



THE ELMWOOD ELMWOOD BUSINESS ASSOCIATION BOARD MEETING

Friday, August 18, 2017 @ McGuire Real Estate 9:30 a.m. – 11:00 a.m.

Attendance: Kristi Roberts, Melissa Hatheway, Jason Wayman, Wen, Claudia Hunka

1	9:30 – 9:34	Welcome/Introductions	Called to order at 9:42
2	9:35 – 9:36	Approval of agenda	Agenda approved
4	10:07 - 10:10	Approval of consent agenda 4.1 Minutes from Board meeting 7/21/17	Minutes approved
5		Administrative Report	Wine walk – Action Item: Michelle to send out email with all wine walk tickets and event information. Merchants to send it to their customers We have been reposting to instagram and twitter feeds direct from merchants
6	10:37 – 10:51	Cityscape Report	Gardener is billing quarterly so financially in-line with budget. Sidewalk washing is now allowed again. Call 311 to schedule Check out and use SCF App (see, click, fix) new app to send city of Berkeley anything that needs fixing City Manager is working to expedite business permitting process Back lot parking lot irrigation – pipes needed to be fixed. Claudia is working with team to fix them. There will be a small fee for replacement parts and labor Customers complaining there are not enough trash receptacle on College (receptacle was removed by Elmwood Café). This is an ongoing discussion if we can put a new one in, finding a location that merchants and the City of Berkeley agree upon. Current location idea: by parking lot in red zone by future bike share. For homeless call 311 unless if security/safety



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		Marketing repost	Marketing Committee: www.shoptheelmwood.com postcard ready to distribute Michelle to bring postcards to Berkeley information center, chamber of commerce, visitor center. Wen has the remainder of the postcards if more are wanted. Postcards taken and to be distributed as follows: Ashby to Russell west– Claudia Ashby to Russell east side- Wen Ashby to Webster east – Melissa Ashby to Webster west- Kristi
		Governance report	Andrew absent. No new information
		Wine walk	Ticket sales are now available. Selling tickets is the highest priority currently Each business should push at least 20 people to buy a ticket with the goal that each business has convinced 10 people to buy tickets Postcard information complete, waiting for status of postcard printing Posting of the event: Michelle to send to berkeleyside Claudia to send to CENA Michelle to check re postcard status for printing Michelle to post to East Bay Express Melissa to post on nextdoor



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		Action Items	
7	10:52 – 10:55	Old business 7.1 Treasurer's Report	Budget
9	10:56 – 10:59	Announcements	For next meeting we will discuss emergency planning. It would be a good idea for each businesses to look into CERT Training Smash and grabs happening a lot. Recent break in attempt at 14Karat.
		<p>Action Items:</p> <p>August 18th Action Items:</p> <ol style="list-style-type: none"> 1. Michelle to send out email with all wine walk tickets and event information. Merchants to send it to their customers 2. ShopTheElmwood.com postcards to be distributed by Melissa, Kristi, Wen, Claudia and Michelle 3. Wine walk advertising to be posted by Michelle, Claudia, Melissa <p>July 21st Action Items:</p> <ol style="list-style-type: none"> 1. Claudia will write a draft cityscape letter to address these and bring to board to approve 2. Jason going to call Jordon and discuss options for potential merchants. <p>May 19th Action Items:</p> <ol style="list-style-type: none"> 1. Jon Moriarty and Jason Wayman to follow-up regarding security cameras in back parking lot 2. Jason to follow up with Emily Murphy regarding Ashby 4-6pm parking enforcement 3. Claudia to follow-up won reclaiming some red parking spots 4. Jason and Claudia to work with city on zoning (initiative to assist small businesses) 	
10	11:00	Adjournment	Next meeting: September 15 th , 2017 at 9:30am at Anton Salon Annex