



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, March 11, 2014 • 8:00 am

Willow Glen Community and Senior Center-2175 Lincoln Avenue, SJ, 95125

Present: Tim Mulcahy, Lynne Rovai, Valerie Merklin, Scarlet Myers, Arlene Zarou-Cooperman, Henry Flynn, Scott Hunter, Robert Hernandez, Chris Bertucelli, Steve Rubino, Angela Simas, Sharlene Pala, Tom Trudell, Julie Painchaud, Emilie Highley

1. **Minutes were Approved.**
2. **Board Development Committee:** The following new appointments to the board were confirmed by vote today:
 - Julie Painchaud, Our Secret (Motion: Henry, Second: Tim)
 - Angela Simas, Nothing Bundt Cakes (Motion: Emilie, Second: Steve)
 - Robert Hernandez, Squiber (Motion: Emilie, Second: Steve)
3. **Executive Committee Report:** The following recommendations by the committee were approved by the board:
 - \$1K for a booth at the WG Elementary 5K Run (Motion: Henry, Second: ?)
 - \$500 toward the WGNA Safe Routes to Schools Event (?)
4. **Treasurer's Report:**
 - We are down 18% in accounts receivables.
 - We have received the CBID funds.
 - To date, all bills have been paid.
 - We currently have one 2013 DOTA sponsorship outstanding; Valerie is following up.
5. **B2B Committee:** Information and Events (Scott Hunter gave the update):
 - Networking Event, Monday, March 31st at CitiBank with Bill Alexander, consultant.
 - Committee meeting, Friday, April 4th at 9a, Denny's on Hillsdale Avenue.
 - Discussion about getting the property owners/managers more involved and interested in the community events.
 - Mixers for members, March-June (Check website calendar).
6. **Our Avenue Committee:** Updates and Plans
 - Recommendation to extend parking time behind Le Boulanger; some parking spots will be designated for 3 hours.
 - Additional bike racks are being looked at as a possibility for the avenue.
 - i. A follow up survey will determine where the best placement and which bike racks are being widely used and if we need more in WG.
 - More support is needed for the tasks that Our Avenue has taken on including cleanliness, beautification, graffiti abatement, maintenance of the planters. Some additional items needing follow up from this committee include:
 - i. Planter boxes update: RFPs are being reviewed.
 - ii. Road Diet for Lincoln Avenue requires much work, research and coordination with the City.
 - iii. Historic display needs to be removed from 1202 and relocated.
 - iv. Diridon Station Environmental Impact Report.
 - v. Ball Park Impact.

- vi. Re-striping for parking spaces on Lincoln Avenue.
- vii. Re-painting benches and post boxes on the avenue.

7. Strategic Marketing Committee: The committee is moving ahead with marketing materials and plans to focus on the following to bring in business to the avenue, in this order of priority:

- Residents of WG,
- Residents of nearby communities, and
- Residents visiting SJ.

8. Promotions and Events Update:

- WINE WALK: 35 businesses have signed up to participate.
 - i. We have better representation on the North Side for this event.
- HOLIDAYS: Santa Walter has been booked for Christmas, 2014.
- Other promotional ideas to bring feet to the street: SECOND FRIDAYS:
 - i. Businesses would stay open later on these Friday nights.
 - ii. Street musicians would play in various places on the avenue.
 - iii. We would introduce these night in June, July and August as a test run to see if this helps bring in more potential customers.

9. DOTA Update:

- 1202 has agreed to let us have the main stage again in their parking lot.
 - i. They may be willing to negotiate with their tenants so that for every DOTA event, it is understood in advance that we take over the parking lot.
- We are looking for a Kid's Court manager.
- We have sponsorship from two car dealerships out of the area.

10. WGNA Update:

- Ongoing concerns have been expressed by the WGNA about the lack of fire stations and fire fighters in WG to respond to the 80K inhabitants. The addition of a station at Curtner and Lincoln Avenues is under discussion. Richard Zappelli would like us to draft a letter of support for this proposition.

11. Community Time:

- Frances from Senator Beall's office invited community members to meet Senator Beall at Le Boulanger on April 25th at 8:30a to talk about community issues including Senior Scam Stoppers, Open Space/Green Space.

12. ED Report:

- Primarily working on budget now.
- Exhibiting at an event on March 15th at the SCC Fairgrounds to promote WG.
- Working on marketing ideas for the Farmer's Market through feedback from the community and businesses

13. Associate Memberships for Review: No Membership Applications this month

Meeting Adjourned at 10:10am. Minutes submitted by: Arlene Zarou-Cooperman