



Minutes of the Meeting of June 2, 2010
Pacific National/US Bank, 1998 Mountain Blvd., Oakland, CA 94611

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

Safety/Security Report

- There have been a number of robberies of personal items and merchandise at selected stores in the Village over the past month. AAS has been watching for the identified suspects and their car.
- No other criminal activity was noted.

District 4 Report – Richard Cowan

- The City has a \$31million deficit of its \$390 million general fund that it is trying to fill, either by tax increases or further spending reduction.
- Anyone finding debris left on or adjacent to City streets should notify the PWA Call Center at 510.615.5566.

Open Forum

- Tyler Pon, representing Woodminster Summer Theater, brought posters and discount coupons for this summer's events, asking merchants to display in their businesses. He reminded all that June 15 is the cut-off for advertising in the summer program. He also told of the death of Jim Schlader, co-founder of the Theater.
- Jason Gillian and Dan Swafford introduced themselves as candidates for the District 4 City Council position being vacated by Jean Quan.

Committee Reports:

- **Nominations Committee**
 - Upon motion duly made, seconded and unanimously carried it was agreed the number of Board members shall remain at 15.
 - The roster of candidates for Board positions for 2010-2011 was approved, for voting approval by the full membership ([attached](#)).
- **Executive Committee**
 - Action Items were reviewed and updated ([attached](#)).
 - It was agreed the Committee shall meet within the next two weeks to review a proposal from the Promotions Committee (**Action Item**)
 - **Secretary** – Upon motion duly made, seconded and unanimously carried it was agreed that the Minutes of the May 5, 2010 Board meeting ([attached](#)) shall be accepted as amended.
- **Treasurer**
 - We have \$23,775 in cash and \$10,189 in savings accounts. We received our first BID payment but have discovered many errors in the collection process, which we are working on with the City. We expect to be able to provide an update at the next meeting.
 - We anticipate no problem meeting current expense requirements.
- **Beautification/Design/Land Use**

- E-report ([attached](#)).
- The Clearwire proposed cell tower on the Village Garage has been appealed, putting the project on hold until Clearwire responds. If they the project does not require any further City action we will get a refund of the \$1,181.93 appeal filing fee we paid. The Committee is checking to determine the time limit for their response and if Clearwire is being granted exclusive cell rights to this area if the installation is approved. (**Action Item**).
- **Safety/Security Team**
 - E-report ([attached](#))
 - It was agreed to table the motion to renew our agreement with All About Security until the Team has detailed more fully our expectations of walking patrols, including visiting all parts of the Village on daily rounds (**Action Item**).
- **Promotion**
 - E-report ([attached](#))

Executive Director Announcements

- With Riamondi's Paint & Wallpaper closing its doors on May 20, the power to the Village Clock currently being supplied by them is in question. Property owner, Charlene Riamondi, has agreed to keep the power on until either the replacement tenant agrees to take over supplying the electricity or it is changed over to second-floor tenant, Alain Pinel (Phil Weingrow) (**Action Item**).
- The Village paper directories are ready to be printed and will be distributed in two versions, one for retailers and one for banks (**Action Item**). The Village maps will be updated within the month (**Action Item**).
- The Second Quarter Merchant Update will be sent out in the next week along with the Ballot for Board candidates (**Action Item**)
- The Annual Merchant Mixer is scheduled for Tuesday, June 22, at Italian Colors. Deadline for obtaining the \$20 discounted cost/person is Friday, June 18.

With no further business to discuss the meeting was adjourned at 7:48 PM.

Respectfully submitted

Roger Vickery for
Linda Foss, MVA Secretary

Attached:

- Approved 2010-2011 Board of Directors Ballot
- Updated Action Items
- Amended Board Minutes of May 5, 2010
- Beautification/Design/Land Use Committee Report
- Safety/Security Team Report
- Promotions Committee Report