

MVA Board Meeting 11/27/19
9:15 – 10:15am
1980 Mountain Blvd Rm #205

Board Members: Robin Patin, Howard Neal and Pat Benson
Executive Director : Daniel Swafford

A quorum of the Board was not reached. The following are discussion notes on a proposed holiday artisan pop-up event:

Businesses in Attendance: Au Natural Skin, A greet Good Place for Books, Pelago, Hallmarks store, Crufit, McCaulou's

- Meeting Minutes not approved for the October 2019 meeting. Approval postponed because four voting members were not present at the 11/27 meeting
- **Pelago Business owners speaking** - December 14, 2019 event- talked to Montclair business owners once they learned of the December 14th event. Closing the streets in Montclair on a Saturday right before Christmas hurts business. They learned about the event 11/16/19, many of the small business owners are not satisfied, 10 days before Christmas bringing in competitors for the holiday pop-up market, too close to the Holiday stroll Dec 5th.

MVA Response : The streets **will not** be closed for the 12/14/19 event.

- Having a MVA meeting in the evening will be better for some of the vendors and merchants would have liked to know about the Dec 14th event back in September 2019.
- **MOVE** groups intention is to grow foot traffic in the Montclair Village
- Concerns that the locals will avoid the village on Dec 14th. Business owners don't believe that the Dec 14th will help their business.
- Would like to see the street closure permit –who are the business owners that signed to allow the street closure ?
- Where do you we go from here? Business owners want the MVA to move the Dec 14th event to January instead of Dec 14th. **MOVE** has already committed time and dollars to the event and may not be willing to move the event. Concerns about backlash from the community if **MOVE** event is cancelled unexpectedly.

Outcome : MVA will request the December 14th 2019 event be canceled.