



Board Meeting Date: Friday, March 17, 2017 at Anton Salon Annex, 2887 College Avenue

Attendance: Lynn Nice, Kristi Roberts, Melissa Hatheway, Jason Wayman, Joseph Aguiar, Wen-Yan King, Andrew Han, Claudia Hunka

		Discussion	Action Items
1	Welcome/Introductions		
2	Approval of agenda	Approved	
3	Meeting with Sean Tinney, Berkeley PD	Did not occur	
4	Approval of consent agenda -Minutes from Board meeting	Meeting minutes from 2/17/17 approved.	All Board members need to review notes and verify their action items
5	New Business 5.1 Wine Walk	<p>Wine walk with vendor cost \$2500 after much negotiation with him.</p> <p>Decision made to set a committee for an EBA September Wine Walk to be run by the EBA.</p> <p>Wine Walk committee: Joseph, Jason, Kristi, Lynn, Wen</p> <p>Local wineries possibly use. Need to give a lots of advance notice to wineries.</p> <p>Advertising wine walk Idea: Put Wine Walk banner over College Ave. Hand out flyers to Cal Game participants (3/9 & 3/16 advertising the wine walk)</p> <p>Next Steps for Wine Walk:</p> <p>1st step: sourcing winery</p> <p>2nd step: pick date for event</p>	<p>AI: Michelle find doodle poll for determining date. Possibly do Sunday afternoon 9/24/17.</p> <p>AI: Joseph to do wine walk report for next meeting</p>



Discussion

Action Items

	Discussion	Action Items
	<p>3rd step: need permit & insurance</p>	
5.2 May Neighborhood Event	<p>Elmwood Block Party / Neighbors weekend: Be our Guest: chalk, movie matinee, restaurants with appetizers & food on street,</p> <p>Currently scheduled for weekend of May 6 & 7th. Committee to decide if 1 or 2 day event.</p> <p>Sidewalk chalk in front of Nabolem, possibly some on Ashby by Labels.</p> <p>Prizes: Could do scavenger hunt with \$ grand prize. EBA pay back merchant. Also Berkeley Playhouse Theater tickets. Prizes for any ages. Get raffle ticket for chalk drawing.</p> <p>Currently looking into music vendors.</p> <p>Rialto Cinemas Elmwood to donate showing of the Original Muppets movie.</p>	<p>AI: On April poster we should be do a save the date for the event (May 6/7).</p> <p>AI: Committee to determine if 1 day or 2 day event.</p> <p>AI: Lynn to talk to Playhouse to see if donated tickets & possibly have characters from show come to event.</p> <p>AI: Wen to do need report & proposed budget for event.</p>
Website update	<p>Login information went out to all merchants via Mailchimp newsletter to encourage all merchants to login and review their information.</p> <p>Discussion regarding Berkeley Playhouse & Claremont library. Both valuable assets to BID, neither official members.</p>	<p>AI: Everyone log into website and review their business and update.</p> <p>AI: Lynn to reach out to Berkeley Playhouse and see if they can officially join BID</p> <p>AI: Michelle to talk to Claremont Library and see if they can formally join EBA</p>
6 Committee Reports 6.1 Cityscape	<p>Empty space discussion:</p> <p>Some spaces look like pending lease.</p> <p>Letter Jason drafted: current draft meant for neighborhood associations & other BIDs with messaging that neighborhoods support local issues.</p>	<p>AI: Everyone to revise draft & provide feedback to Jason as soon as possible.</p> <p>AI: Need revised letter for landlord with more pointed message.</p> <p>AI: Melissa to get quote from landscaping for weeds</p>



Discussion

Action Items

		<p>Jason wants feedback soon.</p> <p>Need a revised letter than goes to Lori Droste, Office of Economic Development, Mayor, etc. Need to make suggestions for helping solve the problem. Should send letter to BBID, Go Local Berkeley</p> <p>-----</p> <p>For Mapperatii pamphlet: do not appear to have contract paperwork.</p>	<p>AI: Jason to call Mapparadi regarding paperwork</p>
	6.3 Governance Committee	<p>EBA Annual meeting: needs to be on April 6th, 7pm. New Board voted in at this meeting. Need 7 members.</p>	<p>AI: Everyone should ask someone to be on the board.</p> <p>AI: Michelle to send out notification to meeting now. Claudia to hand out hard copy flyers to all merchants. Claudia will check with King Yen location</p> <p>AI: Melissa to write up all the accomplishments the EBA has done this year.</p> <p>AI: Wen to look to see if there is a ballot format. Needs write-up on the document.</p>
7	<p>Old business</p> <p>7.1 Treasurer's Report</p>	<p>We have \$1400 for cleaning and maintenance.</p> <p>Need \$6500 for Computer Courage.</p> <p>Approximate \$6000 in budget: Money for Annual meeting, submit budget for May event.</p>	<p>AI: Committee chairs to send Andrew their 2017 budget.</p>
10	Adjournment	<p>Next meeting April 6th, 7pm at King Yen.</p> <p>May 19th EBA Board meeting 9:30-11am.</p>	