



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

**Minutes of the Board of Directors Meeting of January 2, 2013 – Approved Feb. 6th, 2013
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Present: Vanessa Bergmark, Linda Foss, Hana Levin, Steve Montgomery, Howard Neal, John Porras, Tom Revelli, Lee Richter, Wayne Sweeney, Mike Williams, Thomas Wong

Absent: Aaron Brown, Jeff Diamond, Gayle Langston

Executive Director: Daniel Swafford

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

Agenda

6:15 Call to Order – President Linda Floss

- Welcome & Introductions
- Review of Agenda

6:20 Montclair Village Association Committee Updates

- Executive Director - Daniel Swafford
 - Garage contract approved, planter mosaic spoken for (count 18)
- Approval of November 7, 2012 Meeting Minutes – Motion, John Porras; Second Tom Ravelli; all in favor
- Financial Report - Treasurer Tom Revelli
- Executive Committee - President Linda Foss (see Committee summary below)
- Promotions – (see Committee summary below)
 - January meeting date change; combined with Beautification on 1/16 @ 9AM at US Bank
- Beautification/Safety – Chair John Porras (see Committee summary below)
- Block Ambassadors – Chair Hana Levin (see Committee summary below)

6:40 Open Forum

- Restaurant Walk 2013 Proposed Date – Tuesday, April, 16th - Confirmed

6:45 Adjourn

6:50 MVA Board of Directors Mid-Year Review and 2013 Planning – Linda Walker and Linda Floss, Facilitators

Please thank the following Members for their generous donations at November's meeting:

US Bank for hosting and providing appetizers and refreshments.

Upcoming Meetings

- Promotions: 2nd Monday of the month at 9:00 AM- US Bank (Combined with Beautification/Safety Committee on 1/16)
- Beautification/Safety Committee: 3rd Wednesday of the month and 9:05 AM-US Bank Next 1/16 (90 min)
- Executive Committee: 4th Wednesday 9:05- US Bank NEXT Meeting 1/23
- Ambassadors Committee: Jan 23rd 3 PM US Bank – after 3rd Wednesday 3PM

Bay Alarm Security Service, contact (800) 470-1000 mention Montclair Village Assoc.

Committee Meeting Notes – November and December Meetings

Executive Committee Summary – 11/28 meeting

- Holiday Stroll progress update, confirming trolley stops, all other components are in place
- Approved winter intern, \$500 for 3 weeks (20hr per wk)
- Parking Garage contract extension to go to Public Works Committee 12/11
- Ron Pardini (guest) – continuous improvements to the market, review standards and expectations
- Schedule discussion with Bay Alarm at 12/19 BSC meeting

Executive Committee Summary – 12/26 meeting

- Agenda setting 1/2/12 Board meeting and mid-year review, determine priorities and project leads
- January ED priorities: Associate member renewal/ outreach, Tree Trimming, Planter Signage, Financial Review/ Update, Set up BID collection, Community Clean-up 1/12, 9-Noon
- Parking Garage contract extension approved by City Council 12/18, will need to prepare for negotiation on long-term contract
- Winter Intern project review, will add 2013 intern budget to the Jan EC agenda

Beautification/Safety Committee Summary – 11/14 meeting

- Safety Update – Set Bay Alarm informational meeting and breakfast and learn for 11/27 at Red Door Catering. All members are encouraged to attend, rsvp requested.
- Planter sponsor walk to be held after the Bay Alarm Breakfast

Beautification/Safety Committee Summary - 12/19 meeting

- Bay Alarm Security Briefing and Program Evaluation; The MVA/ Bay Alarm security partnership is at the halfway point of the pilot, dialogue with David Opperud and David Sarich of Bay – Agent walking 1 block of district every day for 1 hour, call center responses are being streamlined, state you are with Montclair Village Association when dialing 800-470-1000,
- Planter Mosaic location Requests approved for #17 and #35
- Vegetation Removal/Community Clean-up, Saturday, Jan. 12th – 9-noon, meet at Crown parking lot
- Light Pole Banner Replacement, think of designs and images

Promotions Committee Summary – 11/13 meeting

- Review and update Holiday Stroll Task List, Update and finalize performers list, Trolley Stop confirmations and Billing, Santa's Village decoration plan
- Late night shopping - promotional festivities, merchant commitment

Promotions Committee Summary – 12/10 meeting

- Holiday Stroll – Thursday, December 6th, 6-8 PM – Street closure received a very positive all around response, entertainment well positioned with a comprehensive line-up, good use of paid staff, good committee support, Trolley did not service all stops as directed, will issue partial refunds, Trolley could be used to pick people up on the peripheries, use more A- Frames (Stroll TONIGHT)
- Late night shopping – promotional festivities, merchant commitment

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)

Board Mid-Year Review & 2013 Planning

Agenda for January 2nd (Total time 55 min)

Lind Walker and Linda Floss, Facilitators

Get to know each other better – (opening question) Brief introduction, a New Year's resolution to share;
How do you see Montclair in 10 years?

Background (Linda, Tom – 15 min., Tom 25-30 to thank for planter sponsor)

- Montclair Village Association – a 501c (3) not for profit organization
- MVA history (Tom)
- Accomplishments
- Budget
- Communication
- Association Practices
 - Media contact Jeff Diamond 510-864-9463
 - The Visual Appeal of Montclair Village is Also Your Business
 - It takes a Village Encourage all Members to be proactive in supporting Beautification, Safety, Promotions, Block Ambassadors and Communication

Review Board Member's Role (Linda – 10 min.)

- Responsible for managing the Association's activities and finances
- Expectations for a MVA Board Director's & Officers *
- Committee etiquette and Chairing
- Steve- bring news and younger people in village - us better connected to village as a whole
- Mike – better communication lines to engage members
- Lee – better engage community, move people around, #1 way for new business through Yelp. 30% in reach
- Hana – growing MVA team and Ambassador program
- Wayne – Open up Village, more exposure
- Tommy – modernization, (art or otherwise) to attract others
- Vanessa – overcome exclusiveness of MVA, smaller events, consistent more networks
- John – Improve, enhance infrastructure
- Howard – social media outreach, yelp

Committee Work/Goals (Linda Walker, Facilitator – 30 min.)

- Committee Breakout Groups
 - Roles and Commitment to Goals
- What:
Champion:
Budget Needs:
Anticipated Roadblocks:
Supports Mission Statement:

Committee Breakout Report

MVA Board Resources and Activities Calendar at www.MontclairVillagem.com

Key Dates 2013

- Lions Restaurant Walk – Tuesday, April 16th 6-8:30pm
- Fine Arts Festival – Fri-Sun, June 28-30
- Arts & Crafts Festival – Sat-Sun, October 5-6
- Annual Halloween Parade – Thursday, October 31st 3pm
- 11th Annual Holiday Stroll – Thursday, December 5th 6-8:30pm