



Minutes of the Meeting of March 4, 2009
Pacific National Bank, 1998 Mountain Blvd., Oakland, CA 94611

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

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

Open Forum

- Richard Cowan from Jean Quan's office announced that a proposed fine on property owners with vacant buildings was not passed by City Council, but that a way of addressing blighted properties in the City is still being considered.
- Cheryl Lew, Montclair Baking, objected to having a second bakery in the Village, and asked what the Village was doing to promote itself and its merchants. It was reported there are no bakeries currently planning to locate in the Village. A team of merchants agreed join with Ms. Lew to work to develop and implement a Village marketing plan under the Promotions Committee. Lee Richter, Howard Neal, Tracy Salvato and Jeff Diamond agreed to be on the team. Ms. Richter is investigating other merchants as well.

Committee Reports:

- **Secretary** – Upon motion duly made, seconded and unanimously carried it was agreed that the Minutes of the February 4, 2009 Board meeting shall be accepted as written.
- **Treasurer** – We have \$18,300 in checking, \$2,380 in savings, and \$83,610 in "Garage" savings accounts. Our next B.I.D. payment is due in April. We see no immediate cash problems.
- **Beautification/Design/Land Use**
 - It was agreed that the "Visual Appeal" and "Recycling" documents shall be approved as presented, and shall be electronically or hard-copy delivered to all Village merchants.
 - It was agreed that the three proposed Association logos presented for review meet the needs of the Association, and that the Committee shall use the mountain theme (#3 presented) with a modified type face and color for the Association name.
 - It was agreed that it would be better to have a viable business at 6464 Moraga Avenue, even if it requires a Conditional Use Permit (C.U.P.) under our C-27 zoning regulations, than to have an empty store front. It was further agreed that the Association should consider dividing the Village into zones for applying C-27 regulations. The Committee was instructed to report back on their recommendation to this effect.
- **Safety/Security**
 - Six Board members (Dahl-Jensen, Kenward, Nayo, Neal, Richter and Shea) agreed to attend the computer security training on Tuesday, March 10, 2009. It was agreed that a reminder to Village merchants should be sent this week.
- **Promotion**

- It was agreed that area music groups shall be invited to participate in the April 21 Village Restaurant Walk, and that the Promotions Committee shall coordinate that activity.
- It was agreed that the upcoming Pet Mayor Contest, sponsored by the Montclair Veterinary Hospital and Montclair Veterinary Hospital Pet & Wildlife Fund, shall be promoted by the Association as one of our recognized local events.
- **Nominations**
 - It was agreed to limit the number of total members to 17 for the 2009-2010 term.

Announcements

- The landlord of the building at 6140 Medau Place is looking for a replacement wine and liquor business to occupy the space.
- Results of a Rent Survey are being compiled and will be published once reviewed by the Executive Committee. A small number of merchants have responded to the Survey questions.
- We are investigating the management and upkeep of Village news racks.
- We are trying to obtain information on enforcement of parking regulations in the Village, as there appears to be an inconsistent approach to ticketing that is adversely affecting business in the Village.
- It was agreed that a written complaint from Stavos Gougoumis, Rustica Pizza, although we sympathize with his concerns, warrants no action by the Association as no laws are being violated.

With no further business to discuss the meeting was adjourned at 7:50 PM.

Respectfully submitted

Roger Vickery for
Linda Foss, MVA Secretary