

# Elmwood Business Association – Board Meeting Minutes

Friday, January 20, 2016

Location: McGuire Real Estate @ 9:30 a.m. – 11 a.m.

<ul style="list-style-type: none"> <li>● <b>BOARD MEMBERS:</b> Maureen O’Neil Garcia, Joe Aguiar, Kristi Roberts, Claudia Hunka, Melissa Hatheway, Jason Wayman</li> <li>● <b>STAFF:</b> MICHELLE SCHORR</li> <li>● <b>GUEST:</b> MELISSA MONTALBANO</li> </ul>			
AGENDA ITEM	DISCUSSION	ACTION TAKEN	FOLLOW UP TASKS & RESPONSIBILITY
1.	<b>Welcome/Introductions</b>		
2.	<b>Approval of Agenda</b>	Approved Agenda	
3.	<b>Consent Agenda</b> 3.1 Approval of the minutes from the 11/18/16 Board Meeting	Approved Minutes	Melissa Hatheway submitted the list of businesses to Jordan.
4.	<b>Administrative Report</b>	<p>Social media campaign in December regarding small businesses</p> <p>Migrating constant contact &amp; email off Maureen’s software. Identified 6 merchants with no email addresses.</p> <p>Reviewing and filling in website. Getting ready for launch</p>	AI: Michelle to try to collect email addresses from identified merchants
5a	<b>New Business: Board recruitment &amp; Treasurer open position</b>	<p>Need new treasurer and board members:</p> <ul style="list-style-type: none"> <li>● Wen-Yan King is interested in participating. She has been involved in some marketing.</li> <li>● John Moriarty has offered to participate</li> <li>● Possibly Paul from Cheap Pete’s could be on board</li> </ul> <p>Treasurer needs to use Xero Software. Maureen to train new treasurer to use software.</p> <p>With Treehouse closing, we need a mailbox. Board approved-opening a PO Box for EBA. Maureen to open.</p> <p>Claudia Hunka offered to be a signer for the bank account. Getting new signers requires in person visits.</p>	<p>AI: Maureen to open PO Box and transfer paperwork for EBA to new address</p> <p>AI: Melissa Hatheway will talk with Wen-Yan and Paul to see interested in board &amp; positions</p>

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<p><b>5b</b></p>	<p><b>Filling vacant locations</b></p>	<p>Possible marketing campaign to get new merchants:</p> <ul style="list-style-type: none"> <li>● Heard rumor that merchants in Elmwood are picky and don't let new businesses</li> <li>● We should do article on Berkeleyside with Elmwood info</li> <li>● Claudia talking to CENA and they will write article</li> <li>● Elmwood has always had the lowest vacancy rate compared to other locations. Except now due to confluence of events</li> <li>● Heard Berkeleyside (Wendy Cohen) wants to talk about College Avenue.</li> <li>● Possibly do afternoon stroll or other things to promote January</li> </ul> <p>School auction solicitations:</p> <ul style="list-style-type: none"> <li>● Possibly ask our customers through email list to ask clients where kids go to school and determine where to donate to auctions</li> <li>● Claudia has some information regarding schools from <i>Find Your Mummy</i> &amp; other events</li> </ul>	<p>AI: Claudia &amp; Kristi to write information about neighborhood for CENA</p> <p>AI: Need to get connected with marketing committee – Possibly more marketing material, talk with Berkeleyside. Claudia and Kristi will come up with ideas</p>
<p><b>5c</b></p>	<p><b>Summary of tasks to be taken over from Maureen</b></p>	<p>Need treasurer and marketing role.</p> <p>Review information in task list.</p> <p>Computer Courage has sent final invoice. Maureen will continue to be involved with website launch.</p> <p>Tuesday 1/24/17 at La Mediterranee for dinner to celebrate Maureen and Eleanor at 6:30pm</p>	<p>AI: Melissa to communicate dinner information</p>
<p><b>5d</b></p>	<p><b>Homeless response &amp; upkeep of 2988 college Ave.</b></p>	<p>We don't want to look like blighted neighborhood - with recent vacancies and long standing vacancies. If vacant too long it will</p>	<p>AI: Melissa will follow-up on code enforcement</p>

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		<p>create a blighted reputation and that takes a long time to undo that reputation</p> <p>Suggestion: talk to empty store fronts to put nicer displays in the windows.</p> <p>Jane Tulanian has been in contact with Jordan Klein &amp; Lori Droste</p> <p>Does city have a policy for blighted property? Code enforcement?</p>	<p>AI: Claudia to talk with Allen Hibbard (owns Far Leaves Tea) – to see if they can put something in the window</p>
<b>5e</b>	<b>Reporting to 311</b>	<p>Need to post <i>no trespassing sign</i> in order to get police activity with assistance of removal of people for sleeping in the doorway</p> <p>Need to have 311 enforcement till 6pm, or after hours</p>	<p>AI: Michelle to put 311 reporting information in January merchant newsletter</p> <p>AI: Jason to pursue talking to police representative regarding parking enforcement</p>
<b>5f</b>	<b>The Express booklet publication about College Ave. deadline January 31st.</b>	<p>Express booklet it is more of an insert. They do not want an Elmwood Page. Print advertising not in our marketing plan.</p> <p>Reviewed our paid Elmwood Spread on Claremont hotel map. Ad is nicely done but not sure this marketing material is being distributed often</p>	<p>AI: Michelle to send out Facebook page link to meeting participants</p> <p>AI: Melissa Montalbano to follow-up with Claremont to determine status of printed marketed materials</p>
<b>5g</b>	<b>All plastic bags will be illegal and paper bags require a 10 cent surcharge on 4/1/17 - potential organization of</b>	<p>We could get bids for larger quantity of bags. Would be good to coordinate efforts and potentially save money with large order. Could put Elmwood Logo + merchant logos.</p>	<p>AI: Jason to look into options (logo paper or compostable) – pricing.</p>

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	<b>large merchant order</b>	Might be able to use compostable bags/ cornstarch bags.  Research <i>Shop The Elmwood</i> reusable bag.	
<b>6.1</b>	<b>Cityscape Report:</b>	When rain stops need to worry about weeds.	
	<b>Merchant parking permits</b>	Merchant parking permits expire 2/28/17 – Claudia can assist with renewal. Cost is \$154/year	AI: renew parking permits. Claudia can assist  AI: Michelle to post in newsletter
<b>6.2</b>	<b>Marketing Report</b>	Kristi, Claudia to talk about plans for activities for the winter.	
<b>6.3</b>	<b>Governance Report</b>	Andrew absent	
<b>7.0</b>	<b>Treasurer's Report</b>	We got the 2 <sup>nd</sup> payment from the city. Outstanding payment to Computer Courage.	
		<i>Next Meeting 2/17/17 at 9:30am at McGuire Real Estate</i>	