



THE
ELMWOOD
ELMWOOD BUSINESS ASSOCIATION
BOARD MEETING AGENDA

Board Meeting Date: Friday, June 15, 2018 @ 9:30 a.m. – 11:00 a.m.
 Location: McGuire Real Estate, 2991 College Ave
 Attendees: Kristi Roberts, Dan Polsby, Andrew Han, Joseph Aguiar, Paula Wells, Michelle Schorr, Claudia Hunka

	Time		Action
1	9:30 – 9:34	Welcome/Introductions	
2	9:35- 9:40	Approval of consent agenda 3.1 Minutes from Board meeting 031618 – approved minutes 3.2 Minutes from Board meeting 051818 – approved minutes	Both minutes approved
3	9:41 – 9:45	Approval of agenda	Approved
4	9:45 - 9:55	Administrative Report	
5	9:56- 10:24	New Business: 5.1 Event committee report – see below 5.2 Parklet permitting update – we can get special event day permit. Other idea is flat bed truck parked in front and people can go on. Overall interesting in having one, Michelle to find out more logistics from the city 5.3 Annexing South College store – for consideration. Think the identity of the Elmwood is confused if expand down College Avenue. <i>Motion passes to not annex South College stores.</i> 5.4 Meeting time change – to accommodate Paula and higher chance of a quorum. Plan to keep meeting time the same. 5.5 Fall festival (Beerfest) committee: <i>Decision to have event on September 23rd. Decision to make it a wine walk.</i> Need to choose sponsor. Question is will merchants really want to pour beer. Michelle to email past participants the following Question: In the event of us having a beer-walk, would you be willing to participate by pouring beer inside your shop or restaurant.	AI: Michelle to ask \$ and timing for permit for parklet. AI: Michelle email past participants of wine walk for involvement in beer walk.
		Event committee: <ul style="list-style-type: none"> Committee purpose to help support events. Board to approve events and then committee will help support. Committee offshoot of the Roundtable discussion. Committee has brainstormed various ideas for the year. Banner: researching to have 2 big banners kept up throughout the year. Then events can hang off this that can be rotated out. Richard has been researching. Year round white lights: Ideally want lights outside everyone’s building (cityscape line). Claudia’s husband has been researching the LED lights Reviewed event brainstorms- <i>tentatively approved events and given committee approval to go forward begin planning</i> Motion approved to move forward to with reviewing banner Committee meets every Tuesday at Espresso Roma at 5:30pm 	AI: Michelle to find PR materials for tagline from prior work Maureen led



	Time		Action
6	10:25 – 10:45	<p>Committee Reports</p> <p>6.1 Cityscape Committee: Claudia working with landscape guy in back parking lot.</p> <p>6.2 Marketing Committee: renamed Events Committee</p> <p>6.3 Governance Committee: BID funds come in end of July. Motion passes to approve financials.</p>	
7	10:45 – 10:55	<p>Old business</p> <p>7.1 Security Cameras/ lights: Claudia's husband has researched lights for the neighborhood and size of the globes. Cost to be approximately \$1000. (Montclair has bigger globes on building). Event Committee to further discuss. Possibly EBA buys lights for all businesses to put inside each window for the holidays.</p>	
		<p>Action item log:</p> <p>June 15th, 2018 Action Items:</p> <ol style="list-style-type: none"> 1. Michelle to ask \$ and timing for permit for parklet. 2. Michelle email past participants of wine walk for involvement in beer walk. 3. Michelle to find PR materials for tagline from prior work Maureen led <p>May 18, 2018 Action items:</p> <ol style="list-style-type: none"> 1. Melissa/ Andrew- will talk to Tad (landlord at Vintage) regarding options for neighborhood lights and security cameras 2. Dan to write questions to survey wine walk participants re upcoming event participation. Two randomly chosen participants will get a bottle of wine from Vintage. 3. Michelle to send out survey to April Wine walk participants 4. Michelle to send out to Wine walk merchants - In the event of us having a beer-walk, would you be willing to participate by pouring beer inside your shop or restaurant. Next meeting at Friday 9/22/18 	
8	10:56 – 10:59	<p>Announcements: Next board meeting July 20th 9:30-11am.</p>	
9	11:00	<p>Adjourned at 10:45am.</p>	