



**Willow Glen Business Association
Board Meeting**

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

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

Board Members Present: Tim Mulcahy, Greg Barr, Henry Flynn, Angela Simas, Steve Rubino, Emilie Highley, Lynn Rovai

Staff Members Present: Valerie Merklin, Scott Hunter

Visitors Present: Dawn Morrow, Best Version Media; Sam Marshall, Best Version Media; Karen Hoffert, resident; Chris Roth, WGNA; Monica and Patrick Farnsworth, Sereno Group Real Estate; Peter Allen, Peter Allen Media/WGNA; Melrose Cacal, Council District 6; Jeff Cimoli, La Villa; Carole Demkowski, Three Sisters; Councilmember Sam Liccardo, District 3

1. Tim Mulcahy called the meeting to order at 8:07 am.
2. Approval of the minutes of the June 10, 2014 board meeting was deferred due to lack of quorum.
3. Executive Committee Report: Tim Mulcahy recapped the minutes of the June 26, 2014 Executive Committee meeting. He noted that he and Henry are looking at the possibility of organizing a “taste of Willow Glen” type fundraising event in November.
4. Treasurer’s Report: Deferred - due to the July 4th holiday the bookkeeper was unable to complete financial reports in time for the meeting.
5. B2B Committee Report: Scott Hunter gave an update. Upcoming events include a blood drive at the Farmers’ Market on Saturday, July 19th and a happy hour mixer at the Grapevine on Wednesday, August 6th.
6. Our Avenue Committee Report: Tom Trudell gave an update on the city’s bike projects and reviewed the committee report, including an email from Hans Larsen regarding the WGBA request for parking tips and striping on the crosswalks. Also, Henry announced that he is obtaining bids on painting and replacing lights on the crosswalk arbors.
7. Strategic Marketing Committee Report: No update, committee did not meet.
8. Promotions and Events Report: Lynne Rovai gave an update on upcoming promotions and events:
 - Ladies Night Out will be Wednesday, July 16 - this event was moved to a Wednesday this year so it would not conflict with Music in the Glen on Thursdays
 - Late Summer Wine Walk will be Saturday, August 23
 - Founders’ Day Parade will be Saturday, September 20 – also working on ideas for post-parade activities
9. DOTA Update: Final financial report not yet available but overall beverage sales were down this year due to overcast weather and other competing events. Committee will begin meeting soon to work on next year’s event, which will be the 20th year.
10. WGNA Update: Chris Roth gave an update from the WGNA. He noted that they have received positive comments about this year’s DOTA. WGNA would also like to be involved with organization of the Founders’ Day Parade again this year but need to address some concerns from last year before proceeding.

11. Community Time:

- Resident Karen Hoffert expressed concern about activity and broken glass in the WG Elementary school parking lot during DOTA and throughout the summer months.
- Jeff Cimoli from La Villa announced that their annual car show will take place on Sunday, September 7th. This event benefits 2nd Harvest Food Bank and to date has brought in over 10,000 lbs of food.
- Carole Demkowski from Three Sisters announced that she is organizing an Under One Tent event to take place in the vacant storefront behind Le Boulanger on Saturday, August 23.
- Dawn Morrow with Best Version Media announced that they will soon be publishing a magazine called Willow Glen Spotlight.
- Peter Allen announced that the Campbell Rotary represents the Willow Glen area, as they merged three clubs together. All are invited to attend and consider joining this Rotary Club – meetings are on Tuesdays at 12 pm at EMQ Families First, 251 Llewellyn in Campbell.
- District 3 Councilmember and mayoral candidate Sam Liccardo introduced himself and answered questions.

12. Associate Memberships for Review: Sam's Downtown Feed's associate member application was deferred due to lack of quorum.

Meeting Adjourned at 9:30 am.

Minutes submitted by: Valerie Merklin, Executive Director