



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, May 13, 2014 • 8:00 am

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

Board Members Present: Tim Mulcahy, Scarlet Myers, Arlene Zarou-Cooperman, Henry Flynn, Linda Ruiz, Chris Bertucelli, Angela Simas, Tom Trudell, Steve Rubino, Sharlene Pala, Emilie Highley, Lynn Rovai, Robert Hernandez

Staff Members Present: Valerie Merklin, Scott Hunter

Visitors Present: Rachel Reyes, Council District 6; Leticia Espino, WG Community Center

1. **Minutes of the April 8, 2014 Board meeting were Approved.**
 2. **Executive Committee Report: Re-cap of minutes**
 - **Wine Walk Review:** The event was sold out and surpassed previous sales by reaching nearly \$30K in profit.
 - **501 C (3) status:** Mark Orr, Jess Gutierrez, Scarlet Myers and Tim Mulcahy are drafting the by-laws.
 - **DOTA:** \$34K in sponsorships to date.
 - **Founder's Day:** Since staffing in the WGBA Office is less, we recommended the approval of the \$7500 for increased level of parade coordination and follow up from Upbeat Parade Productions.
 - We also approved the recommendation to hire Claudette Mannina from Designing Leads to continue to find sponsorships for Founder's Day.
- Also discussed moving the monthly board meeting to the third Tuesday of the month to better accommodate preparation of financial reports given that bank statements are not available until a few days into each month. Leticia Espino with the WG Community Center checked the room availability and for the next few months the room is not available, so this was tabled and will be review again at a later date.
3. **Treasurer's Report:**
 - Wine Walk financial success.

Financial Reports were approved.
Budget for FY14-15 was reviewed and approved.
 4. **B2B Committee:** Information and Events (Scott Hunter gave the update):
 - **Educational Event:** June 4th at 8:30a. WGBA will host SCORE, City of San Jose Small Business Dept., and Small Business Development Center of Silicon Valley
 5. **Our Avenue Committee:**
 - Discussed unsafe crossing (outside of crosswalk) that WG Elementary parents and students are doing in the morning from the Le Boulanger parking lot across Minnesota. Will follow-up with outreach to school and PTA.
 - Crosswalk at Meredith Avenue doesn't have lights, at Comerica and the former Stevens Building.
 - Contracts for SJ General Business Maintenance to continue sidewalk cleaning and maintenance and for San Jose Conservation Corps to take over planter maintenance were approved.
 - Discussed sidewalk hazard in front of Buffington House; a letter was sent to property owner some time ago. Tom will follow-up.

6. Strategic Marketing Committee:

- Finished budget.
- Working to connect with volunteers through high schools.
- 5K Run was a great success.
- Farmer's Market: First day back was a great success. We featured Chef Umberto who did a cooking demonstration.
 - We hope to continue offering special activities or events on the first Saturday of each month to bring in more community members.

7. Promotions and Events Update:

- **WG Wednesday:** Working on a plan to introduce these events on three Wednesday nights in place of Ladies Night Out; one each in June, July and August. These nights would feature musicians, artists, and special sales, etc.
- **Christmas Ornament:** This year's ornament will showcase Buffington House.

8. DOTA Update:

- Meeting with the city went well.
- PayPal is a new sponsor and they will have a booth.
- Wells Fargo will sponsor the main stage.
- We only have a few sponsor booths left.

9. Community Time

- Leticia with the WG Community Center introduced Jump Into Summer Recreation Day for families and children. This is a fun free family event, in San Jose on May 17th in Guadalupe Gardens.

10. WGNA Update:

- Bike to School is on Tuesday, May 20th.
- Great Outdoors presentation, on May 15th, which will host guest speakers who will present lots of outdoor family friendly events in our community.
- Discussion about the involvement of WGNA in the Founder's Day Event.

11. ED Report:

- Very busy in the office with DOTA management.

12. Associate Memberships for Review: Approved.

Meeting Adjourned at 9:35a.

Minutes submitted by: Arlene Zarou-Cooperman