



ELMWOOD BUSINESS ASSOCIATION

BOARD MEETING AGENDA

Board Meeting Date: Friday, January 19, 2018 at 9:30 a.m. – 11:00 a.m. at Anton Salon

Attendees: Claudia Hunka, Shani Leonards, Jason Wayman, Joseph Aguiar, Wen-Yan King, Andrew Han, Kristi Roberts, Melissa Hatheway, Paula Wells, Annie Henderson

Estimated Time		ACTION	
1	9:30 – 9:34	Welcome/Introductions	
2	9:35 – 10:26	New business	
		<u>Presentation from East Bay Community Energy</u>	



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	<p>East Bay Community Energy (EBCE): A local community organization to consolidate energy for Alameda County to procure energy. The organization is run by a board (with local representation). The EBCE will replace PG & E, Berkeley businesses in June will start getting energy from the EBCE, with residential service slated for later in the year. The EBCE is still setting rates and which energy programs to offer (two options Bright Choice and Brilliant 100), with goal to offer more renewable energy options than PG &E. The default program will be at a discount to PG&E.</p> <p>It is an opt-out program, so businesses/residential that do not want to be a part of the program need to contact EBCE within 60 days of the program being turned on (4 notifications coming prior to and after launch explaining the program). Billing continues to be a PG&E bill since they have infrastructure. Any funding made will be reinvested into the community with renewable energy.</p> <p>Businesses that are striving to be green businesses can work toward being Brilliant 100 and can be promoted through the EBCE network.</p> <p>Community Advisory board meets twice a month and all invited.</p> <p>For information: can contact Annie Henderson at ahenderson@ebce.org 510-214-2703 or Dieberman@ebce.org at 925-579-1591 www.EBCE.org</p>	
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		<p><u>Presentation from Buy Local Berkeley: Heather Hensley</u></p> <p>Buy Local Berkeley started working with BIDs about 10 years ago in relation to the national movement : Local Firsts Movement. About 6 years ago Buy Local Berkeley years became membership based and also some city funding to help to market events & businesses, they go to district events, Sunday streets, farmers market, have workshops, etc.</p> <p>Currently they are collaborating with the Berkeley Chamber of Commerce. The Chamber and Buy Local Berkeley are currently following same strategic plan and looking to see the organizations synergies with possibilities of consolidation and/or joint educational opportunities.</p> <p>Upcoming events:</p> <ul style="list-style-type: none"> • Bizconnect February 26th: Chamber is offering it is like a tradeshow & also lots of interesting speakers. • January 25th also a roundtable <p>Work with the districts to market citywide campaigns.</p> <p>Discussion/ ideas of Buy Local Berkeley:</p> <ul style="list-style-type: none"> • Possibly could it help local retailers with online presence (marketing or marketplace?) • Use the city \$ to advertise on google – for local Berkeley stores for local search area. • Have BIDs each have a couple representatives come to Buy Local Berkeley strategic planning meeting • Have a BID association membership fee <p>One idea is at Sunday streets(6/3/18) have a Berkeley businesses table shared space with samples or something</p>	
3	10:27 – 10:30	<p>Approval of consent agenda</p> <p>3.1 Minutes from Board meeting 11/17/17</p>	Minutes are approved



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4	10:06-10:10	Approval of Agenda	Agenda is approved
5	10:11-10:20	<p>Administrative Report :</p> <p>Website updates with new and leaving businesses. Working to get newsletter signup list from website.</p> <p>Decided to stop printing monthly calendar posters</p> <p>Discussed fraudulent \$100 at Nabolom and other merchants.</p>	
6	10:21 – 10:41	<p>Committee Reports</p> <p>6.1 Wine Walk Committee: Joe to chair, Claudia, Andrew, Melissa, Dan with planning meeting on Friday January 26th at 10am at Anton Salon Annex.</p> <p>6.2 Cityscape Committee: wine walk money has to be spent. Security cameras need to purchased. Committee: Kristi, Claudia meeting to be held after the wine walk 11am 1/26/18</p> <p>6.3 Marketing Committee: Most saw little effect of Late Thursdays in the Elmwood, but some merchants saw increased customers on last two Thursdays. Shoptheelmwood.com postcard to be reprinted (1000)</p> <p>6.4 Governance Committee</p> <p>We should have Ambassadors for The Burger Joint and The Italian Homemade</p>	<ol style="list-style-type: none"> 1. Wen to have more postcards printed for shoptheelmwood.com 2. Cityscape committee to meet on 1/26 3. Wine Walk committee to meet on 1/26
7	10:42 – 10:55	<p>Old business</p> <p>7.1 Treasurer's Report</p> <p>7.2 Security Cameras</p>	



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		<p>Updates:</p> <ul style="list-style-type: none"> • GoBerkeley evaluated parking lot: rates to go down in April by \$0.50. Also pay by phone is going to be implemented and rolled out this year. • Annual meeting in April : need to think of new recruits for board • Holiday lights – most of the businesses turned off their electricity each nights so lights would go off. Logistics of how the power source is needs to be discussed and with clearer communication next year between businesses and lighting company /EBA • Any problems with permitting and businesses need to email Kieron Slaughter <kslaughter@cityofberkeley.info> 	<p>1. Start thinking about Annual meeting and who to be on the board.</p>
		<p>Suggestion: It would be nice for the EBA to have workshop meetings: ie. how to build small business, possibly a marketing social</p>	



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<p>8</p>	<p>10:56 – 10:59</p>	<p><u>Open Action Items Log:</u></p> <p>January 19th Action Items:</p> <ol style="list-style-type: none"> 1. Wen to have more cards printed for shoptheelmwood.com 2. Cityscape committee to meet on 1/26 3. Wine Walk committee to meet on 1/26 4. Start thinking about Annual meeting and who to be on the board. <p>November 17th Action Items:</p> <ol style="list-style-type: none"> 1. Invite Labor board commissioner to come to EBA meeting 2. Jason, Kirsten, Jordan and Lori to sit down and discuss sock pop up license follow-up 3. Kerry and Claudia to work on Parking enforcement on ashby after 4:45 <p>October 20th Action Items:</p> <ol style="list-style-type: none"> 1. Melissa to send new version of sign for approval. <p>May 19th Action Items:</p> <ol style="list-style-type: none"> 1. Jason to follow up with Emily Murphy regarding Ashby 4-6pm 	
<p>9</p>	<p>11:00</p>	<p>Adjourn: Next meeting February 16th</p>	