

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 4, 2015 - APPROVED Montclair Presbyterian Church – Family Room, 5701 Thornhill Dr., Oakland, CA 94611

Board Members: Jeff Diamond, Howard Neal, Tom Revelli,

Absent: Larry Ginsburg, Steve Montgomery, Lydia Nayo, John Porras, Mike Williams, Thomas Wong

Executive Director: Daniel Swafford

The monthly meeting of the MVA Board of Directors was called to order at 6:00 PM by President Jeff Diamond. (3) Three Board members were present, not constituting a quorum for the meeting.

Agenda

- 6:15 Call to Order President Jeff Diamond
 - Welcome & Introductions
 - Review of Agenda
- 6:20 Montclair Village Association Committee Updates
 - Executive Director Daniel Swafford
 - > Approval of February 4 & 18, 2015 Meeting Minutes
 - Financial Report Treasurer Tom Revelli \$11,794; \$66,385
 - Executive Committee –President Jeff Diamond
 - Promotions: Beautifications/Safety
 - MSIC Update Daniel Swafford
 - Special Meeting 3/26 at 7:00 PM at Montclair Presbyterian
- 6:35 Piedmont 4th of July Parade Update Carla Betts
- 6:40 Land Use 6206 La Salle Ave. vacancy and prospective use Home Care Assistance; Ellwood Commercial
 - Want to be part of the neighborhood
 - Advertise and Join Events
 - o Foot Traffic low; affluent clientele; premier brand
 - Conduct regular information sessions and workshops
 - Compare to Alamo at Safeway (mall environment)
 - o Patrick Ellwood CUP filed deemed not complete; public comment not aol
 - Market to Families; most clients are children
 - Vote to recommend opposition to board
 - o Patrick Ellwood conditionally allowed use (4) criteria met
 - Continuous retail not interrupted
 - Building not used for retail; 2 years/vacant (incorrect)/snapshot out 9 months.
 - o BM sg/ft to high for clientele; target the type of retail district wants will take away one more store front
 - Patrick Ellwood no pop up interest; marketed through standard changes. \$2.50/ft; finished space; TI included
- 7:00 Open Forum
- 7:15 Adjourn

Thank you Montclair Presbyterian Church for hosting

Upcoming Meetings

o Promotions/ Beautification/Safety: As Needed

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Updated 4/1/2014

Executive Committee: Fourth Wednesday of the Monty, 9:15 AM – US Bank NEXT 4/22

Upcoming Montclair Events Calendar March/April

- Montclair Lions Club Easter Egg Hunt April 5th; Montclair Park
- Farmstead Tasting and Fundraiser for Oakland School for the Arts April 15th
- Montclair Earth Day Community Clean Up and Service Appreciation BBQ Saturday, April 18th;
 9:00AM 1:00PM, BBQ @ 1:PM; Montclair Park

Executive Committee Summary - 3/25/2015 meeting

- Update on 2042 Mountain
- Update on 6200 La Salle
- Garage Update
- Executive Director Update
- MVA Board Meeting Agenda Wednesday, April 1st 6:15 Montclair Presb
 - Ellwood/ Home Care Assistance Update Presenter: Ellwood Commercial
 - Approve 990
- Emerging Events
 - Service Appreciation BBQ/Workday (April 18th) Workday and BBQ support
 - Restaurant Walk (April 21ST; 6-8:30)
 - > State of Montclair (O2)
 - ➤ Beer & Wine Celebration (June 27th)
 - o Review Glassware
 - o Sponsor Outreach and recruitment
 - > Red Oak Outdoor Cinema, date tbd
- D4 Council Business

Next Meeting: Wednesday, April 22nd, 9:15AM @ Montclair Presbyterian Church

Beautification/Safety/Land Use Committee Summary – 2/11/2015 Meeting

- Follow up presentation from F&M Bank
- Motion recommended to board to contest CUP application for F&M Bank at 2042 La Salle Ave.
 Made by Howard Neal, Seconded Tom Revelli, all in favor

Next Beautification/ Safety & Promotions Committee Meeting - TBD