

ELMWOOD BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING AGENDA
Friday, September 20, 2019 – 9:30 am to 11:10 am
Compass Realty Office of Andrea Gordon, 2644 Ashby Ave, Berkeley, CA

Board members present: Kristi Roberts, Joseph Aguiar, Claudia Hunka, Jon Moriarty, Kara Hammond

Others present: Burl Willis from Elmwood Theater Foundation, Kristen Swehla from Urban Remedy Manager, Siobhan Sanford from Urban Remedy District Manager, Michelle Schorr from EBA

1. Attendee introductions, agenda reviewed, meeting minutes of 8/16/2019 approved, and Financial reports dated 9/17/2019 reviewed. Financials pending approval post questions answered by Andrew.
2. Guest presentation by Burl Willis: October 22nd is the 25th anniversary of the re-opening of the Elmwood Theatre, and Burl has secured funding to have free movies that day for the event. The EBA offered marketing and ticket dissemination assistance: Jon to follow-up with Burl on the event, Kristi to help print out tickets, merchants to disseminate tickets, Michelle to help with communicating information to neighbors.
3. Updates on action items
 - a. Letter to landlords re: seasonal pop-ups. Letter printed and will be mailed to landlords.
 - b. Permanent tree lighting. One set of battery operated lights ordered and Claudia put in tree to test. Board voted to buy up to \$100 worth of LED lights to try in trees this month. Then will decide on set and pay to have lights put up on trees.
 - c. Either EBA pays to have trees trimmed or pay to have lights put in trees and taken down.
4. Committee reports
 - a. Cityscape-
 - a. Claudia talked with Downtown Work Team & Dignity of Work program – they can work 1x/month in Elmwood (paid by City of Berkeley) to help keep Elmwood Clean. Claudia working with John (Public Works) to determine sidewalk cleaning monthly schedule and have Dignity of Work sweep per schedule. Also back lot got weeded and cleaned. Spent \$130 to clean tree wells & weeds
 - b. Sundays- customers are complaining about employees using the city parking lot on unmetered days. Create a "FEEDBACK CORNER" on our website to encourage employees to take public transportation or part in outlying residential areas on Sundays holidays.
 - c. Artful trash/recycling receptacles – Elmwood interested in new receptacles (landfill/recycle/compost) bins like 4th street. Michelle to ask Kieron for updates.
 - d. Trash: Baker & Commons need to call 311 often to get dumped trash removed. Urban Remedy reported trash being put in their recycle bins. Suggested call 311 or get lock on bins.
 - b. Wine Walk – October 6
 - a. Russell St closure approved for parklet
 - b. Wine Walk - Sidewalk exhibits during the wine walk: We accepted requests for sidewalk art displays not for sale, and acknowledged one author with a business license will sell her only book.
 - c. Music hired

- d. 58 tickets sold
 - c. Incubator (Events)
 - a. Halloween – only 9 businesses’ signed up. More notification to be send out
 - b. Annual canned food drive: in past low donations to the bin, hope we can spread the word out more
 - c. Holiday season- Jon to arrange security with Morris from November 29th – December 24th, 7 days/week from noon-8pm.
 - d. Advertising
 - a. Earmark spending priorities- need marketing/advertising chair to work on this.
 - e. Governance
 - a. AB 5 is now signed into law.
 - b. GoBerkeley’s TDM proposals, group commuter plan, coming public meetings.
 - c. On hold: IKE kiosk – action to consider endorsing an IKE installation in the Elmwood will wait until we see how the downtown launch goes. A draft conditional endorsement asks for a \$1,200 one-time supplement to the BID to be spent on specific projects. This amount represents 5% of the city’s expected annual ad revenue from one kiosk.
5. Meeting adjourned at 11:10 am.
next EBA meeting is October 18 at 9:30 am.