

MVA Board Meeting MVA Meeting Minutes January 14, 2020, 6:15p-7:15p  
1980 Mountain Blvd. #205

6:15PM Meeting called to order - President Howard Neal

Board Members Present : Pat Benson, Ann Dyer Cervantes, Howard Neal, Robin Patin and Tom Revelli

Executive Director Present : Daniel Swafford and Assistant Director Toni Mikulka

Guests Present: Brandon Harami (Councilmember Thao's office), Marc Thomas and Pete Selner (Orangetheory Fitness), Mark Sutro and Mia Horne (CruFit), Theresa Henrekin and Bill Williams (Pelago), Ryan Misasi (F&M Bank - building owners); Michael Tigges (MNC)

### **Agenda**

6:15 Call to Order – President Howard Neal

- Welcome & Introductions
- Review of Agenda

6:20 Land Use Presentation

- Orangetheory Fitness presentation – Franchisee & Area Director Marc Thomas
- CUP filed 12/5/19 for 2084/2080 Mountain Blvd. [Acton]

6:50 Open Forum

7:00 Board Discussion as needed [Acton]

7:15 Adjourn

### **MVA Meeting Minutes**

Marc Thomas and Pete Selner presented from Orangetheory Fitness

1. Concerns raised about Sunday street parking in front of small business. Clients of Orangetheory Fitness could end up taking all of the spots. Also concerned about employee taking spots. Orangetheory Fitness is willing to work with their patronage so that does not become an issue. Classes are 50 minutes and staggered so even if a person taking a class parked on the street there would be turnover after each class ended.
2. Do you (Orangetheory Fitness) sell anything? Heart Rate Monitors, clothing, water bottles
3. How much in taxes is Orangetheory bringing to the community: +8-10% of revenue is taxable
4. Many of the members attending Orangetheory Fitness use multiple fitness concepts: yoga, pilates, etc.
5. For CruFit, there is a parallelism with Orangetheory Fitness. Concern about total fitness dollars in Montclair. Also concern about the representation of the total community in Montclair.
6. You're saying Orangetheory Fitness is small and unique but it is a Franchise it feels big box.
7. What is your research that Montclair needs another fitness studio?
  - a. Demographic research has current members traveling to other communities to participate in Orangetheory Fitness. Concerns about "corporate organization" being in that space, want a restaurant or local retailer.
8. F&M Bank intended the space as a restaurant but to find an available restaurant that can meet F&M Bank criteria and that can survive may be challenging.
  - a. F&M Bank wants to be a viable business to Montclair
  - b. F&M Bank has struggled to find a viable restaurant who can take the available space
9. Who planted the seed for Montclair with Orangetheory Fitness?
  - a. Their Broker, Tanner Laverty, raised it to their attention
  - b. Whole Foods near Lake Merritt, Orangetheory Fitness, is having a conversation about opening a location.

10. 7 Orangetheory Fitness Studios in the East Bay

a. Looking at downtown Oakland, broker (Tanner Lavery) introduced to Montclair Village

b. Demos suggest MV good location, recommended requests from members

c. 33 owned locations

d. Nearest to Montclair Village on Shattuck, member production would be 500-1000 in 2 years

11. Class durations would be 50 minutes long, with a 10-20 minute break. The class size is 30 people. They would have sales of heart rate monitors and clothing with sales taxable 9-10% (100k revenue).

12. Has Cruft parallelism, with a lot of fitness options and community representation in the Village landscape.

13. Ryan stated that the restaurant business has radically changed, wants restaurants but does not meet the criteria. He wants viable business and drives traffic.

Pat Benson Motioned to oppose a CUP application by Orangetheory Fitness with the City of Oakland Planning Department for a change of use variance at 2084 Mountain Blvd.

Tom Revelli Second

In Favor: Pat Benson, Anne Dyer Cervantes, Tom Revelli

Abstain: Howard Neal, Robin Patin

Motion passes (3-0)