



**Willow Glen Business Association
Board of Directors Meeting
January 14, 2014, 8:00 am**

Willow Glen Community & Senior Center, 2175 Lincoln Ave.

Board Members and Staff Present:

Greg Barr, Chris Bertucelli, Jess Gutierrez, Mimi Braatz, Bob Nakano, Tim Mulcahy, Lynne Rovai, Arlene Zarou-Cooperman, Robyn Levine, Valerie Merklin (WGBA Staff), Scott Hunter (WGBA Staff)

Board Members Absent:

Tom Crail, Henry Flynn, Scott Howell, Sean Hanley, Mark Orr, Linda Ruiz, Valerie Lewis

Community Members Present:

Tom Trudell, Our Avenue Committee; Robert Hernandez, Squiber; Kathryn Medina, Squiber; Mary Gottschalk, WG Resident; Rich Sutton, resident; Melrose Cacal, District 6 Councilmember office

Call To Order and Quorum:

The meeting was called to order by President Jess Gutierrez at 8:07 am. Jess asked that the minutes reflect that Sean Hanley and Scott Howell have not attended more than two meetings consecutively, so are no longer members of the board. Thus attendance of at least seven board members constitutes a quorum for this meeting in order to conduct business.

Review and Approval of December 10, 2013 Minutes: Tim Mulcahy made a motion to approve the minutes of the December 10, 2013 board meeting. Chris Bertucelli seconded. Lynne Rovai and Greg Barr abstained as they were not present at the December board meeting. Motion approved.

Executive Committee Report: Jess Gutierrez reviewed the minutes of the January 7, 2014 Executive Committee meeting. He noted that ballots were mailed in December and are due back by January 20, 2014. All candidates ran unopposed so all nominees will be joining the board. Officers for 2014 will be elected at the February 11, 2014 meeting.

Treasurer's Report: Tim Mulcahy presented the financial reports, including the current Balance Sheet and P & L Statement. Greg Barr made a motion to approve the financial reports. Lynne Rovai seconded. Motion approved.

Member Relations Committee: Arlene gave an update on the activities of the Member Relations Committee, which has requested that the name of the committee be changed to the B2B Committee. Arlene made a motion to approve the name change. Robyn Levine seconded. Motion approved. Arlene also gave an update on the upcoming blood drive and business expo set for Saturday, February 8, 2014.

Our Avenue Committee: Tom Trudell reviewed minutes of the January 7, 2014 Our Avenue Committee meeting. The OAC is currently working on their work plan and proposed budget for FY14-15. Tim Mulcahy asked the OAC to consider requesting that the city paint lines for parking spaces along Lincoln Ave at their next meeting and make a recommendation to the board at the February board meeting.

Strategic Marketing Committee: Mimi Braatz reviewed the minutes of the January 9, 2014 Strategic Marketing Committee meeting. She noted that the new chairs of this committee will be Gregory Hom and Robert Hernandez and the new regular meeting time will be the first Thursday of the month at 5:30 pm.

Promotions & Events Committee: Lynne Rovai gave an update on the Promotions and Events Committee. A February promotion is currently underway and she thanked Gregory Hom for donating the artwork for the posters. The next major fundraising event is the Spring Wine Walk, set for Saturday, April 26, 2014.

Dancin' on the Avenue: No report, this committee will begin meeting again on January 22.

WGNA: No report from WGNA this month.

Open Forum: Guests introduced themselves and were welcomed by the Board.

Associate Member Applications: Bob Nakano made a motion to approve Associate Membership for Peter Allen Media and Willow Glen Storage. Motion approved. The Associate Member application and price structure for 2014 was also reviewed. Valerie Merklin will make edits discussed and present a final draft for approval at the February board meeting.

Meeting adjourned by Jess Gutierrez at 9:00 am.

Respectfully submitted,

Lynne Rovai, Secretary