



ELMWOOD BUSINESS ASSOCIATION - Board Meeting Minutes

Board Meeting Date & Time: Friday, January 18, 2019, 9:30 to 11am at McGuire Real Estate

Attendees: Joseph Aguiar, Andrew Han, Paula Wells, Melissa Hatheway, Michelle Schorr, Kieron Slaughter, Claudia Hunka

	Est. Time		ACTION
1	9:30 – 9:34	Welcome/Introductions : From City of Berkeley: When to call 311 and what they will do for you. Key resources documents	
2	9:35 – 9:40	Approval of consent agenda 2.1 Minutes from Board meeting 11/16/18 <ul style="list-style-type: none"> • Change to action for wine walk needed – clarify that money raised from wine walk to go to advertised internal budget item 3.1 Financials <ul style="list-style-type: none"> • We need to create new 2019 budget • For 2019 budget we need more accurate financial forecasting. 	<ul style="list-style-type: none"> • Meeting minutes approved per changes on wine walk • Each committee to determine budget – need it to Andrew in 2 weeks.
3	9:41- 9:45	Approval of agenda	approved
4	9:46- 10:00	Board Coordinator Report: Website usage is up. Continuing to update events on social media and repost merchants posts.	



5	Est. Time		ACTION
	10:01 - 10:10	<p>New Business:</p> <ul style="list-style-type: none"> • Budget walk through and review <ul style="list-style-type: none"> ○ all committees draft their budgets and submit to Andrew • Block Captains <ul style="list-style-type: none"> ○ 6 areas designated and captains identified. ○ Michelle will serve as Block Captain Admiral to help facilitate conversation both directions. • Thoughts on any revenue from IKE <ul style="list-style-type: none"> ○ EBA should ask city council to request to keep some of the money within the district from IKE versus go into city general fund. ○ Probably have a year till our district has IKE ○ Bounce idea off Lori Droste. ○ Proposal should include: % and what can be done with the \$. Make sure it is publically accessible \$ (lights, beautification, public art light, trash can lamp, banners). We probably have 6 months to accomplish this. • Tues, Feb 5 meeting at the Library: Block captains to invite all merchants. This event is part of our EBA mission- to inform our merchants on services available to them. • Honor Garabis – we will make him a key to the Elmwood • From Kieron: City of Berkeley has new opt in security camera: register if you have a camera, than PD will call you and ask if you have any footage. Register on Berkeley police department website 	<ul style="list-style-type: none"> • Melissa: Make Garabis key to the Elmwood • Block Captains: invited merchants to 2/5/19 Meeting (Michelle to email information) • IKE Proposal to be worked on next month



