



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

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

The monthly meeting of the MVA Board of Directors was called to order at 6:21 PM by President Claudia Falconer. Eleven Board members were present, constituting a quorum for the meeting.

Safety/Security Report

- No criminal activity was noted in the past 30 days although the police were called to Healthy Life Vitamins on February 17 to assist two teens in need of help.

District 4 Report – Richard Cowan

- The City is considering constructing a ramp to the Village Park from Mountain Blvd., to provide access for people with strollers or disabilities. An informal vote by those present support the idea if it does not destroy or alter existing stone structures, and if any ramp does not encourage skateboarding, etc.
- The District 4 office supports the MVA's efforts to resist additional charges being included in a proposed revised BID contract agreement with the City.

Open Forum

- Jessica Sarber, Sarber's Cameras, expressed a need for MVA and merchant support for Montclair Elementary School. The school is beginning a major construction project in the summer of 2011 and their parking lots will be locked, making parking for parents dropping off their children more difficult. She acknowledged that Lucky Supermarkets permits parent parking in their lot before 9 AM but requested the MVA consider offering free parking in the Village garage from 7-9 AM, to encourage parents to shop in other Village stores that may be open. It was agreed to refer this to the Executive/ad hoc committee for further discussion. (**Action Item**)
- Bill Sullivan, Sullivan Pharmacy, suggested there be greater landlord involvement in our BID, saying some landlords and property managers are interested in doing so. He further expressed concern about the City's parking ticket policies being a business deterrent. He also suggested the Sunday Farmers' Market be relocated out of the Village to free up Sunday parking on Village streets.
- Eric Reynolds, Trancefusion Graphics & Web Design, reported that he has created a Survey for the MVA on how residents use the Village, how they wish to learn about events in the Village, and their interest in our upcoming Music & Wine Festival. He will provide us with the results shortly.

Committee Reports:

- **Executive Committee**
 - Action Items were reviewed and updated ([attached](#)).
- **Secretary** – Upon motion duly made, seconded and unanimously carried it was agreed that the Minutes of the February 3, 2010 Board meeting ([attached](#)) shall be accepted as amended.
- **Treasurer**

- We have \$15,206 in cash/savings accounts, which includes the \$18,633 from our final BID payment from 2009.
- We are moving our checking and savings accounts from Bank of America to Pacific National/US Bank, in thanks for their terrific support to the MVA and their hosting support for our Board meetings.
- **Beautification/Design/Land Use**
 - E-report ([attached](#)).
 - Upon motion duly made, seconded and majority approved (8 for, 1 against, 1 abstained of voting members present at the time vote was taken) it was agreed the Committee shall draft a letter to the City Planning department opposing the granting of a CUP to Colonial Donuts for its proposed relocation from 2087 Mountain Blvd. to 6126 La Salle Ave., on the grounds that the La Salle Ave. location is currently zoned for traditional retail, not food, and the Association is opposed to converting any existing retail space to CUP-required activities. The Board further agreed this letter should show support for Colonial Donuts but that we feel we must stand firm on supporting the C27 zoning restrictions (**Action Item**).
 - It was agreed this Committee shall review a proposed draft on rental rates in the Village, to provide to merchants for negotiating rates with their landlords (**Action Item**).
- **Promotion**
 - E-report ([attached](#))

Executive Director Announcements

- It was agreed the MVA shall take no action on the uneven parking enforcement referenced in a recent newspaper article which said that folks in the greater Montclair area were being issued warnings while folks in other part of the City were being issued fines.
- The City is proposing changes to our BID contract, including:
 - A 1% fee management fee in addition to the \$2,200 collection fee they currently charge
 - A required yearly CPA audit of our records
 - Repayment in full of the loan the Association took out in 2001 to form the BID, instead of the current yearly installments
 - It was agreed the Executive Committee shall review these proposed changes and meet with City personnel to resolve as needed (**Action Item**).
- The First Quarter Merchant Update is going out this week

With no further business to discuss the meeting was adjourned at 7:45 PM.

Respectfully submitted
Roger Vickery, for
Linda Foss, MVA Secretary

Attached:

- Action Items
- Board Minutes of February 3, 2010
- Beautification/Design/Land Use Committee Report
- Promotions Committee E-report



Action Items

Updated 3/3/10

Date Started/Due	Responsibility	Item	Status
2/3/10 3/3/10	Beautification/Design Land Use Committee	Recommend action on Colonial Donuts CUP	Completed
2/3/10 3/3/10	Bozikis	Draft proposal on Village rental rates	Completed
9/2/09 4/7/10	Executive Committee	Review BID category fees to determine if there is a way to gain more revenue for the Association	Pending
2/3/10 4/7/10	Bozikis	Draft proposal on graffiti wall	Pending
2/3/10 4/7/10	Kenward, Richter, Dahl-Jensen, Vickery	Review & refine Proposal for Associate Memberships	Pending
3/3/10 4/7/10	Executive Committee	Review Jessica Sarber proposal for support of Montclair Elementary School	New
3/3/10 4/3/10	Executive Committee Beautification Committee	Draft letter to City Planning Department opposing CUP for Colonial Donuts	New
3/3/10 4/7/10	Executive Committee	Edit Bozikis draft on Village rental rates and provide finished version to merchants	New
3/3/10 4/3/10	Executive Committee	Review and negotiate City proposed changes to BID contract	New