Second TR; All in favor)
  - Farmer's Market Booth use policy- Farmers Market subcommittee formation
    - Policy recommendations and market improvements to be determined by sub-committee; Jeff Diamond and Lee Richter volunteered for committee; current booth use policy approved
  - Scope and Budget for Safety Ambassador program- budget or specific scope needed as a guideline for program recommendations and recruitment.
  - Project tracking software utilization: Directors need to confirm invite to join Zoho project tracking software
- Additional Items
  - May priorities: Parking Garage updates and signage; Parking garage contract; members utilizing Farmer's Mkt booth with ability to sell product
  - MVA pet mayor nominee: Stomper

### **Promotions Committee Summary – 4/13 meeting**

- Review 2012 List of Events
  - Upcoming Events
    - i. Lions Restaurant Walk (4/24) Tickets avl; will also be sold this Sunday at the Farmer's Market; MVA table at Walk, US Bank, business encouraged to drop off fliers or come table
  - Proposed Event: Off The Grid
    - i. Updates – Presentation by Matt and Katie from Off the Grid, they will put together a formal proposal and help introduce event to area businesses
    - ii. Outreach and info sharing; end of April target date to finalize outreach packet and begin introductions
- Current Projects
  - Website- Soft launch 4/7/12; Review and development; still need more pictures
    - i. New brochure- Available now; Distribution to realtors for open house placement; Aaron will assist
  - Directory Kiosks
    - i. New Installation; design underway; updating BID list for current members to display

### **Beautification/Safety Committee Summary – 4/18 meeting**

- Planter Adoption Program- Quotes on set up and annual costs; adoption will consist of a cash payment to cover cost of maintenance and color sign in the planter acknowledging adoptee
- La Salle FOSSC Educational Planting, estimated installation date 5/11
- Kiosks Final layouts/ dimensions; 4'w x 3'h; updating BID list for current members to display
- Safety Program- Announcements to/from MSIC/MVA lists, Ralph will assist; overall OPD response time has improved; next MSIC meeting 5/3 at Montclair Presbyterian