



THE
ELMWOOD
ELMWOOD BUSINESS ASSOCIATION
BOARD MEETING NOTES

Board Meeting Date: Friday, November 16, 2018

Location: McGuires Real Estate

Commencement Time: 9:30 a.m. – 11:00 a.m.

Attendees: Paula Wells, Joseph Aguiar, Kristi Roberts, Dan Polsby, Kieron Slaughter, Claudia Hunka, Michelle Schorr

	Estimated Time		Action
1	9:30 – 9:34	Welcome/Introductions	
2	9:35 – 9:40	Approval of consent agenda 2.1 Minutes from Board meeting 10/19/18 3.1 Financials	<ul style="list-style-type: none">• Approved meeting minutes per correcting Joe's name.• For January meeting – Andrew to walk through financials spreadsheet.• Approved financials
3	9:41- 9:45	Approval of agenda	Approved agenda
4	9:46- 10:00	Board Coordinator Report	



Estimated
Time

Action

	<p>IKE information from Kieron:</p> <ul style="list-style-type: none"> • Downtown association & Visit Berkeley have wanted a way-finding kiosk signage. Council approved partnership for up to 32 kiosks for the city for up to 15 years. City doesn't have to put up any \$. Kiosks will provide branding (from business district) and have a host of features – free wifi, job posting, pulls in data from the immediate area. At full deployment the city gets about \$833,000 year. Has not been decided how to be used (right now general fund). 2 x 3 right away on sidewalk and generates \$ for city • 2-Phase rollout: Will start with heavier use area – Downtown, South Berkeley, Telegraph. Than about 6 months later do second phase. Each district will have at least 2 meetings with public invited for discussion before go forward. • Visit Berkeley will coordinate all the events and ads- they will have admin to do this for city. • There are 8 pages of ads with 6 available to anyone and some stipulations on content that direct competitors. 2 flips go to city to post. Local based businesses' get 50% discounted rate for advertising. • Camera features turned off per city. Pedestrian counter is still on it. This information will be available to district. Dims in the night so less jarring. • 4th Street doesn't want them. • Franchise agreement is available to public on city website- IKE Smart City Kiosk agreement. We have \$2M bond to remove kiosks in case company folds. • We can as the EBA make an proposal to the city to get some of the money generated...like a parking meter where some of the \$ stays in the district. Maybe a grant is generated (ie. 1/3 to district) to spend in a specific area (like ½ mile of district)- (parklet, gardening, etc.) • We will begin discussions within 6 months • Put on our agenda for our January meeting with a proposal for our membership. • Privacy small link at the bottom of IKE website. • BBDN (Berkeley Business District Network) meeting is every other month – everyone invited. City manager comes to every other meeting so can talk to them. • We can advertise to other kiosks (ie. From North Berkeley kiosks). 	<ul style="list-style-type: none"> • January EBA Board meeting: discuss a proposal for the EBA to City Council regarding IKE money.
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Estimated
Time

Action

		<p>Other updates from City:</p> <ul style="list-style-type: none"> • Small Business meeting that was just held discussed the zoning changes going forward to council • 2 new non-profit available to support small business: Project Equity (help businesses convert to worker owned cooperative) and Uptima Business Bootcamp (to help businesses that are having a challenging time review comprehensive business to help) = both online for 2 years. • Updating Cannabis regulations and business districts can give input. 	
6	10:11 – 10:45	<p>Committee Reports</p> <p>6.1 Cityscape Committee : Lighting</p> <ul style="list-style-type: none"> • 5 businesses did not get lights on top of building due to budget and time. They will get lights in January. • Frustration from businesses because no communications regarding not doing holiday tree lights versus permanent roof lights. • Possible solution: see if can temporarily put up lights for buildings without lights <p>6.2 Events Committee</p> <ul style="list-style-type: none"> • Discussion regarding Santa's Village and what resources (people and money) it would take to make it happen. Scheduled for weekend of December 15 & 16. Budget approx. \$500 <p>6.3 Governance Committee</p>	Paula to follow-up with Nabolom regarding lights.
7	10:46 – 10:55	<p>Old business</p> <p>7.1 Wine Walk debrief meeting follow-up</p> <p>Ask Melissa for clarification for wine walk money for security. In future that wine walk money has to go to promised group (ie. Beautification)</p>	



**Estimated
Time**

Action

		<p>Action Items:</p> <p>November 11, 2018:</p> <ul style="list-style-type: none"> • For January meeting – Andrew to walk through financials spreadsheet. • January EBA Board meeting: discuss a proposal for the EBA to City Council regarding IKE money. • Paula to follow-up with Nabolom regarding lights. <p>October 19th, 2018 Action Items:</p> <ul style="list-style-type: none"> • Get BID fee setup from Kieron • Banner - Need to clarify exact hanging location 	
8	10:56 – 10:59	Announcements – next meeting	
9	11:00	Adjourn	