

MVA BOARD MEETING MINUTES

MVA – Conference Rm [Dial-in/Zoom Meeting]

1980 Mountain Blvd. #205

Wednesday, May 26, 2021, 6:15 - 7:30PM

Join Zoom Meeting

<https://us02web.zoom.us/j/87107714225>

Dial-In +1 669 900 9128

Meeting ID: 871 0771 4225



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 6:15-7:30PM

Board Members Present: Tyrone Eugene, Theresa Henrekin, Ryan Misasi, Howard Neal, David Petlin, Tom Revelli, Winter Williams

Board Members Absent: Pat Benson, Ann Dyer Cervantes, Jeff Diamond, Robin Patin, John Porras

Executive Director: Daniel Swafford

Agenda

6:15 Call to Order - President Howard Neal

- Welcome & Introductions
- Review of Agenda
- Review and Approve April Minutes - Motion to Approve Tyrone; Second Theresa; All in favor
- Treasurers Report - Tom Revelli - \$207,737 checking

6:20 Updates and Q&A from Councilmember Thao's Office - Brandon Harami - Open Discussion Items

6:30 Land Use

- Element 7 – Retail (2054 Mountain) cannabis business proposal – Robert DiVito, Co-Founder & CEO [ACTION]
- Antioch Court Village Plaza Project Status "Countdown To Construction"

7:00 Promotions Committee Update - Chair Winter Williams

- 2021 Events – General Discussion
 - Montclair Restaurant Walk Sept, 28
 - Fall Art Walk TBD
- Press
 - Montclairion June Cover Stories
 - Montclair/Piedmont Living "Montclair Matters" articles - Acknowledge

7:10 Association Businesses

- Key Dates
 - Outreach to prospective applicants April and May Nominations Committee (Theresa, Tom, Ryan, David, Howard) – Applications due **June 14**
 - Final ballot slate confirmed **June 30**
 - New Board and Officers Ballot Announcement and Voting window **June 30 – July 21**
 - Board Confirmation of 2021-23 Directors, and 2021-22 Officers **July 28**
- BID Collections update; Budget and Priority Planning Update
- Garage System Update
- Safety Update

7:30 Open Forum/ Adjourn

Upcoming Meetings

- Montclair Neighborhood Council - Thursday, June 3rd, 5:30PM via Zoom

Updated 5/20/2021

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

- Next Month's MVA Board Meeting: June 30th

MVA Notes for 5/26/2021

- Ann Dyer Cervantes stepping down from board due to scheduling conflict with meeting times
- Review and Approve April Minutes; Motion to Approve Tyrone; second Theresa; All in favor
- Element 7 (proposing Montclair Village location TBD)
 - Josh Black Co-Founder; formally with Pepsico and Nike
 - (6) retail facilities open
 - Pharmacy on Alcatraz Farmacy Berkeley 3243 Sacramento St. Berkeley, 94702
 - Sue Taylor, dispensary manager, former High School Principal
 - 48% management female
 - Corporate Owned, no franchise
 - Montclair Village similar to Berkeley and Rio Del locations in terms of high quality
 - \$500 - \$5,000 donations to organization in Berkeley
 - customers 60-70% from community; ~ 30% draw from outside
 - Josh@e7ca.com; Josh will provide tour of Berkeley location, date TBD
 - **Tyrone**
 - safety factor associated with a cash business – Josh replied about 40% of transaction are cash
 - **Oakland Police Officer Johnson, Montclair Beat 13Z CRO**
 - dispensaries safe; they typically use high quality security
- BID Collections update; Budget and Priority Planning Update
 - \$15,000 Cares Grant awarded
 - City BID Report received, MVA seeking clarification on delinquent accounts
- Fall Art Walk TBD - No fee; Two day preference
- Adjourn: Motion Tyrone; Tom Second; All in Favor

Updated 5/20/2021

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