



ELMWOOD BUSINESS ASSOCIATION – Board Meeting Minutes

Friday, April 19, 2019, 9:30 to 11am @ McGuire's Real Estate

Board Attendees: Kristi Roberts, Jon Moriarty, Joseph Aguiar, Andrew Han, Dan Polsby

Attendees: Dean Metzger (CENA), Jeremy Bled (Souvenir Coffee)

	Est, Time		ACTIONS
1	9:30 – 9:34	Welcome/Introductions	
2	9:35 – 9:40	Approval of consent agenda 2.1 Minutes from Board meeting 03/15/19 3.1 Financials	Minutes Approved Financials Approved
3	9:41-9:45	Approval of agenda	Approved
4	9:46-10:00	Board Coordinator Report & BBDN Report BBDN Updates: Berkeley Chamber of Commerce <ul style="list-style-type: none"> <li>• New fair work week ordinance requirements on council agenda by labor commission are very concerning. Outreach to businesses is necessary.</li> <li>• Business education workshop on SEO Optimization on April 25, 2019.</li> </ul> OED Updates <ul style="list-style-type: none"> <li>• Civic Arts Program – with city funding for arts &amp; festivals.</li> <li>• City Council Policy Committees. City Council launched six policy committees, including the Land Use, Housing and Economic Development committee that will typically meet the first and third Thursday of the month at 10:30am. They review policy issues that go before council. They currently have no small business items on the agenda, but have discussed adding a recurring agenda item regarding engagement with small businesses.</li> <li>• Single Use Disposables: the first regulations are effective on March 27, 2019, and enforcement will be delayed by one year to March 27, 2020.</li> <li>• Creative Outdoor Street Cans. Let OED know by e-mail if your district is interested in them</li> <li>• EBMUD Water Smart Certification. EBMUD offers a free water efficient report and free advertisement for certified businesses</li> </ul>	



<p>5</p> <p>10:01 - 10:10</p>	<p>New Business:</p> <p>5.1 Welcome new Board &amp; Board Elections The board elected by unanimous vote these 2019 officers: Andrew as treasurer, Joseph as president." Our bylaws call for a secretary of the board, it can be any board member and we can vote on that person at the next meeting.</p> <p>5.2 CENA – update on the Claremont Gate Repair project: Work on the gate has begun on a paired back project and a substantial amount of money has been raised but more is needed to complete bigger project. CENA to host a silent auction in June as asking if EBA merchants will donate items for it, Also discussed the possibility of CENA being a Wine Walk/Beer Fest non-profit recipient. Dean to get flyer to Michelle and she will send out to all businesses with newsletter and block captains.</p> <p>History – when the bus stops where installed – the company and city agreed to remove graffiti and the district was suppose to see revenue. After rollout of the bus stops, neither of these things have happened. Possibly we followup with Kieron on this, Jon might have documentation on this.</p> <p>CENA will support EBA vote</p> <p>5.3 Review drafted letter to landlords regarding temporary renters (pop-ups) – Dan currently drafting and will circulate for review.</p> <p>5.4 EBA and relationship with landlords- goal : to start fostering more communication with landlord in the Elmwood. EBA to send newsletter to landlords – Joe to send email address to Michelle. Michelle to add them to our mailing list</p>	<p>AI: Dean to send Michelle CENA auction letter, Michelle to circulate letter to all EBA merchants.</p> <p>AI: Joe to send to Michelle landlord email list</p>
<p>6</p> <p>10:11 - 10:45</p>	<p>Committee Reports</p> <p>6.1 Cityscape Committee</p> <p>6.2 Events Committee-</p> <ul style="list-style-type: none"> <li>June event: currently have 9 breweries committed to provide beer. Dan pointed out that even if we don't have breweries committed for each location, the committee can buy beer and have merchants pour it so we have enough for thee vent. This requires an employee in the store to pour beer for those extra spots. June 23<sup>rd</sup> is tentatively scheduled event.</li> <li>Decision – send out sign up announcement to merchants with \$30 registration fee. If get enough interest will pursue. If not will cancel event in June</li> </ul> <p>6.3 Governance Committee</p>	<p>AI: Melissa to send by-laws and any documentation to Joe.</p> <p>AI: Decide on September Wine Walk date</p> <p>AI: Jon and Dan to work together to find documentation regarding \$ from city for parking lot, gardening, etc.</p>



7	10:46 – 10:55	<p>Open Action Items:</p> <p>April 19<sup>th</sup>, 2019:</p> <ul style="list-style-type: none"> <li>• Dean to send Michelle CENA auction letter, Michelle to circulate letter to all EBA merchants.</li> <li>• Joe to send to Michelle landlord email list</li> <li>• Melissa to send by-laws and any documentation to Joe.</li> <li>• Decide on September Wine Walk date</li> <li>• Jon and Dan to work together to find documentation regarding \$ from city for parking lot, gardening, etc</li> </ul> <p>March 15, 2019:</p> <ul style="list-style-type: none"> <li>• Joe will ask other districts to see how going to allocate funds regarding IKE \$. (Melissa to ask Stuart from Telegraph what they are doing.) Also to bring up at BBDN</li> <li>• Kieron – to ask for bike share report usage for us</li> </ul> <p>January 18, 2019:</p> <ul style="list-style-type: none"> <li>• Paula to ask the light installer what tree lights cost would be for next year.</li> </ul> <p>October 19, 2018:</p> <ul style="list-style-type: none"> <li>• Banner – need to clarify exact hanging location</li> </ul>	
8	10:56 – 10:59	Announcements	
9	11:00	<p>Adjourn – next meetings:</p> <p>Fri, May 17 @ 9:30</p>	