



**Minutes of the Meeting of April 1, 2009
Pacific National Bank, 1998 Mountain Blvd., Oakland, CA 94611**

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

The monthly meeting of the MVA Board of Directors was called to order at 6:17 PM by President Dan Shea. Ten Board members were present, constituting a quorum for the meeting.

Open Forum

- Richard Cowan from Jean Quan's office announced that an April 17 City budget meeting is taking place. He invited all to participate in the numerous Earth Day activities taking place on April 18.
- Kevin Benafield introduced himself and his new business, Magpie, expected to open by April 21 at 6122 La Salle Ave. The store will feature apparel, gifts and accessories for the aged 30 and under customer.
- Stavros Gougoumis from Rustica – Rotisserie & Pizzeria at 6106 La Salle Ave. presented his concerns about loss business to a rotisserie chicken vendor in our Sunday Farmers' Market. The Board heard varying points of view on the subject from Niels Dahl-Jensen, MVA liaison for the Farmers' Market, and Ron Pardini, Market Manager. It was agreed that, although the Board agrees a Village merchant should have rights over a Market vendor, the situation needs further investigation, with the expectation that a win-win solution can be obtained that will benefit both Rustica and Farmers' Market customers.
- John Porras from Crown Wine & Spirits at 6410 Moraga Avenue expressed concerns about the possible granting of a liquor license to the Rite Aid outlet at 1991 Mountain Blvd. Although Richard Cowan suggested it is unlikely any liquor license would be issued, the Board agreed to write a letter to Rite Aid management expressing our strong disapproval of such a plan.

Committee Reports:

- **Secretary** – Upon motion duly made, seconded and unanimously carried it was agreed that the Minutes of the March 4, 2009 Board meeting shall be accepted as written.
- **Treasurer** – We have \$10,441 in checking, \$2,433 in savings, and \$83,610 in "Garage" savings accounts. Our next B.I.D. payment is due in April, and appears to be a lower amount than budgeted-for. It was agreed to wait until the May meeting to determine if any budget adjustments are necessary.
- **Beautification/Design/Land Use**
 - It was agreed to defer discussion about parking regulations in the Village until after questions raised with the City have been answered.
 - The new MVA logo is being incorporated into all printed material on an as-needed basis.
 - It was agreed that all applications for Conditional Use Permits (C.U.P.) under our C-27 Zoning Ordinance shall be considered on an individual basis, based on what kind of customers and traffic they would bring to the Village and existing merchants. It was further agreed that no "zones" proposed at the last meeting shall be considered, although it was agreed that any requests for food or restaurant operations on La Salle Avenue that would replace an existing retail location would be heavily contested.

- **Safety/Security**
 - Six MVA merchants attended the computer security training on Tuesday, March 10, 2009.
 - Recent break-ins at Village first-floor businesses suggest all merchants need to consider increasing their security precautions. It was suggested that free audits of a business' safety provisions are available and should be employed.
- **Promotion**
 - The April 21 Village Restaurant Walk appears to be sold out, with over 400 people expected. Village merchants are encouraged to take advantage of shoppers on the street by remaining open at least until 8 PM that evening.
 - Nominations and sponsors are being taken during the month of April for the upcoming Pet Mayor Contest, sponsored by the Montclair Veterinary Hospital and MVH Pet & Wildlife Fund.
- **Nominations**
 - Officer candidates are being solicited. The majority of existing Board members whose terms expire in 2009 have indicated they wish to be considered for re-election.

Announcements

- None

With no further business to discuss the meeting was adjourned at 7:30 PM.

Respectfully submitted

Roger Vickery for
Linda Foss, MVA Secretary