

DRAFT
OAK PARK BUSINESS ASSOCIATION

Minutes of the Full Board Meeting

June 9, 2010 – 12:00 Noon

Stockton Blvd Resource Center - 5625 Stockton Blvd, Sacramento, Ca 95824

Board Members:

Stuart Eldridge (Chair)	Vince McDonald (Vice-Chair)
David Lambertson	Patrice Miller
Michael Luna	Councilmember Lauren Hammond
Matt Hertel (SHRA)	Ron Vrilakas
County Supervisor Roger Dickinson	

PRESENT: Hertel (SHRA), Luna, Vrilakas, Eldridge, Miller, Lambertson, McDonald; STAFF: Lisa Cordell, Terrence Johnson; Guests: Sharon Eghigian (Weed and Seed).

ABSENT: Hammond and Dickinson.

WELCOME: Stuart Eldridge opened the meeting at 12:10pm by welcoming everyone in attendance.

APPROVAL of MINUTES: Patris Miller made a motion to approve the May 2010 minutes, Ron Vrilakas seconded, all voted aye.

FINANCIALS: Patris Miller made a motion to approve the May 2010 financials as is, Ron Vrilakas seconded, all voted aye.

Community Against Sexual Harm Event: The Full Board was presented a sheet with the statistics for January through May 2010 for review.

Oak Park Farmers Market: Sharon Eghigian updated the Full Board on the Farmers Market. She explained that they are trying to get more vendors involved. They have recently acquired an olive oil and cheese vendor. The grand opening of the market attracted 1000 to 1500 people. They are now accepting EBT cards and WIC coupons. Stuart Eldridge explained that the OPBA is going to sponsor the market in the amount of \$2500.00 dollars and is working on the MOU Sharon to review. The OPBA requested that Sharon put together a meeting to go over marketing and logistical strategy's. Sharon Agreed and set the meeting date for June 15th at 4:00pm at Neighborworks building. Terre will bring the check to the meeting.

Weed and Seed – Block By Block Program: Sharon Eghigian has submitted a letter to the OPBA requesting 10K in match funds for the Weed and Seed, Block by Block program. All Full Board members were given a copy of the letter in there packets for review. Stuart Explained to Sharon the Board would like to discuss the contribution more thoroughly and that he would get back to her with the funding decision.

Street Sign Toppers Project: Lisa Cordell informed the Full Board Members that the Street Sign Toppers are currently in production and should be installed by the first week in July.

Banner Project: The Full Board was given a copy of the template that the banner subcommittee chose. The subcommittee explained that they would be meeting after the Full

Board meeting to make a final selection of the architectural photographs that will be used on the banners.

Oak Park Business Directory: Lisa Cordell informed Full Board that the color chosen for the new 2010-2011 directory is blue. The Board was given a copy of the cover with the new color. The Board agreed on the color. Lisa Cordell explained that the Oak Park Historic District will have its own page with the magnified boundaries. The district was too small when laid out on the original map.

Prostitution Abatement Business Letter/Packet: Lisa Cordell presented a letter that addresses the C.A.S.H Program and a solution for businesses owners with prostitution activity taking place in front of their business. The letter will be accompanied by a sheet that business owners can use to take down important information that the police department or members of C.A.S.H. will need to identify the individuals involved in the activity. The Full Board liked the idea and gave several suggestions as to how to make the letter more attractive to business owners. Lisa will take the suggestions and incorporate them into one letter, which she will send out to the Board for approval. The letter will then be sent to Stuart along with the brochure to be printed. The packet will then be sent to Mailrite for a quote on packaging and mailing.

Executive Committee Meeting: The Full Board decided to have a July executive committee meeting and will make a decision regarding the August executive committee meeting then.

Announcements:

Matt Hertel - announced that the MLK project is underway. He also mentioned that the design review for the Food Bank's Education offices on 3rd Ave, will take place at the July 15th at the RAC Meeting. RAC meetings are now being held quarterly.

Adjourn: Meeting was adjourned at 1:30pm.