

MVA BOARD MEETING – MINUTES - APPROVED

MVA – Conference Rm [Dial-in/Zoom Meeting]
1980 Mountain Blvd. #205
Wednesday, July 28, 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: Pat Benson, Theresa Henrekin, Mia Honoré, Ryan Misasi, Howard Neal, Robin Patin, David Petlin, Tom Revelli, Winter Williams

Board Members Absent: Jeff Diamond, Tyrone Eugene, John Porras

Executive Director: Daniel Swafford

Special Guests: Brandon Harami (Councilmember Thao), Sailesh Patel (Hallmark), Sean Parkin (City Health), Josh Black (Element 7), Mia Honoré (CRUfit)

Agenda

6:15 Call to Order - President Howard Neal

- Welcome & Introductions
- Review of Agenda
- Review and Approve June Minutes – Motion Ryan; Second Theresa; All in Favor
- Treasurers Report - Tom Revelli - \$213,644 Checking, \$9,327 Svgs

6:20 MVA Board Election 2021 – Ballot Confirmation and approval of 2021-2022 Board [ACTION] – Motion Howard; Second Tom; All in Favor

6:30 Updates and Q&A from Councilmember Thao's Office - Brandon Harami - Open Discussion Items

6:35 Land Use

- City Health – Medical care use proposal for 1980 Mountain (former Montclair Sports) – Sean Parkin, CEO [ACTION] – no action taken from the board
- Element 7 – Retail cannabis business at 2054 Mountain (former Verizon) – Public Hearing 7/29

6:55 City of Oakland Parking Program Update – Quinn Wallace and Kevin Diep, OakDOT

7:15 Promotions Committee Update - Chair Winter Williams

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

7:25 Association Businesses

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

7:30 Open Forum/ Adjourn

Upcoming Meetings

- Montclair Neighborhood Council - Thursday, August 5th, 5:30PM via Zoom
- Next Month's MVA Board Meeting: August 25th

MVA meeting July 2021 Notes

- Robin Patin
- David Petlin
- Theresa Henriken
- Sean Parkin
- Brandon H.
- Howard Neal
- Ryan Misasi
- Winter Williams
- Mia Honore
- Daniel Swafford
- Tom Revelli
- Josh Black

+ June 2021 mins confirmed

+ Reveal of the 2022 Board Slate

+ Verify 2022 Board Slate, received 7 ballots for the board. Howard makes motion to approve board and confirms

+ Tom seconds the motion- David Petlin is now president, and chairing the meeting

Brandon H

Fund issues related to money left over. There is a huge amount of investment into E. Oakland and Montclair. Sideshow prevention, increasing 911 responses decrease response time. Worked with Police chief and budget and committed foot patrols to small business areas. This holiday season, will commit foot patrol to Montclair. Area 4 got a lot more money this budget cycle. \$60k budget district for art

Sean Parkin

City Health - presentation on a proposed health clinic City Health and medical office to apply to enter the Montclair community, specifically at 2080 Mountain the former Montclair Sports location. PCP & Pediatrician, Physician Assistant - business will be staffed by trained professionals. Several types of COVID testing, highest rated medical practice in the Bay Area.

Monthly parking in the Montclair garage for employers and validating parking for patients. Hopefully expanding into Montclair, Oakland.

Feedback to City Health -need phone number on website. Answers- have 12 people in Jack London Square who will answer phones with wrap around coverage in the Philippines. What is the timeline for opening? Answer-still negotiating the lease, supportive landlord for the lease. Want to open as soon as

we can with a conditional use permit. Is this a franchise? -no Sean Parkin bootstrap and owns it. We don't follow big box model

Tom Revelli- I totally support the use of the space. Answer- we're hoping to open within 6 months. Concerned that Montclair is moving farther away from retail/restaurants. Answer-we draw people into the community-needs to be ground level. Revisit in the August Agenda. When they a lock on place the store will come back with a request

E7 Update

Held a tour last Thursday – Howard and David present to met staff, management. Public hearing tomorrow 7/29/21. Making sure we were providing adequate parking, and security. Certified agreement with Montclair about agreement with E7 and the Montclair agreement

Parking

Quinn Wallace-dept of transportation

Kevin Diep-idea to zone Montclair parking from value zone to premium zones and surge pricing. Signage communicating rate charges

Feedback-some people in Montclair still don't know that there is a Montclair garage

Daniel Swafford

Keeping an eye on where we want to be for events the fall

Restaurant walk is still planned. Lion's club wants to add a beer and wine tasting component. Halloween parade-if there is a strong sense of do it or not. Same with the Holiday stroll-looking at where everything is at, we can talk more about in our next agenda

Safety Update-haven't heard of safety issues. Heard about kids skateboarding on the roof.

Village plaza update-14k in new construction project donations/ sponsorships for July