

MVA BOARD MEETING Minutes - MVA [Dial-in/Zoom Meeting] – APPROVED

Wednesday, July 29, 2020, 6:15 - 7:30 PM

Join Zoom Meeting <https://us02web.zoom.us/j/87107714225>

Board Members In Attendance: Pat Benson, Ann Dyer Cervantes, Jeff Diamond, Tyrone Eugene, Theresa Henrekin, Ryan Misasi, Howard Neal, Robin Patin, John Porras, Tom Revelli, Winter Williams

Absent: David Petlin

Guests: Brandon Harami, Jon Kaufman, Bill Williams

Executive Director: Daniel Swafford, Assistant Director: Toni Mikulka

Agenda and Action

- 6:15 Call to Order – President Howard Neal
- Welcome & Introductions
 - Review of Agenda
 - Approve and Ratify Board Membership for 20-22 slate of Directors [Motioned by Howard, 2nd by Tom; All in Favor]
 - Review and Approve June Minutes: [Motion: Pat; 2nd: Tom; All in Favor]
 - Review Annual Report Draft for the City of Oakland: [Motion by Jeff, 2nd by Ryan; All in Favor]
- 6:25 Wildfire Prevention Joint Powers Authority (Oakland Hills) formation, request for signatory support – Jon Kaufman, Clairmont Canyon Conservancy [Motion by Jeff, 2nd by Pat; All in Favor]
- 6:30 Updates on Shelter and Business Closure Order due to COVID-19 – ALL [Councilmember Thao]
- Merchant Encroachment on Sidewalks, Parking Spaces, and Street Closures for sales/seating
- 6:45 District Marketing/ Messaging – Committee Formation (Promotions)
- Citywide campaign
 - Montclair focused customer engagement – *Shop safely concept*
- 7:00 Land Use
- Business Leases
 - Antioch Court Village Plaza Project Status
- 7:10 Merchant Communications – [OPEN]
- Merchant discussion “meet-up” update
- 7:20 Events Update [Daniel]
- Restaurant Walk – Sept 17? - CANCELLED - what alternative/holiday shopping promo
- 7:25 Garage Update [Staff]
- 7:30 Safety Update [Staff]
- 7:35 Open Forum
- 7:40 Adjourn [Motion to adjourn by Jeff, 2nd by Tom, All in Favor]

Meeting Notes for July 29, 2020

Last meeting minutes update/correction -Viewpoints Optometric broken into, motion approved -it is approved, Jeff abstained.

Daniel Swafford-due Sept 1, Highlight of the bid and the work going on, gives them higher of what is happening

- Adjusted revenue collection from 94% to 88%
- Need to follow up with a few banks and businesses that have not paid. Working to give more of a projection in the 3rd/4th quarter and where 2021 is heading.
- Daniel-today looking to get an accurate adjustment report from the city of Oakland.

- Annual Report text edits to be received by Wednesday, August 5th to make changes/adjustments or it is approved.

Claremont Canyon Conservancy - Wildfire protection

- East Bay Hills is in a very high wildfire zone. If we can continue, vegetation, we can control wildfire. Want to prevent a wildfire situation.
- Jeff-would residential/business prepare her standard wildfire vegetation inspection, if this happens, this is great.
- John-yes. Standardized inspection and reducing vegetation. We need to get to the top of this to the top of the burner for local government, how much money will the government be putting up.
- Unknown at this point. We will look at what governments are currently adding and applying for grants.
- Motion to endorse approved by the Montclair Board.

Montclair got several of its potholes filled today

Brandon Flex Street Plan

- Allowed outdoor seating and City allowed Oakland Zoo to open interested in getting feedback in how Flex Street Plan is working.
- Theresa-used space in front of the store and customers are excited
- Notice there is a decrease in parking spaces and more people looking for parking
- Toni-more signage pointing to the direction of the garage
- Daniel-making people aware that businesses are open,
- Brandon- Process for Flex Street add the city of Oakland as part of insurance, submit a plan, brief application out for the city to reply, city considering closing lanes, may not help with traffic, but something the city is considering
- Winter Williams-highlight businesses that are complying with COVID, city rules vs. shaming businesses that are not. How do we handle non-compliant businesses in Montclair for COVID? Winter will work out a sub-board used for handling non-compliant business. Pressure the city to leverage funds for the whole city

The availability of marketing the funds CARES Fund for brick and mortar businesses?

Yellowdoor opened today! Highwire not far off, Getting into Antioch court Village plaza and engineering and structure street.

Who wants to host the Montclair business calls?

- The meetings were happening, but attendance was on and off
- The meetings need to be topic or project-specific
- Sounds like an effort to morph it into the committee structure

Restaurant walk

- Montclair Lion's Club what could be viable in 2020- restaurants are not ready for September's restaurant walk
- Don't think the Holiday stroll will happen
- Develop a committee for events and activities

Garage Update

- The rooftop has been activated for outdoor top floor spaces, the facility continues to add parking, the City of Oakland asked to commit to a gateless system. License plate recognition software for cameras.