

MVA BOARD MEETING – MINUTES - APPROVED

MVA – Conference Rm [Dial-in/Zoom Meeting]
1980 Mountain Blvd. #205
Wednesday, August 25, 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: Theresa Henrekin, Mia Honoré, Ryan Misasi, Howard Neal, Robin Patin,
Tom Revelli, Winter Williams

Board Members Absent: Pat Benson, Tyrone Eugene, David Petlin

Executive Director: Daniel Swafford

Special Guests: Brandon Harami (Councilmember Thao), Sailesh Patel (Hallmark)

Agenda

6:15 Call to Order – Vice -President Theresa Henrekin

- Welcome & Introductions
- Review of Agenda
- Review and Approve July Minutes: Motion to approve: Robin; Second: Tom; All in Favor
- Treasurers Report - Tom Revelli

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

6:30 MVA Annual Report 2021 for submission to the City of Oakland [ACTION]: Motion to Approve: Tom; Second: Robin; All in Favor

6:45 Land Use Updates

6:55 Promotions Committee Update - Chair Winter Williams

- 2021 Events and Marketing – General Discussion
 - Montclair Restaurant Walk Sept, 28
 - Halloween Parade
 - Holiday Stroll

7:10 Association Businesses

- Safety Update
- BID Assessment Update
- Antioch Court Village Plaza Project Status "Countdown To Construction"

7:25 Open Forum/ Adjourn

Upcoming Meetings

- Montclair Neighborhood Council - Thursday, September 2nd, 5:30PM Montclair Park and via Zoom, Conversation with OPD Chief Armstrong

- Next Month's MVA Board Meeting: September 29th

August 25, 2021 MVA Meeting Notes

Participants :

- Robin Patin
- Winter Williams
- Daniel Swafford
- Mia Honore
- Tom Revelli
- Ryan Miassi
- Theresa Henrekin
- David Petlin
- Brandon Harami
- Cruft 2
- Annie H
- Howard Neal

Minutes approved from the July 2021 minutes

Tom R. account balance for MVA: general fund: \$210,718, Savings: \$9327

Brandon H:

- Still on legislative recess and will come back the third week in Sept
- Joining the Montclair association in their park cleanup. Right now there doing general maintenance. Bring in additional staff for park maintenance
- 11am joining Piedmont Pines for renaming of Castle Canyon Pike (Sunday). Maybe some funds for tree removal
- Recent power outage was not due to red flag. Just a transformer broke. City waiting for word from PG&E when lines will be buried
- A lot of trimming and foliage cutting back. Working towards better notification to the village for power outages
- LaSalle Oct 18th is estimated date for paving. There is a website called Oakland Hills pairing projects

MVA Annual Report

- Daniel Swafford – (MVA Annual Report) doc designed for submission to the city of Oakland. Also shared on our webpage.
- Motion to approve 6 yes

Land Use update: looking for tenants to fill two upstairs and two downstairs space. More people may come with use requests.

Ryan M: October 23, 2021 soft launch, hiring people from the Montclair community

Promotions

- Restaurant Walk passports are out and available at multiple sites in Montclair.
- Beer/wine tasting pavilion will be in the garage.
- 30 tickets have sold so far with very little advertising.
- People want to get out-we will prioritize people's health and wellness.

- The Halloween Parade is TBD-still the Lion's Club area.
- If it is cancelled, we will see what alternates are available out there.
- We think Holiday stroll will be a good idea as long as activities are kept indoor. Holiday stroll is a 5k-7k event-what do we want to keep as? What do you we want to eliminate? Keeping it simple is important. The businesses doing some type of hospitality at their businesses. Don't really want to pack the stores, let's keep people outside the store.
- Consider forgoing the trolley and more street closure. We need to have a promotions meeting.
- Tentatively, December 2nd/9th. Will move forward and begin to coordinate this 2021 Holiday stroll event.

Safety Updates: Nothing from our CRO. Will turn in video from an attempted catalytic converter theft. Seems like people are out and about and spending money

MVA Plaza Project: \$13,500 came in from sponsors and brick purchases. Looks as if it may start in November 2021 or starting January 1st of the year. Would be better to start March 2022.

NO OPEN FORUM