

ELMWOOD BUSINESS ASSOCIATION
BOARD OF DIRECTORS MEETING MINUTES
Friday, January 17, 2020 – 9:35 am to 10:55 am
McGuire Realty, 2961 College Ave, Berkeley, CA

Board members present: Andrew Han, Claudia Hunka, Kristi Roberts, Joseph Aguiar.

Others present:

- Kieron Slaughter, Community Project Development Coordinator, COB OED.
- Ricardo (Ricco) Iglasias, Public Health Emergency Preparedness liaison, COB Div Pub Hlth.
- Fran Osborne and Judy Shelton, founders of ACE, Artists Collective of the Elmwood.

1. Attendee introductions and agenda review. The board approved the minutes of the last meeting on 10/18/2019.
2. Financial reports. The board reviewed and approved the income statement and balance sheet for the period ending 12/31/2019. Andrew will ask all board members for their 2020 line-item budget requests in the coming weeks.
3. Guest presentation by Ricco Iglasias. His office at COB Division of Public Health is working to coordinate with BFD and OES to ensure emergency preparedness plans are resilient and meaningful for the general public, businesses, schools, and public service agencies and facilities. He is tasked with promoting awareness of various emergencies we may encounter, and to help us plan to mitigate risks to our personal safety, property and business interests. Ricco plans to offer a presentation on emergency preparedness to EBA businesses later this spring. He will explain what the city is doing and what we should do for our families and businesses to weather any storm. Contact: riglasias@cityofberkeley.info.
4. Guest presentation by Fran Osborne and Judy Shelton. Their goal is to “decorate” the Elmwood by featuring art more prominently through ongoing installations as well as special events. They hope to display their work in some EBA businesses to unify the community through art. Their group is open to displaying art at special events in individual shops. They hope to be regular contributors to the EBA. They were advised to acquire a business license before they can become members of the EBA. Contact Judy Shelton at: beactive@sonic.net, 510-548-9334.
5. Guest presentation by Kieron Slaughter.
 - a. For some time, the city has listed its Elmwood parking lot as a suitable site for repurposing based on the future needs of the larger community, and the time may soon be at hand to consider development options. One prominent possibility is to erect a multi-story housing complex that will include a low-income component. While no action is on the calendar, conversations are taking place and the EBA should join the dialogue. Consider inviting Councilmember Droste to the February EBA meeting to share thoughts. Keep in mind a key policy development: Reserving valuable land for private vehicle parking is no longer a priority. This policy shift also resides at the state level, where regulations requiring parking with new development have been relaxed.
 - b. Phase 1 of the IKE kiosk installation downtown is behind schedule, so the action to consider endorsing an IKE kiosk installation in the Elmwood in Phase 2 is postponed until the downtown installation is functional and can be assessed. Kieron recently had the chance to inspect an IKE installation in Baltimore, where he found the public cheerfully engaging the kiosks.
 - c. Eleanor Hollander is acting OED chief for the next few months while Jordan is on leave.

6. Cityscape committee report
 - a. Claudia reported the city's Dignity of Work project will begin in early February. Under the program the city will pay unemployed individuals to perform simple cleaning tasks in outdoor public spaces. The plan is to tidy up the Elmwood weekly on Fridays at no cost to the EBA.
7. Incubator committee report
 - a. Claudia reported on her plans for an Art & Music Week in May. She and others will be working on producing this ambitious project, which will include closing College Avenue for a week. An art grant of \$5,000 has been requested from the city. The board deferred approving the event until all board members have had the chance to consider a detailed description of the proposal from Claudia.
8. Advertising committee report
 - a. A proposal was received to design and install new lamppost banners from Sierra Display. The cost would be \$4,852.80 for 12 banners. The board took no action on this and will let the proposal expire.
9. Government relations committee report
 - a. The new COB lobbyist registration ordinance now requires an EBA representative to register as a lobbyist. The EBA Coordinator Michelle Schorr will register due to her paid interactions with city policymakers.
10. New action items for next meeting
 - Andrew: Collect 2020 budget requests from board members.
 - All board members: Identify prospective new board members; elections are in April.
 - All board members: Consider nominees for chair of the advertising committee.
 - Claudia: Put together a detailed description of the Art & Music Week event for the board. Once a budget is set, the board can give virtual consent to proceed with the event.
 - Cityscape: Specify projects to benefit from any IKE kiosk supplement.
 - Joseph: Invite Lori Droste to the February EBA meeting to discuss the parking lot development.
 - Michelle, Andrew: Register Michelle as a lobbyist with the city and pay \$500 registration.

10:55 – Adjournment – next EBA meeting is February 21, 2020 at 9:30 am.