



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

**Minutes of the Board of Directors Meeting of November 7, 2012 – APPROVED 1/2/13
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Present: Aaron Brown, Jeff Diamond, Hana Levin, Steve Montgomery, Howard Neal, John Porras, Tom Revelli, Lee Richter, Wayne Sweeney, Mike Williams, Thomas Wong

Absent: Vanessa Bergmark, Linda Foss, Gayle Langston (Excused)

Executive Director: Daniel Swafford

The monthly meeting of the MVA Board of Directors was called to order at 6:15 PM by Vice- President Jeff Diamond. Eleven (11) Board members were present, constituting a quorum for the meeting.

Agenda

- 6:15 Call to Order – Vice- President Jeff Diamond
- Welcome & Introductions
 - Review of Agenda
- 6:20 Montclair Village Association Committee Updates
- Executive Director - Daniel Swafford
 - Holiday Stroll Posters now avl., MVA re-usable shopping bags avl to members for \$4.25 and to the public for a donation of \$10
 - Approval of October 3, 2012 Meeting Minutes – Motion, Aaron Brown; Second John Porras; 10 in favor, 2 abstain
 - Financial Report - Treasurer Tom Revelli - \$76,237 in general fund
 - Executive Committee - Vice- President Jeff Diamond (see Committee summary below)
 - Promotions – Chair - Aaron Brown (see Committee summary below)
 - Recurring meeting date change; 2nd Monday; 9AM at US Bank
 - Beautification/Safety – Chair John Porras (see Committee summary below)
 - Block Ambassadors – Chair Hana Levin (see Committee summary below)
- 6:30 Oakland Grown – Amy Carr shared benefits of Shop Oakland gift card
- 6:35 Open Forum
- Bob Hegar, business realty broker
- 6:40 Adjourn
- 6:45 – 7:30 Simple Seminar: Enhancing *YOUR* Web and Online Presence presenter TechLiminal

Please thank the following Members for their generous donations at October's meeting:
US Bank for hosting and providing appetizers and refreshments.

2012 Holiday Stroll – Thursday, December 6th, 6:00-8:30

Committee Meeting Notes – October Meetings

Executive Committee Summary – 10/24 meeting

- Approve \$1,000 allocation for Holiday Stroll planner, MVA will work with Community Mgr, Mike Dobson to implement logistics of Stroll
- Confirmed agenda for Nov 7th Board meeting; special presentation by TechLimnal
- Late night Holiday Shopping will be promoted in general with special activities on Thursday nights
- Parking Garage research and lobby for management award
- Schedule discussion with Farmers' Mkt Director at next EC meeting 11/18

Beautification/Safety Committee Summary – 10/17 meeting

- Safety Update – By Alarm is visible in district, needs to enhance connectivity with merchants. Informational meeting will be hosted by Bay in November, date and location TBD
- Committee will meet 10/24 to outreach to business owners for planter sponsorship; the general terms for reserving a planter will be 7 days to submit application from receipt, then 21 days from app submission to submit payment
- Tree trimming has begun at the parking garage
- Future project proposed a cleanup along the Cal Trans fence at Moraga
- November meeting date moved to 11/14 in respect to Thanksgiving

Promotions Committee Summary – 10/15 meeting

- Holiday Stroll- Winter Wonderland theme
- Holiday Stroll Planning Committee Leads: Trolley- Linda; Entertainment- Teresa; Santa Station- Aaron; Window Display- Wayne; Merchant outreach- Mary; Late Night shopping and marketing- Barbara; Logistics- Mike and Daniel
- Late night shopping- promote late night shopping in general, schedule activities, entertainment on Thursdays
- Upcoming events - Annual Halloween Parade Oct 31; Holiday Stroll Dec 6
- Follow up Holiday Stroll meeting 10/29, 11/12, 9am at US Bank

Block Ambassador Program – 10/17 meeting

- Outreach and Recruiting for Ambassadors and Ambassador Committee (Captains)
- Ambassadors connect to neighbors and report to Captain, information is better shared among all merchants and MVA members
- Regular meetings currently to be held 3rd Wednesday, 3pm at US Bank
- Next Meeting 11/28, 3pm at US Bank (due to Thanksgiving)