



**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 May 1, 2013 - APPROVED
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Board Members: Vanessa Bergmark, Linda Foss, Hana Levin, Howard Neal, Tom Revelli, John Porras, Lee Richter, Wayne Sweeney, Thomas Wong, Mike Williams
Absent: Gayle Langston, Aaron Brown, Jeff Diamond, Steve Montgomery,
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. Ten (10) Board members were present, constituting a quorum for the meeting.

Agenda

- 6:15 Call to Order – President Linda Foss
 - Welcome & Introductions
 - Review of Agenda
- 6:20 Montclair Village Association Committee Updates
 - Executive Director - Daniel Swafford
 - BID Disbursement \$41,898.08 in first disbursement; 70 delinquent business remain
 - Art Project Floating exhibit in Montclair Park for month of June
 - Approval of April 3, 2013 Meeting Minutes
 - Motion to approve - Tom Revelli, 2nd – Lee Richter – all in favor
 - Financial Report - Treasurer Tom Revelli
 - \$ 49,491 checking
 - Executive Committee - President Linda Foss
 - Promotions – Chair - Aaron Brown
 - Feedback on Restaurant Walk
 - Montclair Park Car Show
 - Festival Planning
 - Beautification/Safety – Chair John Porras/ Daniel Swafford (see Meeting Summary below)
 - Cleanup 5/4 at Shortline Park
 - MSIC Update – Carolyn Winters contact cdfwinters@yahoo.com
 - Burglaries have declined; no MISC 5/2
 - Block Ambassadors – Chair Hana Levin
 - Outreach
- 6:40 MVA Board Election Slate
 - Out Wednesday, June 5th. Due to MVA Office June 14th
- 6:45 Intro and Update on Montclair Village Magazine – Corina Botafan, X2 Media
- 6:50 MVA Intern Intro
 - Social Media/Arts/Promotion
- 6:55 Open Forum
 - Tyler Pon – Woodminster Musicals
 - 47th Season; Renew Ad Banner Deadline May 31st, \$250 – Motion Tom, Second John – All in favor
- 7:05 Adjourn

Please thank First Republic Bank for hosting the April 3rd Board Meeting and Linda Foss for providing appetizers and refreshments.

Upcoming Meetings

- Promotions/Beautification/Safety: 3rd Wednesday of the month 9:05 AM – Crogan's NEXT 5/15
- Executive Committee: 4th Wednesday 9:05 AM – MVA Office NEXT Meeting 5/22
- Block Ambassadors: 3rd Wednesday Time 2:00 PM – Red Oak NEXT 5/15
- Festival Planning and Review: Wednesday, May 8th, 9:30 AM – Crogan's

Upcoming Montclair Events Calendar

June

Wednesday, June 5th, 6:15pm MVA Annual Meeting and Board Election

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

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

July

MVA Annual Mixer: Date and location TBD

Executive Committee Summary – 4/24 Meeting

- MVA Board Election – EC will serve as Nominating committee again; will present slate in June; Howard and Jeff avl to serve as Co- Presidents, Vanessa VP, Linda Secretary, Tom Treasurer

Beautification/Safety Committee Summary – 4/17 meeting

Beautification/ Safety

- New Projects/Needs: Current projects are coming to a close, new projects and budget requests are welcome

2013 Project and Activity Prioritizing

- Restaurant Walk debrief: Farmstead has 260 attend vs. 350 in 2012, Crogan's aprox 300 this year; Grille One 420 vs 300 in 2012; 40+ sold at even; Recommendations: Passports avl at businesses night of, entertainment on La Salle, coupons on back of Passport
 - Sub-Committee Meeting scheduled for 4/24, 9:30am at Crogan's
 - Draft Budget to present at meeting
- Movie Night Update: logos needed
- Give Back Night

Block Ambassador Committee Summary – 4/17 meeting

- Reviewed Questions asking Merchants from
- Discussed which Next questions to ask merchants – share
 - Information about upcoming events:
 - Red Oak Realty's Summer Movie Nights: 6/15, 7/20, 8/17 & 9/21
 - Looking for 2 more sponsors – see Kevin Hamilton
 - Rite Aid's Wellness Fair: 4/20, 7/13, 11/16
 - Golden State 24 day Fitness Challenge: 5/1 (?)
 - Melt Message at Farmstead Wine Tasting: 4/19
 - Ways to promote upcoming events: Ambassadors' Weekly Walks:
 - Confirming w/Merchants they're
 - Reading the Montclair Village Newsletter (MV NL) e-mail
 - Reading the Montclair Merchant Newsletter e-mail
 - Aware of Montclair District Marketing book being assembled and promo opportunities for buying ad space (See recent MV NL)

Festival Planning – 4/24 meeting – Event date: Saturday, June 29th, 11-5p

- Beer/ Wine Donors: Goal 10+ wineries; 4-5 breweries; pouring 12-4p with house run station 11-5p
- In Kind contributions; ice-Crown and Crogan's; paper cup donation; signature glass were
- Marketing- partner with PFA
- Draft budget review: Expense range \$4-8,000; Income projection \$7,000
- Next meeting May 8th, 9:30 @ Crogan's