



**The MVA's mission is to support our merchant members and help the Village thrive.
Celebrating 65 Years of Service 1948-2013**

**Minutes of the Board of Directors Meeting of March 6, 2013 – APPROVED 4/3/13
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Board Members: Vanessa Bergmark, Hana Levin, Steve Montgomery, Howard Neal, John Porras, Tom Revelli, Lee Richter, Mike Williams
Absent: Aaron Brown, Jeff Diamond, Linda Foss, Gayle Langston (Excused), Wayne Sweeney, Thomas Wong
Executive Director: Daniel Swafford

The monthly meeting of the MVA Board of Directors was called to order at 6:15 PM by President Linda Foss. Eight (8) Board members were present, constituting a quorum for the meeting.

Agenda

- 6:15 Call to Order – Secretary Howard Heal
- Welcome & Introductions
 - Review of Agenda
- 6:20 Montclair Village Association Committee Updates
- Executive Director - Daniel Swafford
 - Approval of February 6, 2012 Meeting Minutes
 - Motion to approve - Lee Richter, 2nd – Steve Montgomery – all in favor
 - Financial Report - Treasurer Tom Revelli
 - \$58,539 checking
 - Executive Committee - President Linda Foss
 - Renew Bay Alarm security contract for 6mo period. Motion to approve - Hana Levin, 2nd – John Porras – all in favor
 - Promotions – Chair - Aaron Brown
 - Restaurant Walk Announcement – Howard Neal; tickets avl soon
 - Vote Oakland Mag Best OF, deadline 3/15
 - Beautification/Safety – Chair John Porras
 - MSIC Update – Carolyn Winters contact cdfwinters@yahoo.com
 - Block Ambassadors – Chair Hana Levin
- 6:50 Office of Councilmember Schaaf Update – Bruce Stoffmacher; City budget will be passes June 30
- 6:55 Open Forum
- Tami Fitzsimmons – Montclair/ Oakland Relay for Life; 2013 event held July 27-28 @ Skyline High, teame needed, info meetings are 2nd Wednesdays
 - Linda Brown – Friends of Joaquin Miller Park update (5 min)
- 7:05 Adjourn
- Please thank US Bank for hosting the Feb.6th Board Meeting and providing appetizers and refreshments.

Upcoming Montclair Events Calendar

March

Sunday March, 17th, St. Patrick's day Block Party, 10:00am till close- Visit Crogan's, Grille One, Farmstead

April

Tuesday, April 16th 6-8:30pm Lions Restaurant Walk

June

Saturday, June 15th, 7pm Movie Night at Red Oak MovieHouse

Saturday, June 29th, 11-6 Street Faire at the Fine Arts Festival

Other non-calendared committee proposed priorities:

- New resident welcome packet /Gift bag
- Banner replacement and additions
- Community clean-up / work days

Executive Committee Summary – 2/27 meeting

- Beautification/ Safety & Promotions Combined Meetings update (see committee notes)
- Bay Contract – Affirmed Safety committee recommendation to extend another 6 months, continue to test
- Grubb/ community pledge – no action on Grubb proposed expansion, follow up with Howard and Daniel
- St. Pats even to be help simultaneously with Farmer Market on 3/17/13
- June 29th, small planning committee – ED recommends formation of core team to steer event and define scope
- Intern(s)- outreach to continue, one CSUEB student likely to begin
- Garage Oversight – Operations review and annual procedure update, review Operations manual
- Commissioner meeting date - Garage commissioners set to meet prior to next EC meet, 3/27, at 8:30 AM
- MVA Board Transition- outreach to Officer and Director prospective candidates
- Wildfire Assessment District renewal campaign – approval of \$500 donation for renewal campaign

Beautification/Safety Committee Summary – 2/20 meeting

- Grubb Co. lease of 1958 Mountain (Sarber's)
- Planter Mosaic
 - o Rebecca Conradi #3
 - o Pacific Fine Arts #15
- Bay Alarm contract renewal – 6 month
- Banners – (Regular + Seasonal)
 - o Budget \$6,200 (2011) --- \$4,000 (2012) money unallocated to be carried over to 2013

Promotions Committee Summary – 2/20 meeting

- St. Patrick's Day – use FM street closure for outdoor activity
- Movie Night Dates – 6/15, 7/20, 8/17, 9/21- every 3rd sat
- Restaurant Walk on 4/16 6-830
- Oakland Running Festival March 24th
- Event at Art Festival, Sat. June 29th, Scope and commitment
- July – Dec. new events Calendar

Block Ambassador Committee Summary – 2/27 meeting

- Reviewed items from last meeting and got agreement on: Definition of Role of Ambassador, Intro. Script, First set of questions to ask merchants
- Got revisions on:
 - o Bay Alarm ph#: 800-470-1000. As a benefit of membership in the MVA, members get 65% off Bay Alarm's alarm dispatch service, for only \$10/mo! Their contract w/the MVA has them patrol the village 7 days/week, 5-6x/day including 1x/night to help establish a presence and deter crime.
 - o Next questions for merchants (from 2/27 meeting) to also include:
 - What are your top 2 priorities from the following list:
 - Would you like to take advantage of some of the benefits of membership in the MVA by:
 - Does your business offer validation? (remind them they can set terms, e.g., "with purchase of \$XX or more get free parking validation")
- Got update on upcoming events, by BAP Members!
- Next steps: Google Doc, Ambassador