



ELMWOOD BUSINESS ASSOCIATION

BOARD MEETING AGENDA

Board Meeting Date: Friday, August 24, 2018 at McGuire Real Estate, 2991 College Ave

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

Attendees: Melissa Hatheway, Paula Wells, Andrew Han, Kristi Roberts, Rachel Rodriguez, intern, Dan Polsby, Michelle Schorr, Claudia Hunka

Estimated Time:		Action:
1	9:30 – 9:34	Welcome/Introductions
	9:35 – 9:50	<u>Emergency Preparedness for Business – Rachel Rodriguez, City of Berkeley:</u> • OES is part of the fire department. They handle big disasters & Rachel's department (Public Health Emergency Preparedness) is infectious disease and emergency plans. OES + Public Health Emergency Preparedness = Berkeley Ready • Items for our businesses to think about in the event of an emergency ○ What happens without water, electricity, personnel – how long would your business be ok without these and what backup plans could you put in place. ○ What is the system in place for stores with food expiring will you give it away or sell it? ○ Do you have a backup cash register system that doesn't rely on electricity? ○ In general plan for 72 hours of not getting home/having resources. • Individual things to plan/think through: ○ On top of your disaster kit you should have a list of 5 things to bring (phone charger, laptop, picture box, water, medication, etc. or whatever is important to you) ○ Have a work disaster bag (pants, sweatshirt, flashlight, tennis shoes, socks, glasses, medications, etc.) ○ It is important to have a radio to listen to which will let you know information. • Rachel is our contact with the city and is trying to build a network to communicate with agencies and businesses. • The Public health Emergency Preparedness group has lots of new materials and Rachel is hoping to put it online and so we can send it out to our merchants. • We could create a phone/email tree (and possibly partner info) for quick dissemination of information. • They offer a 1 hour presentation on emergency preparedness for businesses/neighborhood if we want to schedule. Kristi to forward information to CENA.



Estimated
Time:

Action:

2	9:51- 9:55	Approval of consent agenda • Minutes from Board meeting 072018 – approved • Approval of financials – approved	• Minutes from 7/20/18 approved. • Financials approved
3	9:56 – 10:00	Approval of agenda	• Approved agenda
4	10:00- 10:29	New Business: 4.1 Parklet permitting update – application is in and being routed for review. 4.2 Wine Walk committee – need postcards, need to market tickets, maybe use easy-up for ticket check-in. It would be ideal to have Channel 2 do a slideshow regarding our wine walk. Melissa to email channel 2 and provide pictures.	○ Wine walk to do: need postcards printed and handed out, need to market tickets, maybe use easy-up for ticket check-in ○ Melissa to contact Channel 2 regarding Wine Walk
5	10:30 – 10:50	Committee Reports 5.1 Cityscape Committee- back parking lot work completed, next need to talk about weeds being removed. 5.2 Events Committee – current attendees: Paula, Claudia, Joe, Jason, Adriana 5.3 Governance Committee ○ Information from BBDN meeting – every district is getting an Ike – electronic kiosk with information for events and transportation. We will need to determine where we want it installed. ○ Planning from Office of Economic Development – next meeting October 3rd meeting. ○ Small Business Forum meeting will be in early November. ○ Solano Stroll is September 9th, want to staff booth with our postcards if we want? Michelle to drop off postcards to Buylocalberkeley	• Michelle to drop off Wine Walk postcards to Buylocalberkeley for the wine walk



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		Event committee: • Banner-Next steps are to determine size and feasibility. • Ask Bill to design Elmwood large postcard for events for Oct, Nov, Dec. (printed by September 15th). Paula to send content to Dan • Will have a “mummy” scavenger hunt. • Dan to ask Berkeley School Fund for student art. Michelle to get paper to schools & pickup once logistics determined • Food Drive (Alameda County food bank) barrels approximately Nov 8-22nd • Santa Village’s – Kristi to connect Paula with contact at McGuire’s space to see about using it. • Next meeting Tuesday at 5:15pm at 8/28. • Event committee is doing a lot of work.	
7	10:51 – 10:55	Old business 7.1 Holiday Lights – ideally across roofline. Look at La Med’s lights and see if that is the size of the bulbs we want. LEDS do not use as much electricity. Claudia and Paula to research.	○ Claudia and Paula to determine what lights we want to use across buildings.



Estimated
Time:

Action:

		Action Items: August 24th Action Items: • Wine walk to do: need postcards printed and handed out, need to market tickets, maybe use easy-up for ticket check-in • Melissa to contact Channel 2 regarding Wine Walk • Michelle to drop off Wine Walk postcards to Buylocalberkeley for the wine walk • Claudia and Paula to determine what lights we want to use across buildings. • Michelle to email photos to Claudia re wine walk. July 20th , 2018 Action Items: • Paula to work with Bill on design of banner. Then get quotes on cost and permitting • Paula and Andrew to work on making Board member name lanyards. • Dan to ask Berkeley Public School Fund to partner with us to invite schools/local students to participate • Melissa to send around pricing for each of Berkeleyside, Oakland Magazine, Claremont and Valpak for advertising. • Dan to ask Kevin Gordon if we can put up lights outside Lululemon but waiting for specific information to request • Michelle to add to future agenda – parklet “Come to the Park” event June 15th , 2018 Action Items: • Michelle email past participants of wine walk for involvement in beer walk. • Michelle to find PR materials for tagline from prior work Maureen led • Making posters from berkeleyside ads.	
8	10:56 – 10:59	Announcements – next meeting Friday, September 21st	
9	11:00	Adjourn	