



**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 February 2, 2014 – Approved
US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Board Members: Vanessa Bergmark, Jeff Diamond, Larry Ginsburg, Hana Levin, Steve Montgomery, Howard Neal, John Porras, Tom Revelli, Lee Richter, Wayne Sweeney, Thomas Wong
Absent: Mary Avila, Mike Williams
Executive Director: Daniel Swafford
District 4 Council Member: Bruce Stoffmacher

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

Agenda

- 6:15 Call to Order – Co-Presidents Neal/ Diamond
- Welcome & Introductions
 - Review of Agenda
- 6:20 Montclair Village Association Committee Updates
- Executive Director – Daniel Swafford – Work Day; Mixer, Antioch Ct. Improvement project
 - Approval of January 8, 2013 Meeting Minutes – Motion Wayne Sweeney; 2nd Steve Montgomery – All in favor
 - Financial Report - Treasurer Tom Revelli - \$55,110 Checking
 - Executive Committee – Co-Presidents Neal/ Diamond
 - Promotions – Chair – OPEN
 - Beautification/Safety – Chair John Porras – Rite Aid Mural
 - MSIC Update – Ralph Morewitz
 - Block Ambassadors – Chair Hana Levin – Participate in Best of Contests
 - Bruce – District 4 Report
 - District parking meters revenue \$900k/yr
 - OPD hiring more 911 dispatch
 - OPD more police techs (201)
 - January 650 OFFICERS Oakland Police Department
 - May Academy 666
- 7:03 Friends of Joaquin Miller Park – Linda Brown
- 7:00 Marketing your Business Tips and Techniques – Aman, Red Oak Realty
- Google places – create profile; interior virtual tour \$250
 - Yelp: pay per click; check in and review
 - Facebook \$30 - \$50 investment, substantial increase in likes
 - BINGPlaces.com
 - 4square offers populate
 - Square space: e-commerce website development
- 7:15 Open Forum
- 7:20 Adjourn

Upcoming Meetings

- Promotions/ Beautification/Safety: 3rd Wednesday of the month 10:00 AM – Crogan's NEXT 2/19
- Executive Committee: 4th Wednesday of the month, 9:15 AM – US Bank NEXT 2/26
- Block Ambassadors: 3rd Wednesday Time 2:00 PM – Italian Colors NEXT 2/19
- Financial Committee: date and location TBD

Upcoming Montclair Events Calendar

February

- Wish Montclair Business Mixer. February 21st. 5:30pm-7:30pm
- Oakland Marathon, Sunday, March 23rd, aprox 8-10:30am

Thank you US Bank for hosting: Thank you Farmstead for refreshment donation

Executive Committee 2/27/14 Meeting

- BID Collection Update
- March 5th Board Agenda
- Agenda Items
- Farmers Market Contract Update
- Garage Update
- Antioch Ct Update
- Associate Member Applicant
 - Red Boy Pizza
- March priorities
 - Mag distribution
 - Garage Contracting
 - Legal Action on BID delinquents (continuing)
 - Farmers' Market Evaluation/Contract (continuing)

Next Meeting: Wednesday, March 27, 9:15AM at US Bank

Beautification/Safety and Promotions Committee Meeting (Combined) 2/19/14 Meeting

Beautification/Safety

- Updates on Public Art; new mural concepts
- Safety Report

Promotions

- District Marketing Spring Campaign
 - Restaurant Walk – April 22
 - Survey merchants on what they want to participant in? Suggested events?
- Advanced Planning – Beer and Wine festival – June 28
- Upcoming Events
 - Magazine distribution, home buyer packet
 - Merchant Mixer, Feb. 28th, 5:30pm at WISH Montclair 2065 Mountain Blvd #201

Next Beautification/ Safety & Promotions Committee Meeting – March 19, 10:00 at Crogan's