



ELMWOOD BUSINESS ASSOCIATION

Board Meeting Date: Friday, June 16, 2017

Location & Time: Anton Salon Annex, 2887 College Avenue @ 9:30 a.m. – 11:00 a.m.

BOARD MEETING AGENDA

Board Members: Claudia Hunka, Joseph Aguiar, Kristi Roberts, Fred Harvey, Eleanor Hollander, Melissa Hatheway, Wen-Yan King, Jason Wayman

Attendees: Ann Lehey, Elizabeth McKoy, Michelle Schorr

	Estimated Time		Discussion	Action Items
1	9:30 – 9:34	Welcome/Introductions		
2	9:35 – 9:36	Approval of agenda	Approved per amendment	
3	9:36 – 9:56	Presentation about Ashby Arts House	<ul style="list-style-type: none"> • Elizabeth McKoy presented information: She is the Founding Artistic Director of the Berkeley Playhouse. Berkeley Playhouse is in its 11th year and mostly earns revenue via ticket sales as a non-profit. • She sees a community need for smaller venues & ways for patrons to more informally interact with artists. Ashby Arts House would not be the same non-profit but related to the Playhouse. Currently in negotiation with Ashby Marketplace. Ideally open by 11am for food (permitting required and café will help fund venue). Also look to have collaborations with other groups. • Whole front will be café with food for sale. Back area is performing space with seating capacity under 50. • She needs assistance for making this vision to become a reality for our neighborhood. She wants to collaborate with literary arts (Mrs. Dalloways) and theatre arts (Rialto Cinemas). • Restaurant quotas – we have one permit available. • She is working to negotiate space and challenge of timing with permit and rent • Possibly EBA write a letter of support for restaurant permit application. There is a request for all the merchants to provide feedback before letter submitted. 	Send out information for the merchants to provide comments



ELMWOOD BUSINESS ASSOCIATION

Board Meeting Date: Friday, June 16, 2017

Location & Time: Anton Salon Annex, 2887 College Avenue @ 9:30 a.m. – 11:00 a.m.

	9:57 - 10:00	Approval of consent agenda 4.1 Minutes from Board meeting 5/19/17	Approved minutes, discussion regarding outstanding action items: <ul style="list-style-type: none"> • Wen drafted postcards and we will vote online • Jason and John have open item to talk about security cameras for back parking lot. • Claudia to follow up on getting more parking by eliminating some red zones 	All to vote online regarding postcard
	10:01- 10:10	Administrative Report	Made posters and website updates for the month. Posted more posters than in past. Looking to increase website usage by postcard (draft format) & reposting instagram – but technical limitation currently	



ELMWOOD BUSINESS ASSOCIATION

Board Meeting Date: Friday, June 16, 2017

Location & Time: Anton Salon Annex, 2887 College Avenue @ 9:30 a.m. – 11:00 a.m.

	10:11 – 10:30	<p>New Business</p> <p>6.1 Approve Budget</p>	<ul style="list-style-type: none"> • Andrew, Kristi and Melissa worked on the proposed budget. • Budget item discussion: <ul style="list-style-type: none"> • Marketing budget: Holiday security and holiday lights will take full marketing \$ for year. Full security budget (day after thanksgiving for 30 days for 8hrs day @ \$25). Also hope to have police patrol • Cityscape budget: Monthly maintenance for the tree wells. Just started weeding \$270/month. Back parking lot owned by city so not city maintenance. Eleanor will follow-up with Claudia for access to the water. • Wine walk - Big assumptions for wine walk for making \$ on it and not losing \$ • Naomi – neighbors interested in helping the area. She gives each new business a broom and ask for them to sweep the sidewalks. Melissa and Naomi can meet with the person in charge with city maintenance to make a plan. Naomi working currently with Dan Gallagher for bio-swale project. • Approved budget with known possibility for wine walk budget amendment • Advertising: <ul style="list-style-type: none"> • East Bay Express is going around and selling full business ads to businesses. • Mrs. Dalloways has given bookmarks to the Claremont and they sometimes give them out but based on 1:1 concierge they have talked with • Claremont Living magazine: sends publications for the Claremont Hills neighborhood. Serves as a reminder for people who live in the hills. They selling ads 	<p>Eleanor will follow-up with Claudia for access to the water</p>
--	---------------	---	--	--



ELMWOOD BUSINESS ASSOCIATION

Board Meeting Date: Friday, June 16, 2017

Location & Time: Anton Salon Annex, 2887 College Avenue @ 9:30 a.m. – 11:00 a.m.

7	10:31 – 10:51	<p>Committee Reports</p> <p>7.1 Cityscape Committee</p> <p>7.2 Marketing Committee</p> <p>7.3 Governance Committee</p> <p>7.4 Wine Walk Committee</p>	<p>Cityscape – July 20th community crew day. Working on planted area with Elmwood-Piedmont Neighborhood Association (president of neighborhood group Sarah Jarvis).</p> <p>EBA should work on emergency preparedness (to be put on future agenda).</p> <p>Marketing: working on postcards. For the repost of instagram need space allotment on site. Computer Courage charge hourly fee (approx. \$150).</p> <p>Wine Walk –</p> <ul style="list-style-type: none"> • hope to sell up to 400 tickets. Exaggerated expenses in proposed budget. Made assumption that after 280 tickets generate \$. • Michelle to resend out another email regarding registration. Will put verbiage about being EBA run event (not past vendor). • Claudia told CENA about the wine walk and potential profit to be used for cityscape. Suggested \$ directed to river rock project hardscape for back parking lot (concrete over the weeds). Need designer to get this done well. Eric Haeslop architect in neighborhood & Naomi can work with us to plan a design for that back space. Discussion of \$ for wine walk profits for schools. • Suggestion – money produced from wine walk to go to schools, and work with schools to regarding advertising/marketing of event. • Jason/Elements will donate a % of Elements sales during wine walk to school of client's choice. • Committee to discuss where profit will be directed for wine walk. If school is linked to wine walk we need committee member specifically to work with this. • Wine walk meeting is Wednesday 6/21 @ 1pm at Anton Salon Annex. <p>Report: Labor board has an appointment from Lori Droste. Is anyone aware of who this is? Did Lori reach out to any of us? Jason is on the Board and wants to know.</p>	<p>Emergency preparedness (to be put on future agenda).</p>
---	------------------	---	---	---



ELMWOOD BUSINESS ASSOCIATION

Board Meeting Date: Friday, June 16, 2017

Location & Time: Anton Salon Annex, 2887 College Avenue @ 9:30 a.m. – 11:00 a.m.

8	10:52 – 10:55	Old business 8.1 Treasurer's Report	
9	10:56 – 10:59	Announcements	Next EBA Board meeting July 21, 9:30-11am at Anton Salon Annex
		Action Item Log	<ol style="list-style-type: none"> 1. Michelle: Send out Ashby Arts Center information for the merchants to provide comments 2. All provide feedback & vote online regarding shoptheelmwood.com postcard 3. Eleanor will follow-up with Claudia about access to water for plants in back parking lot 4. For future agenda : Emergency Preparedness <p>May 19th Action Items:</p> <ol style="list-style-type: none"> 5. Jon Moriarty & Jason Wayman to follow-up regarding security cameras in back parking lot 6. Jason will follow up with Emily Murphy regarding Ashby 4-6pm parking enforcement 7. Claudia to follow-up on reclaiming some red parking spots 8. Jason and Claudia to work with city on zoning
10	11:00	Adjourn	