



ELMWOOD BUSINESS ASSOCIATION - BOARD Minutes

Board Meeting Date: Friday, October 19, 2018

Location: McGuire Real Estate @ 9:30 a.m. – 11:00 a.m.

Attendees : Paula Wells, Kristi Roberts, Melissa Hatheway, Joseph Anton, Carolina Miranda, Andrew Han, Michelle Schorr, Claudia Hunka

	Time		ACTION
1	9:30 – 9:34	Welcome/Introductions	
2	9:35 – 9:40	<p>Approval of consent agenda</p> <p>2.1 Minutes from Board meeting 9/21/18</p> <p>3.1 Financials: Maintenance and repairs = gardeners that are in back parking lot. Other revenue = wine walks. Security costs more this year and will use wine walk revenue (actual \$6800, was \$4800). Will use Morris and give all the businesses a card Morris' #s. BID \$ documentation is different than our revenue form because some business' don't pay their fees</p>	<ul style="list-style-type: none"> • Minutes from 9/21/18 passes • Get fee setup from Kieron • Motion passes to approve financials
3	9:41- 9:45	Approval of agenda	Approved
4	9:45- 10:05	<p>Green Business Program presentation: Carolina Miranda</p> <p>Alameda County developed a program – Green Business Program, to help implement green business practices. The program's goal is to assist small businesses in gaining green business certification.</p> <p>To becoming certified green you need to comply with online checklist- fulfilling core measures (ie. Energy efficient lighting, low flow toilets, paper purchasing, chemicals to clean) and some elective ones. Steps: Register online, follow checklist, and then have free coaching calls, & finally an in person assessment to verify goals accomplished. Certification lasts 4 years. Benefit is team of experts to help you achieve goal (no cost). FREE PROGRAM.</p> <p>It would be great to make Elmwood a Green Business District.</p>	<ul style="list-style-type: none"> • To register online go to www.greenbusinessca.org



4	Time	ACTION	
4	10:06-10:15	Board Coordinator Report: <ul style="list-style-type: none"> Updated website with new businesses. Updated list of all business and contact information – will share with board Small Business Saturday – all businesses should register Helped coordinate Halloween art and marketing for October event. 	
5	10:16 - 10:29	New Business: Sock Pop and CP Shades coming.	
6	10:30 – 10:50	Committee Reports 6.2 Cityscape Committee 6.2 Events Committee: <ul style="list-style-type: none"> Hallowe'en trick or treating - artwork distributed to merchants Thanksgiving food bank drive with Alameda County Food Bank. Bins will be positioned at Rialto, Vintage, Anton's, Cheap Pete's and McGuire's. Adriana working on getting barrel. Santa's Village viability discussion – no official EBA Holiday events. Banner – need permitting and \$ (Logo, Elmwood, Berkeley at its Best). Probably cost about \$700/banner. Need city input regarding permitting 6.2 a Wine Walk committee: Stunning success. In future needs to be a committee outside of board. Will give BUILD \$1000. 6.3 Governance Committee	<ul style="list-style-type: none"> Claudia and Paula –let Michelle where artwork located so we can communicate this to the students/ teachers know. Banner - Need to clarify exact hanging location Melissa to talk with Kieron for support from city for banner
7	10:51 – 10:55	Old business 7.1 Holiday Lights 7.2 Wine Walk debrief and party – debrief discussion \$ covered and after party is not covered. 7.3 IKE – strong feelings to not allow IKE in the Elmwood. 32 approved in Berkeley. EBA has to determine if we will have one put in. Slated to have 2 in Elmwood.	<ul style="list-style-type: none"> Melissa to try to get representative regarding IKE to address our concerns



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		Action Items: October 19 th , 2018 Action Items: <ul style="list-style-type: none"> • Get BID fee setup from Kieron • Claudia and Paula –let Michelle where artwork located so we can communicate this to the students/ teachers know. • Banner - Need to clarify exact hanging location • Melissa to talk with Kieron for support from city regarding banner • Melissa to try to get representative regarding IKE to address our concerns 	
8	10:56 – 10:59	Announcements: next meeting November 16th, 9:30-11am.	
9	11:00	Adjourn	