

ELMWOOD BUSINESS ASSOCIATION - BOARD MEETING AGENDA



Friday, September 15, 2017

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

Estimated Time		ACTION Items	
1	9:30 – 9:34	Welcome/Introductions	
2	9:35 – 9:36	Approval of agenda	Approved agenda
3	9:57 - 10:00	Approval of consent agenda 3.1 Minutes from Board meeting 8/18/17	Approved minutes
4	10:01- 10:10	Administrative Report : Been working on wine walk, paperwork for the event & marketing for the event. Donatello’s restaurant to soft open in early October, they want to come to our next meeting with food. Also they would like to invite the EBA to early opening events.	
5	10:11- 10:30	New business 5.1 <u>Holiday Planning</u> Melissa has already contracted with the company to put up holiday lights weekend after Thanksgiving. Discussed possibility of doing a retail special holiday late night event. Possibly a Thursday or a Friday. October 1 st – pay rate goes up \$13.75	<ul style="list-style-type: none"> Michelle to Register for Small Business Saturday. Michelle to create a doodle poll to send out to all merchants (to be sent out after the wine walk) to find out what merchants would like to do for the holidays– would you be interested in some holiday promotions: stay open late, musicians, etc.

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6	10:31 – 10:51	<p>6.1 Cityscape Committee</p> <p>Cityscape waiting for \$ from wine walk.</p> <p>Beauty Center had nice racks to possibly buy, maybe can contact and see if we can buy inexpensively. Jason to look into</p> <p>Irrigation work in back parking lot- Claudia & team has worked on getting it working and there is a small bill to Andrew.</p> <p>Discussed with CENA it would be ideal to have a sign that said don't leave valuables in car.</p>	<p>Action item: Everyone needs to call 311 today to get sidewalks cleaned before Wine Walk</p>
		<p>Marketing Committee: Shoptheelmwood.com postcards have been distributed</p>	
		<p>6.3 Governance Committee</p> <p>John and Jason talked about security cameras for back parking lots. Jason researching them with review of brand QSEE – can buy at Costco (Melissa has membership). Also there is a light source + camera option which triggers light + video recording when movement detected. Will buy something with a warranty. Ideal to install by holidays. Device should have a thumb drive to download media for police.</p>	

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	<p>Recent letter from Elmwood Councilperson: Small business council did not send information about meeting nor who our representative is. Also sent information about how Berkeley’s economic state is good.</p> <p>We should contact Lori as a board and find out more information about who is on our labor board, and misrepresentation of the status of The Elmwood. Decide we should detail 4-5 bullet points & invite Lori to our next meeting.</p> <p>Berkeley wants a progressive business platform. Berkeley should have a discussion city-wide. Local trend is for jurisdictions for these, but Berkeley isn’t same as SF nor Emeryville (more large corporations). Local small businesses can’t afford platform. We should work more like Seattle’s model with small businesses.</p>	
	<p><u>6.4 Wine Walk Committee:</u></p> <p>Wristbands are here.</p> <p>*****need at least 6 printed copies of the list, alphabetized (stop selling Eventbrite tickets during day Saturday so can print lists).</p> <p>Can check-in at noon, pouring starts at 1pm.</p> <p>Cash only for day of ticket.</p> <p>Need to complete signatures of release.</p> <p>Wine walk meeting – to sort through details of the day 9/20 at 9:30am.</p>	

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	Estimated Time		ACTION Items
		Action Item Log: September 15 th Action Items: <ol style="list-style-type: none"> 1. Michelle to Register for Small Business Saturday. 2. Michelle to create a doodle poll to send out to all merchants to determine what merchants would like to do for the holidays 3. Everyone needs to call 311 today to get sidewalks cleaned before Wine Walk 4. Melissa to invited Lori to our next meeting & write bullet points to discuss 5. Melissa to write note to Jane Tulanian May 19 th Action Items: <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 	
7	10:52 – 10:55	Old business 7.1 Treasurer’s Report	Report approved.
8	10:56 – 10:59	Announcements – next meeting 10/20/2017	
9	11:00	Adjourn	