



Minutes of the Meeting of February 3, 2010
Pacific National/US Bank, 1998 Mountain Blvd., Oakland, CA 94611

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

The monthly meeting of the MVA Board of Directors was called to order at 6:18 PM by President Claudia Falconer. Ten Board members were present, constituting a quorum for the meeting.

President Falconer reviewed the "Board Meeting Procedures" document ([attached](#)) and asked all present to abide by the procedures contained in that document.

Safety/Security Report

- No report

District 4 Report – Richard Cowan

- Pothole repairs are being attended to slowly due to restricted staff and budgets. We should continue to contact the PWA Call Center; they will get to the worst ones as quickly as possible. Copy Jean Quan's office (Cowan) on any pothole concerns registered with the Call Center for the Village.
- Attendees were asked to consider signing a petition demanding that local tax funds remain in the City rather than being absorbed by the State.

Open Forum

- Heidi Miller and George & Lori Boukis gave a brief description of a new food business they are opening at 2064 Antioch Ct. (formerly La Salsa), called Grille One. They brought a plate of sandwiches from their other business, Europa in Orinda, (thanks!) and said they expect to be open in time for the Village Restaurant Walk on April 20. The Board agreed no C-27 zoning issues are involved as this new food business is replacing an existing food outlet.
- Yingji Huang gave a brief description of a new food business he is opening at 2060B Mountain Blvd. (formerly Jamba Juice), called Kakui Sushi, a sushi and grill restaurant. He expects the restaurant to be open in two-three weeks for lunch and dinner. The Board agreed no C-27 zoning issues are involved as this new food business is replacing an existing food outlet.
- Mr. & Mrs. Cheng, owners of Colonial Donuts at 2087 Mountain Blvd. (thanks for the sandwiches & donuts!), asked for a letter of support from the MVA to help speed along the paperwork for their proposed relocation to 6126 La Salle Ave., currently occupied by XOX Truffles. There is a question of a missing CUP on the La Salle property which makes the relocation an issue under C27 zoning regulations. The Board referred the issue to the Beautification/Design/Land Use Committee for recommended action.
- Amba at 6464 Moraga Ave. is hosting a private party on Saturday, February 6, at 8 PM for vendors and suppliers who helped them open their restaurant. Food is free and all Village merchants are invited.
- Teresa Bozikis, Touch, asked for support from the MVA on addressing rental rates in the Village. She agreed to draft a proposal and provide it to Director Vickery for any follow up action by the Board.

Committee Reports:

- **Secretary** – Upon motion duly made, seconded and unanimously carried it was agreed that the Minutes of the January 6, 2010 Board meeting ([attached](#)) shall be accepted.
- **Treasurer**
 - We have \$13,968 in cash/savings accounts, and are waiting for the \$18,000 from the City for our third BID payment from 2009.
- **Beautification/Design/Land Use**
 - E-report ([attached](#)).
- **Executive Committee**
 - A meeting was held on January 13, 2010 to review a proposal ([attached](#)) for reducing the Executive Director's job responsibilities, designed to keep them more in line with the Job Responsibility document ([attached](#)) for which he was hired. This involves turning over promotional support duties to the Promotions Committee for 2010 and possibly beyond.
 - The Committee reviewed a proposal for MVA Associate Membership ([attached](#)). It was agreed a task force (Kenward, Richter, Dahl-Jensen, Vickery) will refine the proposal for approval by the Board.
- **Promotion**
 - Upon motion duly made, seconded and unanimously carried (9-0-1) the proposed "Action Needed from Board" on the Promotion Committee Report ([attached](#)) was approved with the understanding that reimbursement of Fall Festival Manager costs will come from the Jazz & Wine Festival budget, and any funds paid for consulting and assistance will come from the Promotions budget.

Executive Director Announcements

- We are working with the property owner and Montclair Elementary School to continue displaying children's artwork in the windows of vacant store fronts on La Salle Ave. (former SCORE, Movie Express, Argento locations) until rented.
- The MVA Welcome sign on Mountain Blvd. at Park Blvd. will be removed for two weeks for repainting sometime with the next two months.
- The following business changes, other than announced during Open Forum, have occurred/our occurring:
 - Sola Lucy consignment women's clothing has opened in Village Square, #150
 - The status of Blockbuster's remaining in the Village is uncertain at this time.

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

Respectfully submitted
Linda Foss, MVA Secretary

Attached:

- Board Meeting Procedures
- Board Minutes of January 6, 2010
- Beautification/Design/Land Use Committee Report
- January 7, 2010 Change in Executive Director Responsibilities Proposal
- ~~April 2008 MVA Part-Time Executive Director — Job Description~~
- January 2010 Proposal for MVA Associate Membership Agreement
- Promotions Committee E-report



Action Items

Date Started/Due	Responsibility	Item
2/3/10 3/3/10	Beautification Committee	Recommend action on Colonial Donuts move from 2087 Mountain Blvd. to 6126 La Salle Ave.
2/3/10 3/3/10	Bozikis	Draft proposal on Village rental rates
2/3/10 3/3/10	Bozikis	Draft proposal on graffiti wall
2/3/10 3/3/10	Kenward, Richter, Dahl-Jensen, Vickery	Review and refine Proposal for Associate Memberships
9/2/09 3/3/10	Executive Committee	Review BID Category fees to determine if there is a way to gain more revenue for the Association.