



MVA BOARD MEETING - MINUTES Approved
MVA – Conference Rm
1980 Mountain Blvd. #205
Wednesday, September 25, 2019, 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***

MVA Board meeting 9:15-10:15AM

Board Members Present: Pat Benson, Ann Dyer Cervantes, Howard Neal, Robin Patin
Executive Director: Daniel Swafford; Assistant Director Toni Mikulka
Absent: Allison O'Brien, Tom Revelli
Guests; Michael Tigges (MNC); Tyrone Eugene (Subway)

MVA Board meeting 9:15-10:15AM

Board Members: Pat Benson, Ann Dyer Cervantes, Howard Neal, Allison O'Brien, Robin Patin, Tom Revelli
Executive Director: Daniel Swafford; Assistant Director Toni Mikulka

Agenda

- 9:15 Call to Order – President Howard Neal
- Welcome 2019-2020 MVA Board of Directors! & Introductions
 - Review of Agenda
 - Approval of August Board Minutes
- 9:20 Montclair Village Association Committee Updates
- Financial Report - Treasurer Tom Revelli – N/A
 - Executive Committee – President Howard Neal
 - Board Packet and Merchant welcome packet
 - Motion to approve short term loan to Parking Garage of \$15,000 Howard; Second Pat; All in favor
 - Promotions; Beautification/Safety; Land Use
 - Event Updates
 - Halloween Parade Thursday 10/31 (3:00pm)
 - Holiday Stroll Thursday 12/5 (5:30-8:30)
 - Holiday Pop-Up Market 12/14
 - Land Use
 - District Security and Camera Update
- 9:50 2019 Fundraising
- Village Plaza / Antioch Court Campaign
 - 10/30/19 Brick or Treat event with silent auction
 - Series of events and outreach to achieve \$150k goal for construction fundraising
- 10:00 District 4 Council Update – Liaison, Assistant Chief of Staff Brandon Baranco
- 10:10 Open Forum
- 10:15 Adjourn

Upcoming Meetings

- **MVA Board Meeting: Last Wednesdays of the Month, 9:15 AM @ MVA Office, Next Meeting October 30**
- **Montclair Neighborhood Council Meeting Thurs, November 7th, 7PM @ Montclair Presbyterian Church**

Updated 10/26/2019

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

Meeting Notes are in Bold

MVA Board meeting 9:15-10:15AM

Board Members: Pat Benson(**present**), Ann Dyer Cervantes(**present**), Howard Neal(**present**), Allison O'Brien (**not present**), Robin Patin (**present**), Tom Revelli (**present**)
Executive Director: Daniel Swafford;(**present**) Assistant Director Toni Mikulka. **Guest** Tyrone Eugene

Agenda

9:15 Call to Order – President Howard Neal

- Welcome 2019-2020 MVA Board of Directors! & Introductions
- Review of Agenda
- Approval of August Board Minutes: **Approved**

9:20 Montclair Village Association Committee Updates

➤ Financial Report - Treasurer Tom Revelli: **Bridge loan for Montclair Garage, \$15,000, city is behind on renewing contract, covers operating expenses until contract is renewed. Renewing operating contract for 2020: will earn over \$8000 worth of incentive each year(increase over \$2000 previous year) New Contract with garage will be 3yrs with a 2yr add'l option. BOARD APPROVED BRIDGE LOAN**

➤ Executive Committee – President Howard Neal **Guest tyrone purchased Subway shop. Opens Oct 4,2019**

○ Board Packet and Merchant welcome packet: **Available via Google Docs: Daniel will send out**

➤ Promotions; Beautification/Safety; Land Use

○ Event Updates: **Oct 30,2019 “Brick or Treat” at David’s house, Toni did presentation at Sotheby’s target 150k, getting small businesses involved via silent auctions. What type of collateral is needed to invite people to event? How the invites will be sent out and the quantity of invites and donations? Could you use people who already donated? Need to schedule a champion meeting before Oct 30. Possibly 2nd week in Oct**

▪ Halloween Parade Thursday 10/31 (3:00pm)

▪ Holiday Stroll Thursday 12/5 (5:30-8:30)

▪ Holiday Pop-Up Market 12/14: **art/craft vendors, getting permits, set up and break down, music**

○ Land Use

○ District Security and Camera Update

9:50 2019 Fundraising

➤ Village Plaza / Antioch Court Campaign-

10:00 District 4 Council Update – Liaison, Assistant Chief of Staff Brandon Baranco

