



## MVA BOARD MEETING MINUTES

US Bank – Conference Rm

1991 Mountain Blvd.

Wednesday, October 31, 2018, 9:15 - 10:15AM

***The Mission of the MVA is to  
Support and enhance the Montclair Village business district to be a vibrant destination for  
MVA members, residents, and visitors***

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

Board Members Absent: Pat Benson

Guests: Michael Tigges (Montclair Neighborhood Council)

Executive Director: Daniel Swafford

### Agenda

- 9:15 Call to Order – President Jeff Diamond
- Welcome & Introductions
  - Review of Agenda
  - Approval of August Board Minutes: Motion Howard; 2<sup>nd</sup> Tom; All in Favor
- 9:20 Montclair Village Association Committee Updates
- Financial Report - Treasurer Tom Revelli: \$65,703 General; \$21,492 Svings
  - Executive Committee – President Jeff Diamond
    - BID responsiveness from City
      - No Response from Finance staff to report request, has been escalated to Finance Director Margret OBrian. No Delinquent Report has been provided for 2018, resulting in the inability to follow up for collections, negatively impacting funds received and the ability to fulfill services
    - Promotions; Beautification/Safety; Land Use
      - Digital Kiosk (Ike) Letter of Intent
        - Discussion included the need to define local control of ad content; access to local data collected; clear contract language on revenue share (proportion to MVA)
      - Event Updates
        - Halloween Parade (10/31)
        - Plaid Weekend (11/23)
        - Holiday Stroll (12/6)
        - Holiday Artisan Market (12/15)
        - Additional Events
      - Holiday Marketing/ Promotions
- 9:40 District 4 Council Update - Liaison Sarah Cefalu
- 9:45 District Security – Bay Alarm
- 9:55 Open Forum
- 10:00 Adjourn

### Upcoming Meetings

Updated 11/26/2018

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

- **MVA Board Meeting: Last Wednesdays of the Month, 9:15 AM @ US Bank, Next Meeting November 28**