



ELMWOOD BUSINESS ASSOCIATION

BOARD MEETING AGENDA

Board Meeting Date: Friday, November 17, 2017 @ Anton Salon - 9:30 a.m. – 11:00 a.m.

Attendees: Fred Harvey, Kieron Slaughter (Office of Economic Development), Jordan Klein (Office of Economic Development), Kristi Roberts, Claudia Hunka, Lori Droste (Councilperson), Jason Wayman, Kirsten MacDonald (Berkeley Chamber), Cynthia Duran (Berkeley Chamber), Wen-Yan King, Kerry Birnbach

	9:30 – 9:34	Welcome/Introductions	Action Items
1		<p>Dean Metzger – President of CENA: Gates at Russell and Claremont Blvd need repair. UC has grants that CENA is going to apply to get funding. Approximately \$75,000 for work. First round is to get grant approval. CENA wants partnerships, saying we support project and our names on grant.</p> <p>Melissa to motion to sign onto grant as a partner. Claudia to second the motion. Motion passes.</p>	

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2	9:35 – 10:00	<p>Speak with the Council Member – Lori Droste</p> <ul style="list-style-type: none"> • Currently working on having small business’ voice heard in city of Berkeley. • Small business package was voted #1 priority of the council. • Kirsten @ Berkeley Chamber– goes/listens to all meetings to know what is happening, so good to be connected to her. • Elmwood labor board commissioner – it would be ideal if that person could come and talk with small business owners • Paid Family Leave: Lori Droste co-sponsor & got the commission on status of women involved . Current plan is for businesses to pay 45% of pay during leave, California state pays 55% for 6 weeks for either parent of new child/ sick parent/child. Suggestion – have in person meeting with Mayor and councilmember Han to meet and discuss parent leave bill and effect on businesses. • Pop-up: Sock Pop up on College got day of business permit with no review regarding business impact. Jason, Kirsten, Jordan and Lori should sit down and discuss. • Discussion regarding removal of unused newspaper racks – they get filled with garbage and block the sidewalk. • Request to get red spot in front of Tulanian rugs to be turned back into metered spot (use to be police spot, but Officer Sean Tinney said they don’t use it anymore). • Parking enforcement after 4:45pm on Ashby needs enforcement, but 311 closed at that time • Private opening on Donato and animal rights group came inside to protest. Police called twice and didn’t come. EBA wrote to police about it and they sent back form letter • Garbage cans – we have too few garbage cans, need to call 311 to get emptied. Claudia to work with Kerry to determine (public works) 	<p>Invite Labor board commissioner to come to EBA meeting</p> <p>Kerry and Claudia to work on Newspaper racks</p> <p>Kerry and Claudia to work on Garbage cans</p> <p>Kerry and Claudia to work on New parking spot in front of tulanian</p> <p>Kerry and Claudia to work on Parking enforcement on ashby after 4:45</p>
3	10:01 – 10:05	Approval of consent agenda Minutes from Board meeting 10/20/17	Approved.
4	10:06- 10:10	Approval of agenda : Agenda approved pending adding CENA agenda item	
5	10:11- 10:20	<p>Administrative Report :</p> <p>Small Business Saturday materials delivered.</p> <p>Postcards delivered to Berkeley Chamber & City of Berkeley Visitors Center</p>	



6	10:21 – 10:41	<p>Committee Reports</p> <p>6.1 Cityscape Committee Bikeshare – Justin gave us some passes to give to people to try. Melissa to give to Claudia to distribute.</p> <p>6.2 Marketing Committee Third Thursday in the Elmwood Postcards arrived and group to distribute and communicate event. Michelle to resend email asking who is participating</p> <p>6.3 Governance Committee</p> <p>6.4 Wine Walk Committee – at January meeting determine commitment to plan April Wine Walk</p> <p>Update Committee rosters and set up meetings for January All committees need to meet in January. Need to spend beautification money</p>	<p>AI : Melissa – set up January meetings for these committees</p> <p>AI: Michelle to determine who needs registration \$ back for wine walk. Wine walk – determine in January to do again.</p> <p>AI: Michelle to resend Late Thursdays in the Elmwood and request participation</p>
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7	<p>Old business</p> <ul style="list-style-type: none">7.1 Treasurer's Report – Andrew sent7.2 Holiday Events7.3 Security Cameras/Humans <p>Trombonga is coming</p> <p>Berkeley Playhouse would like to participate but their timing interferes with their performance times, maybe for another event.</p> <p>Trees – Claudia currently working with vendor to get all trees on. We contract them for 40 tree, it costs \$150/tree. So we need to renegotiate contract for next year since we have 44 trees. Vendor put electricity for all the trees so we can put lights on them ourselves. We have 5 trees not lite with 4 without lights. Claudia to buy 4 sets of lights & she will put up the lights. EBA to pay for the lights.</p> <p>Berkeley Citywide Holiday campaign – approved to include Third Thursday information</p> <p>Security info – to get from Morris. We will print out and laminate cards with our logo and hand out to all businesses.</p>	AI: Melissa print out, laminate and Michelle distribute security information
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	<p>Action Item Log:</p> <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 Newspaper racks 4. Kerry and Claudia to work on Garbage cans 5. Kerry and Claudia to work on New parking spot in front of tulanian 6. Kerry and Claudia to work on Parking enforcement on ashby after 4:45 7. Melissa to set up January meetings for all the committees 8. Michelle to determine who needs registration \$ back for wine walk. 9. Michelle to resend Late Thursdays in the Elmwood and request participation 10. Melissa print out, laminate and Michelle distribute security information <p>October 20th Action Items:</p> <ol style="list-style-type: none"> 1. Jon to buy cameras & motion lights 2. Jon to contact police regarding positioning of cameras/lights 3. Melissa to send new version of sign for approval. 4. Wen to have more cards printed for shoptheelmwood.com <p>May 19th Action Items:</p> <p>Jason to follow up with Emily Murphy regarding Ashby 4-6pm</p>	
8	10:56 – 10:59 Announcements	Next meeting January 19 th at 9:30am
9	11:00 Adjourn	