



**THE  
ELMWOOD  
ELMWOOD BUSINESS ASSOCIATION**

**BOARD MEETING AGENDA**

Board Meeting Date: Friday, July 20, 2018 @ Location: McGuire Real Estate, 2991 College Ave  
 Commencement Time: 9:30 a.m. – 11:00 a.m.  
 Attendees: Andrew Han, Kristi Roberts, Dan Polsby, Melissa Hatheway, Paula Wells, Joseph Aquiar, Michelle Schorr, Claudia Hunka

<b>Estimated Time</b>			<b>ACTION</b>
<b>1</b>	9:30 – 9:34	<b>Welcome/Introductions</b>	9:37am began
<b>2</b>	9:35- 9:40	<b>Approval of consent agenda</b> 3.1 Minutes from Board meeting 061518	Approved
<b>3</b>	9:41 – 9:45	<b>Approval of agenda</b>	Approved
<b>4</b>	9:45 -9:55	<b>Administrative Report</b> Made contact with Julia from The Sicilian, she is very interested in being involved. Will update EBA notes on merchant website. Will work to update merchant contact info	
<b>5</b>	9:56-10:24	<b>New Business:</b> <b>5.1 Event committee report</b> <b>5.2 Parklet permitting update</b> <b>5.3 Wine Walk committee</b>	Event committee report:



**Estimated Time**

**ACTION**

	<p>5.1 Event Committee report:</p> <p>Banner: Banner needs to be designed before Paula can talk with the city about permitting for it. Maybe Bill can help design banner. Kristi's brother makes banners – Paula to follow-up.</p> <p>Nametags – Ideal to have lanyard nametags for all board members and Michelle and event assistants to wear to official events. Paula to work with Andrew</p> <p>Sidewalk sign – ideal to have a couple of chalkboard sign for all events. We can use Kristi's real estate signs and cover them up. Put them up on &amp; before wine walk.</p> <p>Halloween: Halloween committee forming with Claudia &amp; Paula and 2 others regarding 3 Halloween events/ All to be planned during the month of August for quick implementation.</p> <ul style="list-style-type: none"> <li>• Art in old Lululemon space: Halloween themed 11 x 17 children art. Schools to invite students to draw original Halloween themed art to put up in windows-. Andrew providing paper. Would like them back by September 30<sup>th</sup>. Dan to ask Berkeley Public School Fund to partner with us to invite schools/local students to participate</li> <li>• Costume contest for children on 10/27. Can be help from 10-12 at Rialto Cinemas Elmwood. Michelle to help with PTA contacts for parade once more information planned.</li> <li>• Scavenger hunt (non-children).</li> </ul> <p>Advertising –there are several options for spending advertising \$ :ValPak advertising, Berkeleyside ads, Claremont magazine. Melissa to send around pricing for each of Berkeleyside, Oakland Magazine, Claremont and Valpak. ValPak if do needs to be redeemable for item in the neighborhood (Timeless received approx. 100 coupons from flyers for free coffee at opening).</p> <p>Thanksgiving – large posters(merchants) and smaller posters (neighborhood) doing a charity drive. Donate to Alameda Food Bank.</p>	<ul style="list-style-type: none"> <li>• Paula to work with Bill on design of banner. Then get quotes on cost and permitting</li> <li>• Paula and Andrew to work on making Board member name lanyards.</li> <li>• Dan to ask Berkeley Public School Fund to partner with us to invite schools/local students to participate</li> <li>• Melissa to send around pricing for each of Berkeleyside, Oakland Magazine, Claremont and Valpak for advertising.</li> <li>• Dan to ask Kevin Gordon if we can put up lights outside Lululemon but waiting for specific information to request</li> </ul>
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	Estimated Time	ACTION
	<p>Ad-Hoc development meeting update from Melissa- one of the people was a representative of Gordon space. Melissa has reached out to her regarding lights and holiday spaces. Dan to ask Kevin Gordon if we can put up lights but waiting for specific information</p> <p>Santa's Village: possibly at McGuire. Have Santa to take pictures with people and pets.</p>	
	<p>5.2 Parklet</p> <ul style="list-style-type: none"> <li>• Temporary Parklet – costs \$128 for the one day permit. Permit for one day is through Shallon Allen at Special Events Permitting.</li> <li>• Need to separate future conversation regarding parklet versus wine walk parklet.</li> <li>• Could have parklet with music for mardi gras or other.</li> <li>• Question if serve alcohol (La Med)</li> <li>• Idea: Have a moving parklet for a week : “come to the parklet” with every day – moving café at day and moving bar for the night. Do a one week parklet that moves each day with a different theme/activity (ie. Your Basic Bird, Timeless/Cheap Pete’s, theatre, etc.).</li> </ul>	<p>Michelle to add to future agenda – parklet “Come to the Park” event</p>
	<p>5.3 Wine Walk</p> <ul style="list-style-type: none"> <li>• Next meeting to be held Wed 7/25 10:00 at Anton Salon</li> <li>• Possibly send to past participants a 2 minute survey + coupon code of next wine walk.</li> </ul>	
6	<p>Committees</p> <p>Landscaping Committee: Working on the back parking lot today. Putting down gravel.</p>	



	Estimated Time		ACTION
7	10:45 – 10:55	Old business 7.1 Security Cameras/ lights – need very thorough plan for having security cameras regarding scope of camera use and responsibility	
8	10:56 – 10:59	Announcements	Next meeting moved to Friday, August 24 <sup>th</sup> at 9:30am.
		Action Items: July 20 <sup>th</sup> , 2018 Action Items: <ul style="list-style-type: none"> <li>• Paula to work with Bill on design of banner. Then get quotes on cost and permitting</li> <li>• Paula and Andrew to work on making Board member name lanyards.</li> <li>• Dan to ask Berkeley Public School Fund to partner with us to invite schools/local students to participate</li> <li>• Melissa to send around pricing for each of Berkeleyside, Oakland Magazine, Claremont and Valpak for advertising.</li> <li>• Dan to ask Kevin Gordon if we can put up lights outside Lululemon but waiting for specific information to request</li> <li>• Michelle to add to future agenda – parklet “Come to the Park” event</li> </ul> June 15 <sup>th</sup> , 2018 Action Items: <ol style="list-style-type: none"> <li>1. Michelle to find PR materials for tagline from prior work Maureen led</li> </ol>	
9	11:00	Adjourn at 11am	