



**Willow Glen Business Association
Board of Directors Meeting
February 11, 2014, 8:00 am
Willow Glen Community & Senior Center, 2175 Lincoln Ave.**

Board Members and Staff Present:

Greg Barr, Chris Bertucelli, Henry Flynn, Emilie Highley, Tim Mulcahy, Scarlet Myers, Sharlene Pala, Lynne Rovai, Steve Rubino, Linda Ruiz, Tom Trudell, Arlene Zarou-Cooperman, Valerie Merklin (WGBA Staff), Scott Hunter (WGBA Staff)

Board Members Absent:

Gregory Hom, Bob Nakano

Community Members Present:

Mary Gottschalk, WG Resident; Peter Allen, Peter Allen Media; Torie O'Reilly, Willow Glen Community Center; Frank Guerrero, WG Elementary PTA; Alexis Cherniavsky, WG Elementary PTA; Carole Demkowski, Three Sisters; Richard Zappelli, WG Neighborhood Association; Erik Fong, WG Neighborhood Association

Call To Order and Quorum:

The meeting was called to order by Tim Mulcahy at 8:07 am and a quorum was present.

Election of Community Members to the Board:

Henry Flynn, Chair of the Board Development Committee, recommended that Greg Barr, Henry Flynn, Emilie Highley, and Tom Trudell be elected to the board for 2014-15 as Community Members. Lynne Rovai made a motion to appoint all four as community members of the board. Tim Mulcahy seconded. Motion approved.

Election of Officers:

Henry Flynn, Chair of the Board Development Committee, presented a proposed slate of officers for 2014 as:

Tim Mulcahy, President

Lynne Rovai, Vice President

Scarlet Myers, Treasurer

Chris Bertucelli made a motion to approve election of the above slate of officers. Arlene Zarou-Cooperman seconded. Motion approved.

No board members were interested in the office of Secretary at this time. Henry asked that all board members consider it over the next month and let him or Valerie Merklin know if they have questions or need more information about this officer position so it can be filled at the March meeting.

Review and Approval of January 14, 2014 Minutes: Lynne Rovai made a motion to approve the minutes of the January 14, 2014 meeting. Henry seconded. Motion approved.

Executive Committee Report: Tim Mulcahy noted that there was no executive committee meeting held prior to this board meeting due to it being an interim period before officer elections.

Treasurer's Report: Tim Mulcahy presented the financial reports, as he was previously the Treasurer. Scarlet Myers, now Treasurer, will give the financial report going forward. The WGBA staff will be closely monitoring expenses as cash flow is a bit tight right now before income from upcoming special events (wine walk and Dancin' on the Ave) and the March CBID check come in. Henry Flynn made a motion to approve the financial reports. Lynne Rovai seconded. Motion approved.

Proposals for outsourcing the bookkeeping function of the WGBA office were reviewed and discussed. Henry Flynn made a motion to contract Pro Temp Accounting Solutions for bookkeeping services. Greg Barr seconded. Motion approved.

B2B Committee: Arlene gave an update on the recent blood drive and business expo held on Saturday, February 8, 2014. The event was a great success, with over 22 businesses participating and the number of units of blood exceeded the goal set for the day of 30 - 41 units were actually collected, saving potentially 123 lives. The next event will be an educational mixer held in March.

Our Avenue Committee: Tom Trudell reviewed minutes of the February 4, 2014 Our Avenue Committee meeting.

The board reviewed the proposed RFPs for sidewalk maintenance and landscape maintenance in the CBID. Henry Flynn made a motion to approve the RFPs. Lynne Rovai seconded. Motion approved. If any board members would like to suggest a vendor to receive either or both RFPs the contact information should be submitted to Valerie Merklin.

The board discussed a request from the WGNA to submit a letter of support to the DOT regarding a "road diet" on Lincoln Ave. to increase pedestrian safety. Tom Trudell made a motion to send the DOT a letter of support for the WGNA's request that a road diet on Lincoln (to include all of the CBID area), be a priority to improve pedestrian safety. Tim Mulcahy seconded. Motion approved.

The board discussed adding parking designation lines on Lincoln Ave. to increase the number of parking spots, since some cars take up more space than necessary. Tom Trudell made a motion to send a letter of support to the DOT requesting that these lines be put in place on Lincoln Ave. within the CBID. Greg Barr seconded. Motion approved.

The board also discussed an email from the WG Neighborhood Association regarding fire and EMS coverage, in particular the need for Fire Station #37 to be built and staffed to ensure adequate coverage for the business district. Tom Trudell made a motion for the WGBA to submit a letter of support to the city for the building and staffing of fire station #37. Tim Mulcahy seconded. Motion approved.

Strategic Marketing Committee: Valerie Merklin gave an update on the February 6, 2014 meeting. Two sponsorship requests were presented for the board to consider, one for the WG Elementary 5K and one for the WGNA Safe Routes to Schools program. Henry Flynn made a motion to table approval of these two donation requests until the new Executive Committee can meet and discuss further and make a recommendation to the board for consideration. Lynne Rovai seconded. Motion approved.

Open Forum: Guests introduced themselves and were welcomed by the Board at 9:00 am.

Promotions & Events Committee: Lynne Rovai gave an update on the Promotions and Events Committee. A February promotion is still underway and planning is also underway for the Spring Wine Walk, set for Saturday, April 26, 2014. The P&E Committee is also considering developing a new promotion on one Friday evening per month in the summer months. A survey will be sent out to members to determine if there is enough interest in participating to develop the concept further, as it will only be successful if enough businesses are willing to stay open late and participate.

Linda Ruiz suggested that a photo gallery be put on the website highlighting what different businesses have to offer for Valentine's and for future holidays/events, as photos may be more effective than a list of special offers.

Dancin' on the Avenue: Tim Mulcahy review the minutes of the January 22, 2014 Dancin' on the Avenue planning committee meeting. The next meeting will be Wednesday, February 26, 2014.

WGNA: Richard Zappelli gave an update on WGNA activities. The next WGNA meeting set for February 25, 2014 will feature a discussion on the state of homelessness in San Jose.

Associate Member Applications: The revised Associate Member application form was reviewed. Henry Flynn made a motion to approve the 2014 application form with the edit of the fee for banks being changed to \$240. Arlene Zarou-Cooperman seconded. Motion approved.

Associate membership for the Willow Glen Community Center was discussed, as they do not have the budget to pay the membership fee but can waive or discount room rentals for the WGBA. Arlene-Zarou-Cooperman made a motion to approve associate membership for the Willow Glen Community Center and waive the fee in exchange for waived/discounted room rentals for WGBA functions. Emilie Highley seconded. Motion approved.

Meeting adjourned by Tim Mulcahy at 9:15 am. The board then went into an executive session to discuss a personnel issue.

Respectfully submitted,

Valerie Merklin, Executive Director