

# Elmwood Business Association – Board Meeting Minutes

Friday, November 18, 2016

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

- **BOARD MEMBERS:** MELISSA HATHEWAY, CLAUDIA HUNKA, MAUREEN O’NEIL GARCIA, KRISTI ROBERTS, JOSEPH AGUIAR, ANDREW HAN
- **STAFF:** MICHELLE SCHORR
- **GUESTS:** ELEANOR HOLLESTER, ANN LEYHE

AGENDA ITEM	DISCUSSION	ACTION TAKEN	FOLLOW UP TASKS & RESPONSIBILITY
<b>1.</b>	<b>Welcome/Introductions</b>		
<b>2.</b>	<b>Approval of Agenda</b>	Approved	
<b>3.</b>	<b>Consent Agenda</b> 3.1 Approval of the minutes from the 7/20 Board Meeting	Approved per amendment of Jason’s name instead of Joseph’s for 2 action items	
<b>4.</b>	<b>Administrative Report</b>	Working on social media posts, calendar, website	
<b>5</b>	<b>New Business:</b> <ul style="list-style-type: none"> <li>● <b>Empty Stores</b></li> </ul>	<p>Claudia attended CENA board meeting. She invited CENA to suggest potential vendors. Reviewed list of potential merchants and edited: merchants should offer experiential and/or classes. Also removed merchants that could conflict with current merchants.</p> <p>Maureen will ask Ashby Marketplace if they can offer some hardware merchandise (significant demand for hardware store)</p> <p>Initiative approved to launch a <i>shopping locals campaign</i>. Ad/poster/bookmark campaign for the stores to show where the money goes (to local business/taxes/employees)</p>	<p>AI: Claudia to Edit list AI: Claudia to send list to Jordan Klein/city and local landlords</p> <p>AI: Michelle/ Claudia/ Ann/ Jason to come up with little ad/bookmark for encouraging local shopping. AI: Ann to send prior poster regarding how your sale helped</p>

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	<ul style="list-style-type: none"> <li>● <b>Bag Policy</b></li> </ul>	<p>Proposition 67 passed and doesn't change current plastic bag policy in Berkeley</p>	
<p><b>6.1</b></p>	<p><b>Cityscape Report:</b>          Claudia attended Berkeley Berkeley Business Districts Network(BBDN) meeting</p>	<p>Biggest discussion at meeting was homelessness. The City of Berkeley only responds to homelessness based on complaints. For any of these events call 311 (or 981-CITY):</p> <ul style="list-style-type: none"> <li>● If person in sleeping in your/a doorway</li> <li>● Car alarm sounding</li> <li>● Cars being broken in, etc.</li> </ul> <p>After report event to 311 document your ticket number and then you can followup with you councilperson</p> <p>Parking: rates are changing for parking on January 1st. Overall it is still \$7.50 for 3 hour stay. Pay by phone is coming in 2017.</p>	<p>Everyone should call 311 to report incidents</p>
<p><b>6.2</b></p>	<p><b>Marketing Report</b></p>	<p>Lights are lit. If you have a lights issue - email <a href="mailto:info@shoptheelmwood.com">info@shoptheelmwood.com</a></p> <p>Security: Motion approved for \$3000 security budget from 1-9pm from 12/8-12/24 with one day off during week (likely Monday or Tuesday). Police also to be present Fridays and Saturdays.</p> <p>Small Business Saturday - Let customers know to sign up their credit cards online to get 2x points. If you want marketing materials please contact <a href="mailto:info@shoptheelmwood.com">info@shoptheelmwood.com</a> by Monday 11/21/17.</p> <p>Wine Walk -Approx. 150 participants. EBA paid \$2500 (after discussion). Event was nice but marketing nor participant numbers weren't reached. If do again we should promote event earlier and also bring in more merchants to get buy in (not having Vintage received negative feedback). Also host on a Friday or Saturday night.</p>	<p>AI: Michelle to put Wine Walk discussion on the agenda for March</p>

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		<p>Michelle posting - emails/calendars/social media</p> <p>Website - We had a meeting with vendor (Computer Courage) regarding the website; site not ready. Merchants to be able to edit their own pages and promotions. Admin will edit events. Also site will host EBA documentation (ie. meeting minutes), Website to be up hopefully by early next year. Hope SEO good so will be first website found for customers</p> <p>Full page ad in the Express Holiday gift guide.</p> <p>Claremont Hotel ad should be out with our Elmwood ad. Elmwood not starred on their map.</p>	
<b>6.3</b>	<b>Governance Report</b>	<p>Andrew tried to reach out to a yoga place to see if interest in the neighborhood.</p> <p>Melissa reached out to Tibetan store to see if will join EBA.</p> <p>What is the pop-up store policy? Should we review re BID?</p>	AI: Eleanor to look at how Pop-Ups work regarding licensing / BID.
<b>7.0</b>	<b>Treasurer's Report</b>	<p>New merchants only pay into BID after 1st year.</p> <p>Trying to determine \$ projection for next year.</p> <p>EBA BID hasn't gotten 2nd payment for 2016 from city</p> <p>2017 will have less \$ since so many vacant merchants.</p>	AI: Eleanor will check with city on EBA second payment for 2016
	<i>Adjournment at 11 a.m.</i>	<b><i>Next Meeting Friday, January 20th, 2017 9:30-11am</i></b>	