

ELMWOOD BUSINESS ASSOCIATION

BOARD MEETING NOTES

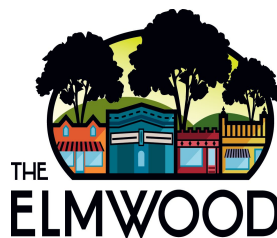
Board Meeting Date: Wednesday, Oct 26, 2016
 Location: McGuire Real Estate, 2991 College Ave

ATTENDEES:

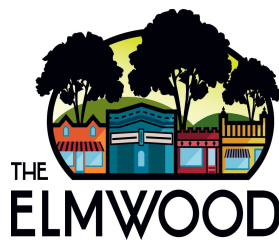
- **BOARD MEMBERS:** MELISSA HATHEWAY, CLAUDIA HUNKA, MAUREEN O'NEIL GARCIA, KRISTI ROBERTS, JASON WAYMAN, JOSEPH AGUIAR, ANDREW HAN
- **STAFF:** MICHELLE SCHORR

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

1	Topic	Action Taken	Follow up Tasks and Responsibilities
1	Welcome/Introductions		
2	Approval of agenda	Approved agenda	
3	Approval of consent agenda 3.1 Minutes from Board meeting 9/21/16	Minutes approved with amendment of Tree location from in front of Anton Salon	Approval
4	Administrative Report		Michelle hired and working on merchant newsletter, social media and calendar
5	New Business 4.1 Tree Lights/Tree Wells	Al: Maureen to contact company regarding weeding trees	4.1 - Tree lights need to put on timers. November 10 th to turn on lights. To be lite from 4am-12am. Note for next year – need lights by stationary store to end – need to put on the light pole as trees are too small. Also lights needed on Elmwood Café tree



	4.2 New Administrative Asst 4.3 Wine Walk update 4.4 Minimum Wage Update/Campaign 4.5 Newsletter definition of "Event"	AI: Jason talk to Caner regarding handing out minimum wage information to patrons AI: Michelle to email to merchants John Caner minimum wage information. AI: Michelle Ask Lori Droste for flyer no/no on bb/cc	4.2 Website – Company needs to do final thing, and have a final meeting and then will be a couple weeks to launch. Still being worked on 4.3 Wine Walk : overall positive feedback: a lot of commentary, patrons confused if needed to pay for wine. Jason helped sign up patrons when they came in. Could also market it as a community night/wine walk. Possibly make it a Friday night instead of a Thursday night. Got followers from SF/wine walk. Try to convince more restaurants to come out. Next time possibly do without Restivo (need publicity, website, permit) – make some \$. No invoice so cost unknown. 4.4 Minimum Wage report from Jason Wayman: Campaign Needs 15K\$. Currently there are two ballot measures CC/BB. CC was initial wage bill, than BB pushed through by council members as alternate with higher costs. Now a compromise measure was put as an ordinance and passed - increases wages + 72 hours of paid sick. Jesse Arreguin supporting higher minimum wage. Laurie Capitelli will support more moderation, there is a good Daily Cal article on Capitelli to push to patrons. We should vote for BB since better than compromise and would invalidate compromise.
5	Committee Reports 5.1 Cityscape Committee 5.2 Marketing Committee 5.3 Governance Committee	AI: New subcommittee will create report of suggested businesses for the Elmwood for Jordan. AI: Put Events and Promotion	Christie, Andrew and Claudia will brainstorm some ideas for Potential business ideas for The Elmwood. This will be delivered to Jordan at the next meeting. Events and Promotions for the Newsletter – Approved. Mummy event – slower business than usual. Maybe too close to Waldo & Need bigger announcements. Suggestion to make timeline shorter (ie. 2 weeks) to find Mummy



		information in the next newsletter. A: Michelle to post on craigslist for free.	Cityscape – need to get rid of 4 big planters (2 at Lululemon & 2 at Framorama) as hard to keep nice. Claudia talked in person to city to confirm that ok to get rid of the planters. Joe might be interested to move one to Salon. Governance – trying to recruit new businesses (Digitalfix). Going to talk to Yogurtland to invite them to next meeting
6	Old business 6.1 Treasurer's Report		Jordan said there was another payment due. We will have to be aware of all the vacancies and payments for next years EBA Wine walk not paid yet and not to exceed \$2500.
7	Announcements		Claudia called 311 at Ashby and College since left turn light onto Ashby not synchronized with green light. Registration for Small Saturday Business is 11/11/16 Holiday Security – Berkeley PD to give a little more police presence. Claudia to find out from John Moriarty the cost of extra security (Maurice). Than we can vote by email to approve if cost exceeds amount budgeted. Next EBA Board meeting Friday, 11/18/16 from 9:30 -11am at McGuire
8	Adjournment		At 10:45am

