



**MONTCLAIR VILLAGE ASSOCIATION
OCTOBER MEETING OF THE BOARD OF DIRECTORS**

MINUTES OF OCTOBER 3, 2007

PRESENT: Dan Shea, Sara Kenward, Linda Foss, Tom Revelli, Tom Brodehl, Ken Betts, Lee Richter, Nancy Ekstrom, Claudia Falconer, Mark Attarha
ABSENT: Howard Neal, Niels Dahl-Jansen, Kathleen Caldwell, Winter Williams
Staff: Helen Wyman

The Monthly meeting of the MVA Board of Directors was called to order by President Dan Shea at 6:18 on October 3, 2007. Ten board members were present constituting a quorum. Introductions were made. The minutes of August & September 2007 stand approved as mailed.

Tyler Pon from Woodminster Theater thanked the MVA for supporting the 2007 Summer Musicals. The partnership with the business district includes merchant ads in program, banners in Village and permission to promote musicals at the farmer's market helped make 2007 the Best Season Ever! 27,000 attended the theatre.

Stop the Stop Light Ad Hoc Committee - Elena Pushnova. Group of residents organizing a campaign against the stop light planned for La Salle & Mountain Blvd. read a letter to Planning (see attached).

Background: The City of Oakland has received funding to put a stop light at the corner of La Salle & Mountain Blvd. Put on list over 30 years ago. MVA has been told that the funding can only be used for a stop light but alternatives that would help pedestrian safety such as bulbouts are preferred by the MVA Land-Use committee. Community meetings held by Council's Office were poorly attended but the majority of attendees were against the stop light. Claudia Falconer, MVA Land-Use Chair, is requesting that the Board to take a position on this issue.

MOTION (Attarha): TO SUBMIT A LETTER TO THE PLANNING DEPARTMENT OPPOSING THE STOP LIGHT AT THE INTERSECTION OF MOUNTAIN AND LA SALLE AND REQUESTING THE CITY EXPLORE ALTERNATIVES SUCH AS BULBOUTS TO INCREASE PEDESTRIAN SAFETY IN MONTCLAIR VILLAGE.

The motion was seconded by Falconer and passed unanimously.

OVCB Opportunity – Julie Longmire - Presentation on advertising opportunities in Oakland Visitor & Convention Bureau Guide.

B.I.D Administration Updates– Helen Wyman, Executive Director

- **Montclair Parking Garage Report** – Tee Reynolds has taken on the duties of General Manager of the Parking Garage. Awaiting new contract with City of Oakland for management of the garage.
- **OMLF Updates:**
 - Shop Oakland Advertising Rate Sheet Distributed
 - Shop Oakland Passport Coupon Booklet – Ads only \$75. 100,000 will be printed and distributed.

- Shop Oakland Bags will be available the week of Thanksgiving.
- **MVA Yahoo Group** – PLEASE JOIN the Yahoo Group by visiting http://groups.yahoo.com/group/Montclair_Village_Merchants/. The group is for merchants only and is to be used for SECURITY issues.
- **Permit Status Updates:**
- Coldwell Banker Agreement Letter signed and mailed with copy to Planning. Farmstead Cheeses & Wines was granted Conditional Use Permit for wine and beer sales for offsite and onsite (for tasting only)consumption at the former cigar shop location. Farmstead will move into the Village in January.
- **Jazz & Wine Festival Report will be presented Nov meeting. Merchants are asked to submit feedback in writing.**

Committee Reports:

Organization – Dan Shea. No report.

Treasurer’s Report –Tom Revelli. The general account balance is \$21,000 and the CD has 22,000. Total BID fees collected as of September 15, 2007 is \$97,903.00. A revised budget for 2008 was distributed to the board for review. The parking garage management will be put into savings for the Streetscape Project. **MOTION (by Revelli): TO APPROVE THE REVISED BUDGET FOR 2008.** The motion was seconded by and passed unanimously.

Promotion – Linda Foss.

Land Use /Design/Beautification – Claudia Falconer. No Report.

Jean Quan’s Office Updates – Jean Quan.

WoodminsterCouncilmember Quan approved \$7,500 out of her Pay-Go Funds for Montclair Streetscape Beautification Project. Funds will be used to hire a landscape architect to construct plans for streetscape.

ANNOUNCEMENTS:

At 8:30 on Saturday morning a 65 year old woman was mugged in front at Bank of West ATM.

Adjourned 7:45 p.m.

Linda Foss, MVA Secretary

Upcoming Events & Announcements

Pacific Fine Arts Festival – October 11-12

MVA Merchant Meeting scheduled for Tuesday November 6th at 6:15 – An opportunity for merchants to give feedback on promotional activities and events including Jazz & Wine Festival

WEDNESDAY, OCTOBER 10, 2007 11:10 AM
 MVA PROMOTION MEETING THIS FRIDAY 11:10 AM