Est.
Time

ACTION

		<p>Events:</p> <ul style="list-style-type: none"> • Need more participation on events (from board and merchants – utilize captains to get participation). • Current calendar is rough draft (not board approved). • Wine walk – Joe will lead effort and run meetings/email. To minimize miscommunication. <p>Possible events:</p> <ul style="list-style-type: none"> • Mardi Gras – March: need music, beads, balloons (purple, gold and green up and down avenue, mardi gras special). Mardi gras beads given to anyone who buys mardi gras special. • Beer and Brats: Joe will talk to Richard Tapp and Melissa Hatheway to determine if can have beer at spring event. If we do it, need date determined ASAP • Independent Business Days – partner with Go Berkeley Local. Maybe sidewalk sales • Halloween – if do artwork need clearer plan (donating artwork will not be returned). Trick or Treating went really well. • December: Santa’s village <p>Events to consider from Kieron:</p> <ul style="list-style-type: none"> • Bike to work: bike east bay/ swag bags. May. Generates social media. • September – Park(ing) day – parklets 3rd Thursday of September. In front of Nabolom • Old Time Music Festival - Susy Thompson organizes old time festival & she would co-ordinate timing she can get old time musicians into the neighborhood. Claudia and Joe can coordinate dates. 	<ul style="list-style-type: none"> • Paula and Michelle to work on dates for events. • Joe will talk to Richard Tapp and Melissa Hatheway to determine if can have beer at spring event • Joe / Claudia work with Suzy Thompson to coordinate Fall Wine walk with music festival
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6	Est. Time		ACTION
	10:11 – 10:45	<p>Committee Reports</p> <p>6.1 Cityscape Committee- some parking lot cleanup happened</p> <p>6.3 Governance Committee</p> <ul style="list-style-type: none"> • Thurs, April 4 General Meeting and Board Slate – Melissa is not running for board. We need to recruit new board members. • City is offering a lot for business retention (3 programs – aimed at boomers who want to retire). • Lots of homeless issues, call 311. Neighborhood services all route through her Breanne Slimick: bslimick@cityofberkeley.com. • City council still working on sidewalk ordinance and keeping clean. Nothing has been approved nor enforced. • If want news racks gone, Kieron can help get rid of them. • Trash can – follow up with Kerry Birnbach for garbage can to be put in front of 7-11. • City looking at using big belly solar trashcans. When they get full they automatically communicate and truck comes and empties. • Kieron suggests we contact Kerry Birnbach regarding big events. She might be able to offer help. • City is looking long term (ie. 2 years) to allow people to buy residential parking permits. • Parking lot going down in cost since lower usage. We should try to get better signage. • Measure P regarding homelessness is crafting a policy and needs panel. We maybe able to participate. Melissa to look into this. 	<ul style="list-style-type: none"> • We need to recruit new board members • Joe to follow-up regarding trashcans with Kerry. • Melissa to ask Gordon to get better parking sign for our lot • Melissa – to find out what eligibility we need to be on Measure P panel. Also affordable housing panel. • Melissa to find out when student cleanup is • Melissa to invite Lori to February meeting.
		<ul style="list-style-type: none"> • We should remind merchants to pay business license Feburary 28th business license fee. Claudia to be primary point of contact for parking – she can help businesses get parking permit. • Kieron will look into if independent hair stylist have to pay BID with their license • If any illegal dumping call 311 • Thursday April 4th annual meeting. We need a board slate. 	<ul style="list-style-type: none"> • Michelle to book room at King Yen for 4/4/19 date. • Kieron will look to see if independent hair stylists need to pay BID fee



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7	10:46 – 10:55	<p>Old business</p> <p>7.1 Holiday Light follow up</p> <p>Julia wants festive lights in trees.</p> <p>People who put up our lights had their own liability insurance so landlords protected.</p>	<ul style="list-style-type: none"> Paula to ask the light installer what tree lights cost would be for next year.
8	10:56 – 10:59	<p>Announcements: Things to follow</p> <p>Draft Hazard Mitigation Plan: city is coming up with it. Review it</p> <p>Zero Waste proposal: restaurants need to review and keep in the know.</p>	<ul style="list-style-type: none"> Melissa to see if can get draft mitigation plan representative to come talk. Michelle to email block captains regarding delivering flyer.



Est.
Time

ACTION

		<p>Action Items:</p> <p>January 18, 2019:</p> <ul style="list-style-type: none"> • Each committee to determine budget – need it to Andrew in 2 weeks • Melissa: Make Garabis key to the Elmwood • Block Captains: invited merchants to 2/5/19 Meeting (Michelle to email information) • IKE Proposal to be worked on next month • Paula and Michelle to work on dates for events. • Joe will talk to Richard Tapp and Melissa Hatheway to determine if can have beer at spring event • Joe / Claudia work with Suzy Thompson to coordinate Fall Wine walk with music festival • We need to recruit new board members • Joe to follow-up regarding trashcans with Kerry. • Melissa to ask Gordon to get better parking sign for our lot • Melissa – to find out what eligibility we need to be on Measure P panel. Also affordable housing panel. • Melissa to find out when student cleanup is • Melissa to invite Lori to February meeting. • Michelle to book room at King Yen for 4/4/19 date. • Kieron will look to see if independent hair stylists need to pay BID fee • Paula to ask the light installer what tree lights cost would be for next year. • Melissa to see if can get draft mitigation plan representative to come talk. • Michelle to email block captains regarding delivering flyer. <p>October 19, 2018:</p> <ul style="list-style-type: none"> • Get BID fee setup from Kieron • Banner – need to clarify exact hanging location 	
9	11:00	Adjourn – next meeting moved to Fri, Feb 22.	