



Board Meeting: Friday, October 20, 2017 at 9:30 a.m. – 11:00 a.m. @ Anton Salon Annex

**ELMWOOD BUSINESS ASSOCIATION
BOARD MEETING AGENDA**

Attendees: Melissa Hatheway, Gianluca Guglielmi, Wen-Yan King, Jon Moriarty, Jason Wayman, Joseph Aquiar, Andrew Han, Kristi Roberts, Claudia Hunka, Michelle Schorr

Estimated Time		ACTION	
1	9:30 – 9:34	Welcome/Introductions	
2	9:35 – 9:36	Approval of agenda	Approval
3	9:57 -10:00	Approval of consent agenda 3.1 Minutes from Board meeting 9/15/17	Approval
4	10:01-10:10	Administrative Report	Website has been updated for new businesses and changeover. Website usage was high during wine walk registration. Currently low website usage.



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10:30	Security camera: Brainstormed needs for parking lot security cameras: motion sensor, nighttime camera or day/night camera, blaring light that goes on when motion so people know they are being illuminated and filmed. Need to determine: model of camera, where to install cameras location, if Ethernet or wifi needed to connect cameras, energy source (battery, solar, Ethernet). Ideally get at least 5 cameras Location: ideal have cameras in parking lot + turnaround location at Russell + cameras pointed down street in front of stores We could do some motion sensor lights (solar powered) to go on independent of cameras (cheaper) We have budgeted \$1200 for this.	AI: Jon to buy cameras & motion lights AI: Jon to arrange security for the holidays with Morris AI: Jon to contact police regarding positioning of cameras/lights



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		Holiday Planning: Signed up for American Express Small Business Saturday – swag will be available. Will email all merchants regarding free materials. October 26th the lights coming up for the season. Would be nice to have whole tree with lights starting on trunk Reviewed survey response: mixed reaction. Biggest response is staying open late one night a week during the season. In past had open late on Thursday postcard. Plan to have 4 Thursdays open till 8pm, 11/30, 12/7, 12/14, 12/21. Wen to look at postcard/stickers for the open late. List businesses open late on website and social media. Encourage merchants to have hot cider, small bites, etc. & sales. Send to all merchants on newsletter and also email directly to wine walk participants – <i>Thursday Nights in The Elmwood</i>. Extended hours. Customers have asked for Find The Mummy scavenger hunt which we have done in October, to be done next year. Possibly trick-or-treating. Julia from Nabolom – request for a porta-potty for day of Halloween. Jason will talk to the neighbor on Russell who organizes event.	AI: Melissa to call lights people and see if lights can start on trunk AI: Melissa to reach out to Berkeley Playhouse to see if they have interest in participating in Thursdays Nights in the Elmwood AI: Michelle to emails merchants to let them know about small business Saturday merchandise & Thursday Nights in the Elmwood
		Parking sign: Melissa found “Don’t be a Victim of Car Theft” signs. She will see if one with wording about on camera.	AI: Melissa to send new version of sign for approval.



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6		Committee Reports 6.2 6.3 Governance Committee	Updates on Committee Projects, Possible Approval of Expenditures
	10:31 – 10:51	Cityscape: Committee needs to meet to determine cityscape \$	AI: Jason to talk to city regarding removing newsletter containers for “garbage” AI: Cityscape Committee to meet
		Wine Walk: Great success! Great feedback (and from CENA too). CENA participants suggested quarterly event. \$2500 profit - \$1075 = \$1400 of net profit. Need to spend by June 30 th Possibly end of April next event. Wine walk committee to discuss	AI: Send out final financial report to the merchants participating. Suggestion if merchants want to donate their fees to beautification
		Marketing Committee: need to print more shoptheelmwood.com cards. Look at \$ for 1000-2000 cards	AI: Wen to have more cards printed



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		Governance: could encourage more people to attend board meeting Jason had talk with Jordan Klein – SockPop got permit the day after someone told them they needed permit and they immediately got business license. There are 3 ways to get business permit and they got the quick stamp. City anxious for retail tax \$. City & Droste said we should get together to discuss ways to promote businesses. – what policies need to be in place for businesses? Jason to meet with Jordan next 10/26. Code enforcement (Bill) is brand new and getting informed.	AI: Melissa & Michelle to work with Adrienne to discuss how Berkeley Police didn't respond to call when Donato's private event had demonstrators (trespassing on property). The police called twice and didn't show up. AI: everyone to email Jason with any ideas to discuss with Jordan Klein
7	10:52 – 10:55	Old business 7.1 Treasurer's Report: we have \$3300 with all of the \$ allocated.	



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	Action Item Log: October 20th Action Items: 1. Jon to buy cameras & motion lights 2. Jon to arrange security for the holidays with Morris 3. Jon to contact police regarding positioning of cameras/lights 4. Melissa to call lights people and see if lights can start on trunk 5. Melissa to reach out to Berkeley Playhouse to see if they have interest in participating in Thursdays Nights in the Elmwood 6. Michelle to emails merchants to let them know about small business Saturday merchandise & Thursday Nights in the Elmwood 7. Melissa to send new version of sign for approval. 8. Jason to talk to city regarding removing newsletter containers for "garbage" 9. Cityscape Committee to meet 10. Send out final financial report to the merchants participating. Suggestion if merchants want to donate their fees to beautification 11. Wen to have more cards printed 12. Melissa & Michelle to work with Adrienne to discuss how Berkeley Police didn't respond to call when Donato's private event had demonstrators (trespassing on property). The police called twice and didn't show up. 13. Everyone to email Jason with any ideas to discuss with Jordan Klein May 19th Action Items: 1. Jason to follow up with Emily Murphy regarding Ashby 4-6pm parking enforcement 2. Claudia to follow-up won reclaiming some red parking spots	
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8	10:56 – 10:59	Announcements : Next EBA Board meeting 11/17/17	
9	11:00	Adjourn	