



Minutes of the Meeting of April 7, 2010
Pacific National/US Bank, 1998 Mountain Blvd., Oakland, CA 94611

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

The monthly meeting of the MVA Board of Directors was called to order at 6:22 PM by President Claudia Falconer. Twelve Board members were present, constituting a quorum for the meeting.

Safety/Security Report

- Nelly's Java's front door was damaged on 3/6/10 in an unsuccessful break-in attempt.
- No other criminal activity was noted.
- AASS will provide escort service for merchants to the Village Garage between the hours of 6 – 8 PM, Monday – Friday, upon request at least one day in advance, based on availability.

District 4 Report – Richard Cowan

- The City is observing Earth Day on April 17, which is different from the national observance day. This is being done to accommodate the City's CORE exercise that will be held on April 24.

Open Forum

- Tyler Pon presented the Woodminster Summer Theater schedule and again requested merchants to support advertising in their program. Upon motion made, seconded and unanimously carried it was agreed the MVA will pay \$250 for a banner ad in the program under which merchant ads will be displayed.

Tyler introduced Harriet Schlader and invited merchants to attend a tribute to her husband, Jim, in recognition of his 44 years as being co-founder and leader of the Woodminster Theater. The tribute takes place on May 8 and costs \$100/person.

The Board agreed to permit Woodminster to have six existing banner locations on La Salle Avenue, to advertise their venue during the summer months, at their expense.

- Mark Zinns, Village Park director, and Deanna Rifai provided information about Teen Power, an after-school program designed to provide food and activities for teens in the Village Park. They are having a kick-off for the 2010 season on April 21 at 2:30 PM, and asked local merchants to provide support for the event and the year-round program through gift certificates and after school specials. Deanna explained that The Magpie was active in supporting the kick-off day by providing professional skateboarding exhibitions and prizes.
- Rodrigo Battulayan, Toshi Sushi, asked that the Association take an active role in ensuring the Village has the right "mix" of businesses. With a third Japanese restaurant opening in the Village shortly, he expressed frustration that the Association was doing nothing to alleviate the situation. It was explained that, although it is not the role of the Association to control competition in the Village, it can work with local merchants to help them differentiate their products and services. It was agreed that the MVA would host a

meeting of the three Japanese restaurants to help them differentiate their products. Richard Cowan agreed to attend. (Action Item)

- Libby Schaaf introduced herself as a candidate to replace Jean Quan as our District 4 Council member.
- Barbara Kami, Ellwood Properties, asked for the Board's agreement to her opening a wine storage facility at the old Curves location, 1969A Mountain Blvd. Although this space is considered "first floor" and restricted to retail businesses without a Conditional Use Permit (CUP), the Board agreed not to oppose this new business locating in the space, as it is a very difficult space to make successful as a traditional retail one.
- Joan Harrington asked about the status of the CUP for Colonial Donuts' proposed move to 6126 La Salle Ave. It was announced that it has been approved, despite the opposition by the Association as expressed in a letter dated 3/14/2010.

Committee Reports:

- **Executive Committee**
 - Action Items were reviewed and updated (attached).
 - It was recommended that the language in the letter to "Landlords, property owners and real estate brokers serving the Montclair Village Community" be altered to "businesses" vs. "merchants." (Action Item)
- **Secretary** – Upon motion duly made, seconded and unanimously carried it was agreed that the Minutes of the March 3, 2010 Board meeting (attached) shall be accepted.
- **Treasurer**
 - We have \$12, 052 in cash and \$10,182 in savings accounts.
 - We anticipate no problem meeting current expense requirements.
- **Beautification/Design/Land Use**
 - E-report (attached).
 - The Committee is looking for a champion to lead the Streetscape Project to the next phase of development, fundraising. They have found a resource for identifying potential sources of funds.
- **Safety/Security Team**
 - E-report (attached)
- **Promotion**
 - E-report (attached)
 - Biggest concern currently is obtaining sponsors for the Music & Wine Festival, October 17, 2010, 11AM – 6PM.
 - Lydia Nayo recapped the results of the Oakland Marathon, and asked for better community support for next year's event. Wheels of Justice and Melt Massage actively supported runners coming through the Village but it was felt Village support was low compared to other City areas.
- **Nominations**
 - The following dates and accomplishments are required by our By-laws:
 - April Board Meeting – Nominations Committee selected (normally Vice President and two other officers)
 - Existing Directors and Officers declare desire to serve another term
 - May Board Meeting (or 10 days after) - members receive a call for nominations mailing
 - Month of May - members submit nomination of candidates to Nominations Committee
 - June Board Meeting - candidates approved for voting
 - Month of June - members vote on candidates
 - July Board Meeting (mixer) - new members announced



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

Respectfully submitted

Linda Foss, MVA Secretary

Attached:

- Action Items
- Board Minutes of March 3, 2010
- Beautification/Design/Land Use Committee Report
- Safety/Security Team E-report
- Promotions Committee E-report