10:10 Open Forum-inviting property owners in the Montclair Villages

10:15 Adjourn

Upcoming Meetings

- **MVA Board Meeting: Last Wednesdays of the Month, 9:15 AM @ MVA Office, Next Meeting October 30**
Montclair Neighborhood Council Meeting Thurs, November 7th, 7PM @ Montclair Presbyterian Church

Montclair **Holiday** Pop-Up Market

MVA Presentation

September 2019

Event Detail Update

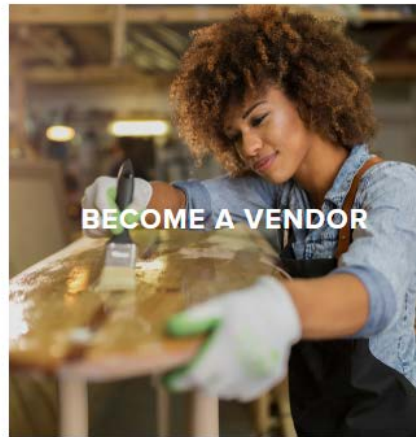
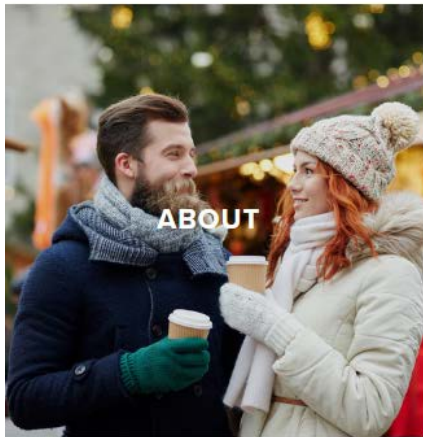
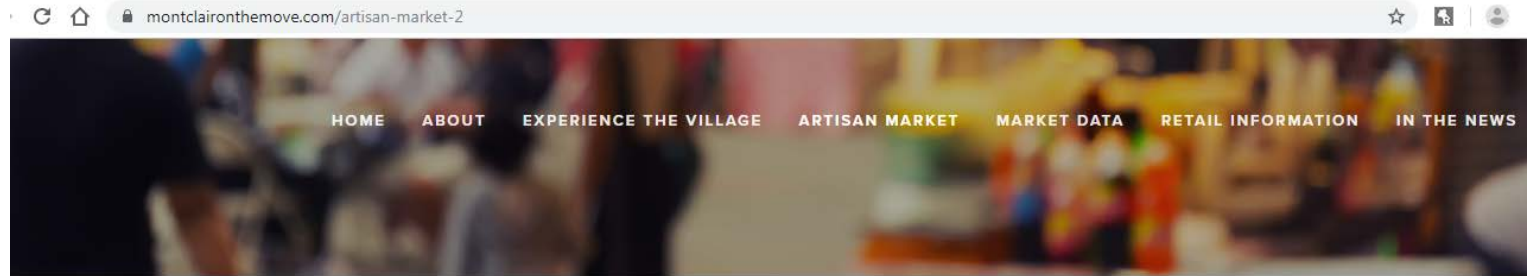
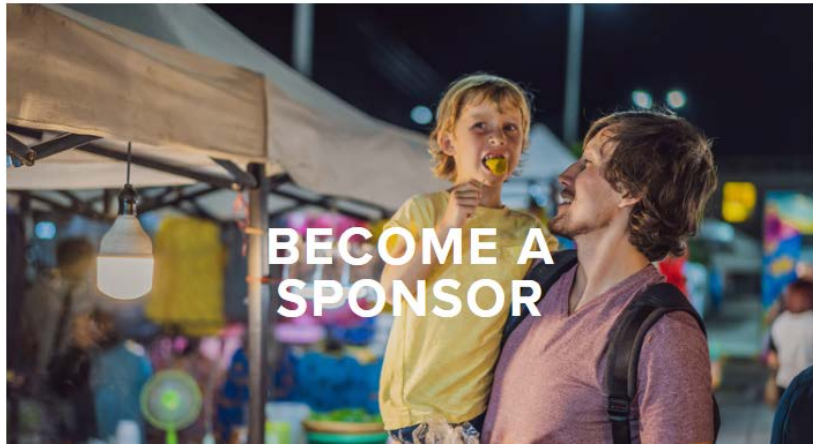
Name: Montclair **Holiday** Pop-Up Market

Date: Saturday, December 14

Time: 11 AM – 5 PM

Location: Mountain Blvd between LaSalle and Medau

What to Expect: 20 + artisans, music and holiday fun



Artisan Market

MONTCLAIR HOLIDAY POP-UP MARKET

ABOUT

[BECOME A VENDOR](#)

[BECOME A SPONSOR](#)

[CONTACT US](#)

DECEMBER 14, 2019

11AM-5PM

Welcome to the Montclair Holiday POP-UP Market! This holiday season we are excited to bring local and regional artisans to Montclair Village for a full day of shopping, live music, and holiday fun!

