



THE ELMWOOD BUSINESS ASSOCIATION - BOARD MEETING

Friday, May 19, 2017 9:30-11am @ Anton Salon Annex, 2887 College Avenue

Attendance: Justin Nguyen, Bikeshare; Kerby Olsen, City of Berkeley; Officer Sean Tinney, Berkeley PD; Kristi Roberts; Claudia Hunka; Melissa Hatheway; Joseph Aguiar; Andrew Han; Wen-Yan King; Michelle Schorr

	Time		ACTION
1	9:30 – 9:34	Welcome/Introductions	
2	9:35 – 9:36	Approval of agenda	Approval
3	9:36 – 10:06	<p>Meeting with Sean Tinney, Berkeley PD - Elmwood Area Coordinator</p> <ul style="list-style-type: none"> • Garbage and encampment should be reported to 311. • Alcohol and drug use should be directly to police • With café laptop theft – these crimes become more serious when a gun is used and it became crime vs. theft • Merchant’s job is to encourage people to be aware of their surroundings and their possessions. • Smash and grabs in back parking lot: recommendations are lights and security cameras. Also we see a big increase of theft when tourists (luggage/rental cars) – ie. Graduation. • Recommend security cameras as both deterrents and also help to investigate crime. Back parking lot is owned by city. Officer Tinney can recommend what features we want in the of technology and can help advise where to place. • Parking between 4-6pm on Ashby. Seems to be a lot of ticketing at 4pm, but by 4:45 cars start parking again. Currently call 311 and parking closes at 4:30, then they call police but that isn’t priority. Sergeant Emily Murphy is traffic bureau, more direct contact. Ejmurphy@ci.berkeley.ca.us • Trespassing should be reported directly to the police department • Best practice for closing store hours– ideally 2 people should close a store. Have situational awareness, carry flashlights, etc. • Some merchants have burner bag, pepper spray if feel threatened (not during burglary) 	<ul style="list-style-type: none"> • Jon Moriarty & Jason Wayman to follow-up regarding security cameras in back parking lot • Jason will follow up with Emily Murphy regarding Ashby 4-6pm parking enforcement



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4	10:07 – 10:17	<p>Bikeshare:</p> <ul style="list-style-type: none"> • It is a private(Motivate)/public(City of Berkeley) partnership. City divided into quarter mile squares and to put stations in each one, and also by bicycle boulevards and also where low parking areas. • Originally station was to be placed on Ashby – Caltrains not allow a station there • Bike share allows one way bike travel, bikes lock into stations, and Motivate balances bike quantity. Motivate also has an equity system for it to be accessible to all. • Proposed spot on Russell right by Elmwood Café, 20 docks with 10 bikes & takes 2 parking spots • Permit applications have not been submitted. 7 permits have been approved out of 37- hope to launch in July. • Usage data: 1.5 million uses for 3 years in Bay Area. SF has 700 bikes. In SF trying to go more locations in SF since only downtown. 2.7 bike rides/day per bike in SF • Use status - unsure if local residents/tourists, etc. • possibly 37 stations in Berkeley + 80 in Oakland. • City provides assistance with process, but Motivate pays for permits and no capital back to city. City of Berkeley has right to move up to 10% of sites if not working • Talk with the City and see if we can have bikeshare use one of the red space + 1 parking space, so only lose one parking space. Claudia can work with the city to see if we can gain back 2 spaces. • After about a year Motivate/City will review & find out how useful the station has been • Rockridge Bart station – still working on getting station by September • Hillegass and Ashby to have a bicycle control/pedestrian controlled crossing light installed soon due to 4th bore funding • In Washington, DC they have seen merchants near the bike share stations seen an increase in sales • Helmets encouraged but not provided. Map shows where helmets are located. • Unanimous support from the EBA. Still want report and also review parking spots • Contact for bike share at motivate: justinnguyen@fordgobike.com 	<ul style="list-style-type: none"> • Claudia to follow-up on reclaiming some red parking spots • Justin to provide EBA with contract.
5	10:17 -10:20	<p>Approval of consent agenda</p> <p>4.1 Minutes from Board meeting 3/17/17</p>	Approved



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	Time		ACTION
6	10:21 – 10:30	<p>New Business</p> <p>6.1 Elected Officers</p> <ul style="list-style-type: none"> • Melissa Hatheway– President • Andrew Han– Treasurer • Kristi Roberts - Secretary <p>6.2 Form Budget Committee- should be paid in next 2 weeks by the city</p> <ul style="list-style-type: none"> • Kristi, Melissa & Andrew are the newly formed budget committee 	<ul style="list-style-type: none"> • Budget committee to get together and draft budget
7	10:31 – 10:51	<p>Committee Reports</p> <ul style="list-style-type: none"> • 7.1 Cityscape Committee – emailed report. Tree wells were done and back parking lot happening Sunday, May 20 • 7.2 Marketing Committee – discussed -51817 <ul style="list-style-type: none"> ○ wine walk marketing plan (9/24 1-5pm), poster – considering changing poster to postcard with Elmwood.com site info. ○ Elements saw big push for the Block party by emailing listserve. ○ Keep the poster for now. Wen to work with Michelle on new format ○ Looking to use reposting on Instragram to increase website usage ○ Create www.shoptheelmwood.com postcards launch website • 7.3 Governance Committee – we need to form a zoning committee to work with the city to streamline businesses coming in like Telegraph did <ul style="list-style-type: none"> ○ Claudia & Jason willing to be on zoning committee ○ With this process EBA can work with the city tell which businesses we want • 7.4 Wine Walk Committee <ul style="list-style-type: none"> ○ Sunday, September 24th 1-5pm. Wine Walk committee to meet to discuss. Bikeshare can let people test bikes out at event. Ask merchants to put in \$50 refundable. Hope to sell 300 tickets @ \$30/person. ○ AI: Need meeting to discuss – Michelle to help with doodle poll to find date this next week • Jason – went to a meeting with the city of Berkeley and will send information. Susan Wengraf and Sophia Hahn are both very pro-small business 	<ul style="list-style-type: none"> • Approval for making www.shoptheelmwood.com postcards for merchants to distribute to clients • Monthly poster to be continued for now • Jason and Claudia to work with city on zoning • Michelle to work with Joseph to make a doodle poll re: Wine walk meeting



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8	10:52 – 10:55	Old business 8.1 Treasurer's Report	
9	10:56 – 10:59	Announcements Next EBA Meeting 6/16/17 @ 9:30 (BID meeting to happen at 9am)	
10	11:00	Adjournment	