



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, April 8, 2014 • 8:00 am

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

Board and Staff Present: Tim Mulcahy, Scarlet Myers, Arlene Zarou-Cooperman, Greg Barr, Scott Hunter, Linda Ruiz, Chris Bertucelli, Angela Simas, Tom Trudell, Julie Painchaud, Emilie Highley, Valerie Merklin, Scott Hunter

Guests Present: Richard Zappelli, WGNA; Chris Roth, WGNA; Peter Allen, WGNA and WGBA Associate Member; Mary Gottschalk, Willow Glen Resident Newspaper; Bob Nakano, Willow Glen Funeral Home; Stacey Madrona, Willow Glen Funeral Home; Jill Hagaman, Built With Principle; Dianne Alesse, Citibank; Scott Howell, Red Dot Fitness

1. **Minutes were Approved as amended;** Remove priorities from the Our Avenue Committee report.
2. **Executive Committee Report:** The following recommendation by the committee was approved by the board:
 - \$1K for a sponsorship at Music in the Glen (1st: Chris Bertucelli, 2nd: Emilie Highley)
3. **Treasurer's Report:**
 - Approved the Treasurer's report. (1st: Greg Barr, 2nd: Tom Trudell)
4. **B2B Committee:** Information and Events (Scott Hunter gave the update):
 - Networking Event, re-cap of March 31st event at CitiBank. Thanks to CitiBank for hosting.
 - Next Event, Monday, April 28th at The Grapevine.
 - Educational Event, June 4th at 8:30a
5. **Our Avenue Committee:**
 - Discussion about defibrillators being placed in strategic places on the Avenue
 - Businesses which carry these will have to have trained staff.
 - Budget also needs to be considered for the purchase and installation of these units in businesses,
 - Planter boxes update:
 - 4 RFPs for planter boxes came back for review.
 - Sidewalk Cleaning Crew update:
 - Only one RFP has been received and it is from the current contractor
 - Electrical Power Review for Outdoor Lights:
 - Can plugs be fixed at the crosswalks? The lights and garland can be wrapped around the archways at the crosswalks for the holiday if the plugs can be repaired.
 - An appeal for more board members to step up to help on the Our Avenue Committee.
 - Meetings are held on the 1st Tuesday of each month at 5p in the WGBA Conference Room.
 - Parking issues were discussed; lack of parking for business owners and customers.
6. **Strategic Marketing Committee:**

- The committee is currently working on determining priorities to put a plan and budget in place.
- Some discussion about making the Public Parking lots on Lincoln Avenue easier to find
 - More obvious or larger signs to mark lots
- Ornaments for Holiday are underway; Mimi Braatz is working on the design.
 - The theme will feature a building or business that is part of WG's history

7. Promotions and Events Update:

- WINE WALK: Sales are going well; we will be featuring a mix of small and large wineries.
 - Volunteers have been added from Coldwell banker, Rotary Club and WG Lions Club
 1. We will add a form for volunteers to access on the website.
- Discussion about introducing a new theme and night of special events to the business district: Willow Glen Wednesdays - Hump Day on the Avenue.
 - We plan to introduce these events on three Wednesday nights; one each in June, July and August as a test run to see if this helps bring in more potential customers. These nights would feature musicians, artists, and special sales, etc.

8. Community Time

- Scott Howell invited the board and community to the Open House of Red Dot Fitness Expansion, Friday, April 11th from 4:30p-9:30p.
- WGNA is partnering with WG Charm and Northside to host the Mayoral Candidates forum.

9. WGNA Update:

- The next general meeting is April 15th
 - The Audubon Society, the Open Space Authority and Friends of Los Gatos Creek will be presenting information.
 - The fresh water turtles are coming back since the cleanup.
 - May 20th is the Bike to School Safety Event.
 - April 22nd the Fire Chiefs will be making a presentation.
 - There was a follow up on the draft of the letter of support for the addition of a fire station at Lincoln and Curtner.
 - There were additional drafts that included council members Sam Liccardo and Pierluigi Oliverio support for an additional water truck, squad/medical car, and another hook and ladder truck.
 - Saturday, April 19th, Easter Egg Hunt, from 10:30a-12p, in Town Square. This is a collaboration with WG Creamery and WG Charm.

10. DOTA Update:

- We have received \$34K in sponsorships.
- We are talking to PayPal as a possible sponsor.
 - The next DOTA meeting is 4th Wednesday at 9a at the WGBA Conference Room.

11. Founder's Day update:

- There was a motion to move ahead with the coordination of the Founder's Day event with WGBA as the sole fiscal and operating agent for this event. Motion was approved. (1st: Greg Barr, 2nd: Julie Painchaud)

12. ED Report:

- Blue ribbons have been used along the avenue for autism awareness; Autism Speaks.
- Event on May 17th; Bike to Shop.

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

Meeting Adjourned at 9:25a. (1st: Chris Bertucelli, 2nd: Scarlett Myers)
Minutes submitted by: Arlene Zarou-Cooperman