



**Minutes of the Meeting of January 6, 2010**  
**Pacific National/US Bank, 1998 Mountain Blvd., Oakland, CA 94611**

Present: Niels Dahl-Jensen, Jeff Diamond, Claudia Falconer, **Linda Foss**, Theresa Henrekin, Sara Kenward, Lydia Nayo, **Howard Neal**, Tom Revelli, Lee Richter, David Sarber, Tracy Salvato, Liza Sonia-Wallach  
Absent: Ken Betts, Tom Brodehl, Howard Neal  
Staff: Roger Vickery

The monthly meeting of the MVA Board of Directors was called to order at 6:20 PM by President Claudia Falconer. Twelve Board members were present, constituting a quorum for the meeting.

**Safety/Security Report**

- All About Security reported the month of December was quiet in the Village, except for break-ins at 2069 Mountain Blvd. (Viewpoint Optometric) and 2058 Mountain Blvd. (Metro Café).

**District 4 Report – Richard Cowan**

- City Council has approved new instant run-off voting procedure, starting with November 2010 elections.
- With the current budget crisis, the City has little or no resources to address graffiti and other Village issues normally addressed by City services (tree maintenance, potholes, etc.)
- While Jean Quan is running for mayor she has pledged to have her District 4 staff remain committed to their jobs.

**Open Forum**

- Reuven Kahane and Heidi Miller requested support from the MVA in having First Republic Bank occupy the building at 2210 Mountain Blvd., partly owned by Mr. Kahane and currently occupied by Blockbuster Video. Blockbuster, according to Mr. Kahane, is closing this branch shortly. It was agreed that this request does not meet the requirements of our C27/CN1 zoning regulations that are designed to maintain traditional retail ground-floor space in the Village. It was further agreed this request shall be referred to the Beautification/Design/Land Use Committee for recommended action.
- Peggy Esposito, a local resident, requested that merchants be more pro-active in addressing graffiti in the Village. She showed pictures of current graffiti, some of which she said are up to three years old. She asked if the Association could retain a local person to paint over existing graffiti and address any new vandalism as it occurs. Theresa Bozikis, Touch, suggested the Association provide a dedicated wall for graffiti artists, saying that doing so would eliminate tagging by gangs in other parts of the Village. This issue was referred to the Beautification/Design/Land Use Committee for recommended action.
- Ann Moody and Ann Steppan, local realtor and property owner respectively, introduced Mr. & Mrs. **Yam**, owners of Colonial Donuts at 2087 Mountain Blvd. (thanks for the samples!), and announced this business is re-locating to 6126 La Salle Ave., currently occupied by XOX Truffles. The move is expected to be completed by March 2010. XOX Truffles is looking to work with a local business to sell their products. The Board felt this move presented no problems with our current C27/CN1 zoning regulations.
- Eric Reynolds, owner of Trancefusion Graphics & Web Design, introduced himself and said he wants to create a proposal for on-line marketing of the Village and its merchants

- called, "Montclair Village Live." His proposal was referred to the Promotions Team for recommended action.
- Teresa Bozikis, Touch, made recommendations for improvements in signage and the Village Directory. These items were referred to the appropriate committees for recommended action.
- Victoria Maitland, The Tulip Grove, asked the Association to budget for a "Why Shop Montclair" promotion. This suggestion was referred to the Promotions Team for recommended action
- Roger Boaz, local resident, offered his services to the Association as needed. He is currently picking up recyclable cardboard and paper products at no charge from merchants who contact him at [rwboaz@hotmail.com](mailto:rwboaz@hotmail.com)

#### **Committee Reports:**

- **Secretary** – Upon motion duly made, seconded and unanimously carried it was agreed that the Minutes of the November 4, 2009 Board meeting ([attached](#)) shall be accepted.
- **Treasurer**
  - We have \$18,773 in cash/savings accounts, and expect around \$18,000 this month from the City for our third BID payment from 2009. A final report for 2009 will be sent to the Board within the next week ([attached](#) to these Minutes)
- **Beautification/Design/Land Use**
  - No report. Items from Open Forum addressed current issues being considered by the Committee.
- **Promotion**
  - E- report, [attached](#).
  - Holiday Stroll was a great success and utilized the new Block Ambassador program to spread the word to merchants. The streets were full of shoppers, the merchants did a great job of making in-store activities and offerings appealing, and the music and Holiday Center were a hit. Special thanks to Tina Love, TR Love & Company, who donated her time and talents to making it all happen.
  - Three candidates have submitted proposals to be the manager of any 2010 (Jazz & Wine/Fall) Festival the MVA sponsors. The Promotions Team is determining the next steps to take in the review process.
  - In an informal vote it was agreed by all in attendance that every effort should be made to produce a festival in 2010 because of its positive effect on business and the Village.
- **Executive Committee**
  - No report.

#### **Executive Director Announcements**

- Art work by children from Montclair Elementary School was installed in vacant store fronts on La Salle Ave. (former SCORE, Movie Express, Argento locations) over the holidays. Positive response from merchants and shoppers was received. Thanks to the property owners and Ruth Teitelbaum, Montclair Elementary art teacher, for their support, and a special thanks to Jacque Hachquet and Tina Love for helping to install the artwork.
- The following business changes have occurred/our occurring:
  - Amba restaurant has opened at 6464 Moraga Avenue
  - Mist spray-on tanning has opened at 1950 Mountain Blvd., Suite 2
  - Wachovia Bank is closing in April 2010

With no further business to discuss the meeting was adjourned at 7:53 PM.

Respectfully submitted  
Linda Foss, MVA Secretary

#### **Attached:**

- Board Minutes of November 4, 2009
- 2009 Final Financial Report
- Promotions Committee E-report