Montclair Holiday Pop-Up Market
Landing page on
www.montclaironthemove.com

MoVE Roles & Responsibilities

MOVE		
Element	Key Activities	Resources
Website	<ul style="list-style-type: none"> Purchase platform Create & design 	<ul style="list-style-type: none"> Initial cost of platform + monthly fee Time to design
Marketing	<ul style="list-style-type: none"> Create partnership strategy with other market operators Advertise the event on social media and other channels Market via banners and flyers in and around village 	<ul style="list-style-type: none"> Time to network with market operators Time to socialize the event with the public Cost to design and produce
Vendor Procurement	<ul style="list-style-type: none"> Network with vendors to ensure an appropriate fit for Montclair market 	<ul style="list-style-type: none"> Time to network with vendors
Entertainment	<ul style="list-style-type: none"> Procure music or DJ 	<ul style="list-style-type: none"> Approx. \$500
Day of Activities	<ul style="list-style-type: none"> Email all vendors in advance with instructions Help set up vendors, signage, entertainment 	<ul style="list-style-type: none"> Time to organize Time to set up / break down event

Where We Need Your Help

MVA		
Element	Key Activities	Resources
Merchant Approval	<ul style="list-style-type: none"> Obtain key signatures for approval for event 	<ul style="list-style-type: none"> Time to speak to merchants
MVA Approval	<ul style="list-style-type: none"> Pitching idea to MVA + waiving event fees 	<ul style="list-style-type: none"> Time to speak with MVA
Permitting / Street Closure	<ul style="list-style-type: none"> Submitting application to City of Oakland + Fees 	<ul style="list-style-type: none"> Obtain permit Application fees
Map of Antioch Court	<ul style="list-style-type: none"> Provide map of Antioch Court to MOVE 	<ul style="list-style-type: none"> Time to email map of Antioch Court
Others	<ul style="list-style-type: none"> Fire department? Event security? Parking validation? Other permits? 	<ul style="list-style-type: none"> TBD

Timeline

July

- Present proposal to Daniel

September

- Obtain approval from MVA
- Obtain merchant approvals
- Begin:
 - Website design (done)
 - Marketing efforts (underway)
 - Partnership efforts
 - Entertainment procurement

October/Nov

- Submit application to City of Oakland
- Secure permits
- Vendor procurement
- Continue:
 - Marketing efforts
 - Partnership efforts
 - Entertainment procurement

December

- Send out email to vendors with instructions

Market Budget (Draft)

REVENUE

Category	Item	Quantity	Unit Price	Total	
Vendor Payments	Vendor spaces	2	\$ 85	\$ 170	
Vendor Payments	Vendor spaces discounted	18	\$ 75	\$ 1,350	
Sponsorships	Three sponsors	3	\$ 200	\$ 600	
Assumptions:				\$ 2,120	TOTAL BUDGET (MOVE)

- There will be 20 10'x10' booths.
- We will obtain approximately 3 sponsors that will donate ~\$200.

COST

Category	Item	Quantity	Unit Price	Total	Owner
Marketing	Magazines	2	\$ 100	\$ 200	MOVE
Marketing	Social media	0	\$ -	\$ -	MOVE
Marketing	Flier (Qty 200)	1	\$ 200	\$ 200	MOVE
Marketing	Banners	2	\$ 300	\$ 600	MOVE
Branding	Logo	1	\$ 300	\$ 300	MOVE
Music	Band + Sound Equipment	1	\$ 1,500	\$ 1,500	MOVE
Permits	Encroachment /Fire/OPD/Sound	1	\$ 275	\$ 275	DANIEL
Parking for Vendors	Discount from MVA? Or city of Oakland?	TBD	TBD		DANIEL
				\$ 2,800	TOTAL (MOVE)
				\$ 275	TOTAL (DANIEL)
				\$ 3,075	GRAND TOTAL

NOTE: Cost of food permits to be financed by food vendors (if applicable).