



BOARD MEETING AGENDA

Attendees : Claudia Hunka, Wen-Yan King, Jason Wayman, Joseph Aguiar, Andrew Han, Kristi Roberts

2	9:35-10:15	Committee Reports 7.1 Wine Walk Committee 7.2 Marketing Committee 7.3 Governance Committee 7.4 Cityscape Committee	Wine Walk Committee: Wine only, no beer Looking to hire staff for ticket booth day of and cleanup? Staff will check ID for all participants. Currently have 14 merchants, discussed a deadline of July 31st, but not hard need for deadline. Insurance for wine walk – need to buy liquor liability insurance. Waiting for quote (possibly \$300-500). Vintage Berkeley is offering to source the wine for stock we aren't sourcing elsewhere. They will help us stay within budget. Marketing Committee: shoptheelmwood.com Postcards being printed now. Wen, Claudia and Michelle to distribute. Cityscape Committee: Gardeners currently billing 2 times a month at \$520/month Action Item: Andrew to follow-up with Melissa to address – need lower monthly fee. City car-share programs: EBA's position is to not allow them to park cars there for extended periods of time (2 cars were parked in front of Mrs. Dalloway's for 4 days). The city has heard about this and will work with vendors of those programs. Bikeshare: No update on where/when they coming in. Discussed possibility to place bike station on sidewalk so it doesn't take up parking spaces? Claudia commented that when Russell was repaved the sidewalks became cracked. Claudia will complain to the city. Claudia complained about hole in sidewalk at 2977 College Avenue (wanted DG), so city filled in well with concrete. Neighbor than complained to city as that results in a lost a tree well. Jason – concerned about blight of Newspaper racks & unused telephone box. Also some sidewalk garbage cans were removed. Action Item: Claudia will write a draft cityscape letter to address these and bring to board to approve. There is concern the corner doesn't look nice. Jason talked to Gordon Klein about having a vacancy tax (SF is looking to do this). Jason currently in discussion about this potential.
3	10:16-10:18	Approval of agenda	Approved.



4	10:19-10:20	Approval of consent agenda: Minutes from Board meeting 6/16/17	Approved.
5	10:21-10:35	Administrative Report	Reviewed google analytics. Getting some use of website, still low but gradually increasing. Reviewed open action items: 6/17/17- closed item: Claudia is able to access water in back parking lot for landscape
6	10:36-10:45	New Business 6.1 Emergency Planning	Should we have more provisions? Possibly see if there is space to store supplies or have a plan? Lets discuss next month. Discussion on businesses in the Elmwood and blighting: Kiosk by 7-11 has graffiti again. Possibly if painted soon after tagging will not tag as often. Action Item: Claudia to get paint to cover up kiosk graffiti Action Item: Jason going to call Gordon and discuss options for potential merchants.
7	10:46-10:55	Old business: 7.1 Treasurer's Report	Briefly reviewed budget. Gardener is open item on budget
		Action Item Log	July 21 st Action Items: 1. Andrew to follow-up with Melissa to address – need lower monthly fee 2. Claudia will write a draft cityscape letter to address these and bring to board to approve 3. Jason going to call Gordon and discuss options for potential merchants. 4. Claudia to get paint to cover up kiosk graffiti, so it can be painted quickly after tagging May 19 th Action Items: 1. Jon Moriarty and Jason Wayman to follow-up regarding security cameras in back parking lot 2. Jason to follow up with Emily Murphy regarding Ashby 4-6pm parking enforcement 3. Claudia to follow-up won reclaiming some red parking spots 4. Jason and Claudia to work with city on zoning (initiative to assist small businesses)

Elmwood Business Association Board
Friday, July 21, 2017
Anton Salon Annex,
9:30 a.m. – 11:00 a.m.



8	10:56-10:59	Announcements	Next meeting – August 18 th .
9	11:00	Adjourn	