



**ELMWOOD BUSINESS ASSOCIATION: BOARD MEETING AGENDA**

Board Meeting Date: Friday, March 16, 2018 - Nabolom Bakery, 2708 College Ave @ 9:30 a.m. – 11:00 a.m.

Board Present: Kristi Roberts, Joseph Aguiar, Melissa Hatheway, Andrew Han, Wen-Yan King , Jason Wayman, Claudia Hunka

Attendees: Estefani Jimenez (Cheap Pete's), Ann Leyhe (Mrs. Dalloways), Lori Droste, Kerry Bimbach

**ACTION**

|   |              |   |   |
|---|--------------|---|---|
| 1 | 9:30 – 9:34  | Welcome/Introductions   |   |
| 2 | 9:35 – 10:10 | <p>Lori Droste discussion:</p> <ul style="list-style-type: none"> <li>• Parking in the lot – individuals can purchase spots in the parking lot without neighborhood notification through special events (city). Merchants would like to either have input or at least notified if there is are special events that impact parking in the Elmwood. Shallon Allen handles this area.</li> <li>• On the economic development webpage there are lists of activities going on citywide – you can subscribe to find out what is happening on all of city. Kerry trying to work with them to get more area specific information</li> <li>• City is currently building a new website but it will be a while.</li> <li>• Trash cans – Kerry looked into last time and public works said they have as many cans as they can on Ashby and College. Kerry will ask about if more cans available for outside this area (specifically by Anton Salon). AC Transit stop needs more often cleanup and Kerry to connect with AC Transit contact. Kerry will also check to see if can find out about a can by parking lot.</li> <li>• Vacancies: they talk with office of economic development about it regularly. Small businesses need more voice in the city – to help with that tried to alter the labor committee to involve more small business influence and not successful. Created a small business subcommittee – 4 councilmembers. Permitting is a big issues for small businesses moving into vacant spaces. Alcohol sales tends to be contentious with permitting for vacancies. For a long time there were retail store quotas in the Elmwood – lobbied about getting rid of quotas, biggest concern was too many food establishments to drive out other business types. Current prohibitions on yoga studios and stand alone alcohol establishments. Anything Lori proposes has to go to planning commission and long process. Vacancy tax concept did not more forward. Labor commission should work together since small businesses provide jobs. Elmwood is only area in Berkeley that has quotas – big process. Currently permitting requires food to be part of alcohol license.</li> <li>• Paid leave program – Lori has latest information. 25 workers (perform at least 8 hours of work) are susceptible to this plan.</li> <li>• Ann’s suggestion – show sales revenue changes for the past 3 years and decreases sales due to lower vacancies</li> </ul> | <p>Melissa will chat with Shallon Allen about parking permits.</p> <ul style="list-style-type: none"> <li>• Kerry will connect with AC Transit contact and Joe regarding bus stop cleanup</li> <li>• Kerry will check to see if we can get a trash can by the parking lot.</li> </ul> |



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|   |               | ACTION  |
|---|---------------|---|
|   |               | <p><b>Annual Meeting</b></p> <ul style="list-style-type: none"> <li>Brainstormed annual meeting accomplishments: Wine walk (brought increased traffic &amp; cash flow positive), landscaping and beautification, website increased traffic and social media posts. Holiday lights. Paid security, page about collaboration with city, page about wine walk new process</li> <li>Joe to talk about decreased foot-traffic</li> <li>Need 2 board members (need replacements for Jason and Wen).</li> </ul>  |
| 3 | 10:10 – 10:11 | <p><b>Approval of consent agenda</b></p> <p>3.1 Minutes from Board meeting</p>  |
| 4 | 10:12- 10:13  | <p><b>Approval of agenda</b></p>  |
| 5 | 10:13- 10:20  | <p><b>Administrative Report:</b> working on wine walk, marketing, social media</p>  |
| 6 | 10:21 – 10:41 | <p><b>Committee Reports</b></p> <p>6.1 Wine Walk Committee – 22 businesses signed up.</p> <p>6.2 Cityscape Committee – Claudia and Ann to talk about what plants to put in the back parking lot. Tree well worked on quarterly basis is working well. Melissa – to look at spending security camera.</p> <p>6.3 Marketing Committee – new shoptheelmwood postcards available. Also ideal to talk to city special events re: beer festival. Have a meeting in spring to discuss roundtable marketing ideas, confirming moderator date (Eleanor). Ideal to get restaurant merchant on board.</p> <p>6.4 Governance Committee : to maintain our non-profit status we have to spend all the money every year. Have until May 31<sup>st</sup>. The Sicilian pop-up changed license from food license to retail permit. There is a food retail permit options that don't have quota requirements.</p> |

- All: talk to potential board members
- Michelle to print invitation for annual meeting and Claudia will hand out.
- Michelle to send to Melissa the drafted Board member lists of roles

Approved.

- Michelle to send email to wine walk merchants regarding \$25 form and steps for landlord signature.
- Michelle to provide Claudia with address of dropping off goberkeley & Chamber. Claudia to drop off wine walk postcards.
- Melissa to look at buying one camera for lot to spend money this year.
- Businesses can put hearts in store windows on 3/24 to show solidarity



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|   |   | ACTION           |
|---|---|------------------|
| 7 | <p>10:42 –<br/>10:55</p> <p><b>Old business</b></p> <p>7.1 Treasurer's Report</p>   | Approved report. |
|   | <p><b>Review Open Action Items:</b></p> <p><u>March 16<sup>th</sup> Action Items:</u></p> <ol style="list-style-type: none"> <li>1. Kerry will connect with AC Transit contact and Joe regarding bus stop cleanup</li> <li>2. Kerry will check to see if we can get a trash can by the parking lot.</li> <li>3. All: talk to potential board members</li> <li>4. Michelle to print invitation for annual meeting and Claudia will hand out.</li> <li>5. Michelle to send to Melissa the drafted Board member lists of roles               <ul style="list-style-type: none"> <li>• Michelle to send email to wine walk merchants regarding \$25 form and steps for landlord signature.</li> <li>• Michelle to provide Claudia with address of dropping off goberkeley &amp; Chamber. Claudia to drop off wine walk postcards.</li> <li>• Melissa to look at buying one camera for lot to spend money this year.</li> <li>• Businesses can put hearts in store windows on 3/24 to show solidarity</li> </ul> </li> </ol> <p><u>November 17<sup>th</sup> Action Items:</u></p> <ol style="list-style-type: none"> <li>1. Invite Labor board commissioner to come to EBA meeting</li> <li>2. Jason, Kirsten, Jordan and Lori to sit down and discuss sock pop up license follow-up</li> <li>3. Kerry and Claudia to work on Parking enforcement on Ashby after 4:45</li> </ol> <p><u>October 20<sup>th</sup> Action Item:</u></p> <ol style="list-style-type: none"> <li>6. Melissa to send new version of sign for approval.</li> </ol> |                  |



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**ACTION**

|          |                  |                      |  |
|----------|------------------|----------------------|--|
| <b>8</b> | 10:56 –<br>10:59 | <b>Announcements</b> |  |
| <b>9</b> | 11:00            | <b>Adjourn</b>       |  |