



**Minutes of the Meeting of September 2, 2009
Pacific National Bank, 1998 Mountain Blvd., Oakland, CA 94611**

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

The monthly meeting of the MVA Board of Directors was called to order at 6:20 PM by President Claudia Falconer. Twelve Board members were present, constituting a quorum for the meeting.

Open Forum

- Mark Zack introduced a proposed new yogurt shop, tentatively called Treat Yo Self, that he wants to open in Village Square. ~~Although this will require a Conditional Use Permit (CUP) the Board agreed this location is acceptable for a food outlet. Deleted per Board vote of October 7, 2009~~
- Gene Brtalik introduced the Inaugural Oakland Running Festival, and explained how this runners' marathon being held on March 28, 2010 will run through Montclair Village. Board members asked about traffic access during the marathon. Lydia Nayo and Hana Levin agreed to be contact people to coordinate marathon activities on behalf of the Village.
- Andy Namba, Barbara Kami, Tom Lee, and Carlo Thompson introduced a proposed new yogurt shop, tentatively called Yogafina, that Mr. Lee wants to open in part of the former SCORE location at 6112 La Salle Avenue. Barbara Kami, Elwood Properties, stated that the Village needs to respect marketing trends rather than try to enforce a strict interpretation of C-27 regulations. Mr. Lee's proposal yogurt shop was referred to the Beautification/Design/Land Use Committee for any recommended action.
- Mateen Kemer, local filmmaker, provided an update on his project, presented at the June 3, 2009 Board meeting, and again asked for financial support. The Board again referred this to the Promotions Team for consideration.

Committee Reports:

- **Secretary** – Upon motion duly made, seconded and unanimously carried it was agreed that the Minutes of the August 5, 2009 Board meeting shall be accepted as written.
- **Treasurer**
 - We have \$6,054.07 in our checking account and \$20,092.14 in our savings account. With our third BID payment due in September of \$18,315.07 it appears we should have sufficient funds to cover our 2009 needs.
 - A proposed 2010 budget is being sent to the Board this week for approval, to be ratified at the next Board meeting.
 - It was agreed that a review of BID category fees should be made with the possibility of altering them to produce more revenue for the Association and/or making them more reflective of gross receipt differences.
- **Beautification/Design/Land Use**
 - E-report, attached.
 - A discussion on the merits of a tenant-based BID vs. property owner/manager-based BID was held with the consensus being that tenant-based is better for the MVA, as it gives tenants greater control over land use issues and fund expenditures.

- A discussion on restaurant vs. retail businesses in the Village was held with the consensus being that this is a key issue for 2009-2010, and that looking at what draws customers to the Village is as important as abiding to a strict interpretation of C-27 zoning regulations. The Board referred both of these discussion topics back to the committee for further development and recommendations.
- **Safety/Security**
 - All About Security reported a **quiet** month in August except for a naked man's appearance around 6 PM on August 16, 2009.
- **Promotion**
 - E- report, attached.
 - Upon motion duly made, seconded and unanimously carried it was agreed that the MVA will accept a one-time fee from the Pacific Fine Arts Festival of \$3,000 for their upcoming Fall Fest on October 3 and 4, 2009, with the understanding this fee will return to the \$5,000 figure normally associated with this event. It was also agreed a written agreement shall be executed to formalize the relationship between Pacific Fine Arts and the MVA.
 - Block Captains – the next Promotions Team meeting, September 9 at 6:30 PM, Holistic Veterinary Care, is focusing on organizing Captains to pass and gather information for the Association.
 - The merchant mixer being held on Tuesday evening, September 22, 6:00 PM – 8:00 PM, is being moved to the Montclair Bistro, 6118 Medau Place.
 - Jazz & Wine Festival, Sunday, September 13, 11:00 AM – 6:00 PM – We need help selling raffle tickets for the Festival. Posters and discount coupon cards were handed out to all in attendance.

Announcements

- The MVA sent flowers to the Thornhill Presbyterian Church for the funeral of OPD officer, Murry Hoyle.
- CBS-5 is offering a holiday promotion package. It was agreed we will a notice to merchants to see who wants to participate.

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

Respectfully submitted

Roger Vickery for
Linda Foss, MVA Secretary

Attached:

- Beautification Committee E-report
- Promotions Committee E-report