

Moraga Chamber of Commerce Meeting- Oct 28th 2008

About 35 people in attendance.

Presentation by Jim Negri, AUHSD Superintendent. Due to obsolete administrative analysis by the state, our district is considered low wealth and on average, we get \$600 less per student from the State than other districts. Parents' clubs and foundations gave the district \$1million last school year to offset the lack of income. However, the district needs to maintain and improve its physical properties that are now quite old. That's why measure E is on the ballot: the bond aims at allowing capital improvement for all 5 campuses, including Campolindo. It does not raise taxes; simply extends the termination of the existing tax.

Presentation by Neal McSherry Director of tickets sales. The goal of the athletic department is to get student attendance up at all the sports games on campus. To achieve this a system of points is being set up that the students will earn as they come and cheer their college teams. The college has set in place a tracking system that allows them to automatically maintain the students points. McSherry thinks that the business community could be involved at 2 different levels: first by giving out coupons or merchandise to students who go to the games, and second, the businesses themselves could be part of the reward system. The St Mary's men have identified 21 businesses that could interest students. Neal wants to get together with them and brainstorm ideas to increase the synergy between town and campus.

Edy Schwartz presented the developing plans for the 3rd annual "Season of Light" event. This year the festivities will happen in both shopping centers. All merchants are encouraged to decorate their windows to attract shoppers and offer little treats and special shopping incentives. To help lure residents to our shopping centers, music groups from local schools will perform during the event. The date is December 6th, from 11 a.m. to 2 p.m. The Town of Moraga tree lighting will follow in the evening.

A vote was conducted to elect the new Board.

Returning members: Edy Schwartz, Wendy Scheck, Larry Tessler.

New members: Ellen Beans, Individual, Yelena Mucovich, Global Security Systems, Mike Lawrence, manager Longs at the Rheem & Moraga Centers, Ravi Singh, owner of Rheem Auto, Tim Farley, Director, Community & Government Relations St. Mary's College, Walter Nelson, realtor Caldwell Banker, Dimitry Bokman, manager of the Union Bank of California.

The State of the Town Address will be held on November 19th.
The businessperson of the year will be announced. Votes were cast for this person during the Chamber meeting; results will be announced on the 19th. The Chamber will serve the wine at this event. A call went out for volunteers to help pour for this evening. If you can help, email Edy at Edy321@comcast.net

Next Chamber meeting: The next Chamber meeting is Friday, November 21st 7:30 AM coffee and muffins, meeting from 8:00 AM to 9:00 AM at the Hacienda. David Gill, Saint Mary's professor, will speak on business ethics.

Save the Date;

Chamber Holiday Party –
Tuesday evening December 21st
-Aegis of Moraga -