



Minutes of the Meeting of January 7, 2009
Pacific National Bank, 1998 Mountain Blvd., Oakland, CA 94611

Present: Ken Betts, Tom Brodehl, Claudia Falconer, Linda Foss, Sara Kenward, Lydia Nayo, Howard Neal, Tom Revelli, Lee Richter, Dan Shea
Absent: Niels Dahl-Jansen, Nancy Ekstrom
Staff: Roger Vickery

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

Open Forum

- David Sarber reported his dissatisfaction with our current private security service, primarily that, when questioned by him, they didn't seem to know the location of various businesses.
- Jean Miller asked how businesses in the Village did in 2008. Consensus was business was off between 25 – 35% for most.
- Jillian Loh reported her company is preparing a Village newsletter to report vacancies, rates, etc.
- Richard Cowen from Jean Quan's office requested names for her Local Heroes Award program. Recognition goes to individuals who have made a significant contribution to their community. Recognition includes up to \$1,000 in PayGo funds applied to infrastructure improvements. Candidates should be sent to rcowen@oaklandnet.com.

Committee Reports:

- **Secretary** – Upon motion duly made, seconded and unanimously carried it was agreed that the Minutes of the November 5, 2008 Board meeting shall be accepted as written.
- **Financial** – We have \$9,855 in our checking, \$2,374 in our savings and \$83589.98 in our special savings accounts. Expenses - Income for the year ended with a deficit of \$1,824 vs. a budgeted deficit of \$2,700. ([Financial Report attached](#))

It was agreed that the 2009 budget approved in September 2008 shall be reviewed by the Executive Committee and Committee chairs, to look at ways to reduce and prioritize expenses in 2009 due to expected reduced BID revenues in 2009.

- **Promotion**
 - The **2008 Holiday Stroll** generated the best crowds and positive responses from all who attended. Eliminating the ice skating and horse-drawn carriage appeared to be no problem. There was some concern over the loss of the passport program. The free cable car rides with stop signs (thank you Linda and Ken) were a hit. The Holiday Center, music acts, Santa's visit, and window display contest, were all a successes. Someone's In the Kitchen won the first place ribbon in the window display contest...rest of the contestants won honorable mention ribbons.
 - Upon motion duly made, seconded and unanimously carried it was agreed that any profits from the **2009 Jazz & Wine Festival** shall be applied as follows:
 - 25% as seed money for the next Festival
 - 50% to charitable organization(s), to be determined by the Promotions and Festival Committees
 - 25% to the Festival Coordinator with a cap of \$10,000

It was agreed the MVA shall write a letter of appreciation to Jacque Hachquet for the great work she has done to bring the Festival into being a popular and profitable enterprise.

- It was agreed we should investigate how other **Farmers' Markets** are operating in the Bay Area, to determine what, if any, financial arrangements can be made to help the MVA reduce costs and increase revenues from this venue. It was also agreed to have the Committee resolve the status of permits for this event. And it was agreed the hours for the Market shall be 9 AM-1 PM Oct – Mar, and 9AM-2 PM Apr – Sep with no change in signage at this time.
- It was agreed the Committee shall investigate sponsoring, perhaps in conjunction with the Lion's Club, a restaurant/merchant **Night in the Village** that would offer discounts or incentives to shoppers...as a way of encouraging shopping and dining in the Village.
- **Village Directory and Maps** were distributed/installed at the end of November 2008
- Merchant listings on the **Website** are up-to-date.
- **Beautification/Design/Land Use**
 - It was agreed this Committee shall investigate the appropriate installation of City **"Do Not Feed the Pigeons" signs** in the Village, to combat the nesting/droppings problems faced by merchants and shoppers. The MVA has a steam cleaner at the Garage that any merchant is welcome to use in between Village cleanings. Contact the MVA office to reserve.
 - The City is proposing shifting the **liability for sidewalk accidents** to a joint liability between the City and property owners. A meeting on January 20 is scheduled to resolve. Merchants should be aware that it is the property owner's responsibility to fix any sidewalk hazards in front of your property except for hazards caused by trees or utilities. Intersections maintained by the City are also exempt from property owner responsibility and liability.
- **Safety/Security**
 - The **computer security training program** held on November 17, 2008 drew 10 people, none of which were merchants, and was considered to be very valuable from those who attended. It was agreed we should schedule another class soon and encourage merchants to attend.
 - The contract with **ASS** expires in February and will be extended to May when review of alternative resources will be considered on an annual basis. It was agreed that an adjustment to the services and costs shall be negotiated with AAS due to the budget limitations expected in 2009.
 - The Team is investigating the offer from the Montclair BookTree to install a **security camera** outside their store, to be hooked into their video recorder.

Executive Director Announcements

- **Recyclable shopping bags** supplied by the City were distributed over the holidays. 5,000 were supplied and all are gone. Merchants are encouraged to purchase additional recyclable bags either on their own or in cooperation with other merchants.
- The large **banner on the side of the Rite Aid building** is being removed as a violation of C-27 zoning ordinance.

With no further business to discuss the meeting was adjourned at 7:40 PM.

Respectfully submitted

Linda Foss, MVA Secretary

Attachment: 2008 Financial Report