



**Minutes of the Meeting of November 4, 2009
Pacific National Bank, 1998 Mountain Blvd., Oakland, CA 94611**

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

The monthly meeting of the MVA Board of Directors was called to order at 6:15 PM by President Claudia Falconer. Ten Board members were present, constituting a quorum for the meeting.

Safety/Security Report

- All About Security reported the month of October was quiet in the Village, except for some reported auto windows being broken on the west side of Moraga Avenue
- It was agreed to provide the cell phone number of All About Security to all Village merchants, for them to call if they need assistance during working hours.

District 4 Report – Richard Cowan

- City Council has removed the restriction on auto parking in the wrong direction in the hills residential communities around the Village.
- District 4 will help us get the pot hole at Mountain/Medau addressed.

Open Forum

- Simon Gibson, Montclair Physical Therapy & Wellness, introduced a new part of his business called Ergonomic Select Advantage, featuring ergonomic consulting and equipment.
- Associate Memberships. A discussion regarding the pros and cons of offering membership to businesses outside our BID boundaries but within the immediate area of the Village was held. It was agreed the Executive Committee plus David Sarber shall investigate and provide the Board with a proposal at the next Board meeting.
- Chris Collins, Gateway Mgmt. & Realty, announced that Yoga Fina, a self-serve yogurt business, is about to sign a lease for the Village property at 6140 Medau Place. A CUP is required. **Upon motion duly made, seconded and majority carried it was agreed the MVA shall support the CUP for this business when it is posted. It was agreed a letter of support shall be sent to the City Planning Department to this end.**

Chris also announced that Beauty Art Salon at 6136 Medau Place is altering their interior space to accommodate some retail merchandising. He was advised by the Board this should pose no problem so long as appropriate permits, if any are needed, are obtained.

Committee Reports:

- **Secretary** – Upon motion duly made, seconded and unanimously carried it was agreed that the Minutes of the October 7, 2009 Board meeting (attached) shall be accepted.
- **Treasurer**
 - We have \$35,441 in cash/savings accounts which continues to appear to be sufficient to cover our 2009 needs.
 - Upon motion duly made, seconded and unanimously carried the proposed 2010 budget, sent to the Board in September 2009 for review (attached), shall be approved as presented.
- **Beautification/Design/Land Use**
 - E-report, attached.

- It was agreed by the majority of the Board that any proposed new Village business shall be evaluated more on the basis of its ability to draw shopping customers than on whether it fits the definition of traditional retail, not requiring a CUP, as described in our C-27 zoning guidelines.
- **Promotion**
 - E- report, attached.
 - Upon motion duly made, seconded and unanimously carried it was agreed the proposed amended Calendar of Events (attached) shall be approved.
 - Upon motion duly made, seconded and unanimously carried it was agreed the written agreement between Pacific Fine Arts Festivals and the MVA (attached) shall be approved.
 - Invitations have been sent, and are being distributed by Block Ambassadors, for a Merchant Mixer scheduled for Tuesday evening, November 10, at the Montclair Bistro, starting at 6:15 PM.
 - Lydia Nayo provided an update on the Oakland Marathon, scheduled for March 28, 2008, including describing the impact the rolling street closures would have on the Village during the race. Details of the Marathon are at <http://www.oaklandmarathon.com/>
- **Executive Committee**
 - Upon motion duly made, seconded and unanimously carried it was agreed a \$2,000 bonus shall be paid to the Executive Director at the end of 2009 in recognition of his performance, so long as there are sufficient funds available after all outstanding bills have been paid.

Announcements

- The MVA was represented by Roger Vickery at the November 3 City Council meeting, and will be at the November 17 public comment meeting, for the approval of the MVA BID for another year.
- The USPS Station E has been removed from the list of post office branches being considered for closure.
- AC Transit is looking at revenue sources that may eliminate the need to cut back on bus service to the Village.

With no further business to discuss the meeting was adjourned at 7:43 PM.

Respectfully submitted

Roger Vickery,
for Linda Foss, MVA Secretary

Attached:

- Board Minutes of October 7, 2009
- 2010 Approved Budget
- Beautification Committee E-report
- Promotions Committee E-report
- 2010 Calendar of Events
- Written Agreement: Pacific Fine Arts Festivals & MVA