



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, August 12, 2014 • 8:00 am

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

**Present:** Tom Trudell, Greg Barr, Julie Painchaud, Emilie Highley, Linda Ruiz, Scott Hunter, Valerie Merklin, Lynn Rovai, Tim Mulcahy, Arlene Zarou-Cooperman

**Absent:** Angela Simas, Sharlene Pala, Robert Hernandez, Henry Flynn, Chris Bertucelli, Steve Rubino, Scarlett Myers, Gregory Hom

1. **Call to Order: 8:07a. No Quorum; minutes were not approved.**
2. **Executive Committee Report: Re-cap of minutes**
  - Pending; Sponsorship Request-La Villa Car Show
3. **Treasurer's Report: No Approval**
4. **B2B Committee:** Information and Events (Scott Hunter gave the update):
  - **Educational Event:** October 6<sup>th</sup>, SEO, on-line marketing panel will be an evening event at BOA or Citibank 6-7:30pm or other location that wants to host.
5. **Our Avenue Committee:**
  - Re-cap of info about the repainting of bus benches
  - Proposed bike lanes from San Carlos to Willow: Tom will attend a city meeting on August 13<sup>th</sup> and report to Exec. Comm.
  - Refurbishment of crosswalk portals: bid was received from a local contractor for \$15,078.49
  - Mailbox re-painting: Meridian branch has a new postmaster and he finally responded to Emily saying that the City will remove the graffiti. Emilie will follow up with the City.

Items still pending: Cleaning/sealing of concrete benches, automatic defibrillators (AED's) for the business district, Relocation of historic posters, OAC recruiting, new bike racks, curb painting.
6. **Strategic Marketing Committee:** No Report. There is a meeting later this month.
7. **Promotions and Events Update:**
  - Wine Walk: We have storage challenges. The last wine walk was sold out and we had to turn away walk ups.
  - Founder's Day: Publication with ads are due today.
    - Parade workshop is on Thursday, August 14<sup>th</sup>
    - Grand Marshall: Frank Fiscalini has agreed to serve.
    - Approx. 60 groups are registered to march in the parade.
  - Trick or Treat: Working to recruit safety personnel.
  - Holiday Event: The ornament is on the way and will feature the Buffington House.

**8. Community Time: Attendees-**

Michael Lerner, Homebodies of Home Repair

Carole Demkowski, Three Sisters

Rachel Reyes, Council Member District 6

Richard Zappelli, Community Member

Laura Mills, Dolcetto

Stacy Madrona, Willow Glen Funeral Home

Brian Hanes, WG Community Center

Torie O'Reilly, WG Community Center

Peter Allen, Arts Commissioner, Peter Allen Media, WGNA

Richard Zappelli, Community Member-Report from R. Zappelli:

- Bike Lanes from San Carlos to Willow Street are being discussed at the next DOT meeting
- Building of Fire Station 31 has been postponed. As a result requests have gone out for additional fire and EMS trucks to serve this area of San Jose.
- This area has seen an increase in home burglaries.

**9. WGNA Update: No report today.**

10. **ED Report:** Ladies Night Out appeared to have been a good night for the businesses. The feedback was positive.

**Meeting Adjourned at 9a.**

Minutes submitted by: Arlene Zarou-Cooperman