



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, September 9, 2014 • 8:00 am

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

Present: Tom Trudell, Emilie Highley, Scott Hunter, Valerie Merklin, Lynn Rovai, Tim Mulcahy, Arlene Zarou-Cooperman, Angela Simas, Sharlene Pala, Henry Flynn, Chris Bertucelli, Steve Rubino, Gregory Hom, Julie Painchaud

Absent: Robert Hernandez, Scarlett Myers, Linda Ruiz, Greg Barr

Meeting was called to order at 8:05 am by Tim Mulcahy, President

1. Minutes Approved

Lynne Rovai made a motion to approve the minutes of the August 9, 2014 meeting. Emilie Highley seconded. Motion approved.

2. Executive Committee Update: Re-cap of minutes

3. Treasurer's Report: Approval of Financials

- a) Made a small profit on the Wine Walk
- b) Founder's Day has received more sponsorship than last year
- c) Lynne Rovai made a motion to approve the financial reports. Tom Trudell seconded. Motion approved.

4. B2B Committee: Information and Events (Scott Hunter gave the update):

- a) Educational Event: October 9th, SEO, on-line marketing panel will be an evening event at Bank of America from 6-7:30pm.

5. Our Avenue Committee:

- a. Re-cap of info regarding the bike lanes. Questions came up regarding whether or not we can control the decision to create bike lanes in Willow Glen if a law has been passed to create bike lanes state-wide.
 - i. Bike Lanes are a piece of a larger project by the City of SJ to reduce car traffic and encourage bike to work.
 - ii. Guest, Jim Lightbody, has worked with the city as a consultant. He stated that the city should have conducted a parking study. There are some situations where bike lanes can be helpful and work to calm traffic. A suggestion would be to put bike lanes from San Carlos to Glen Eyrie to see the impact.
- b. Concern was expressed about the lack of city help with traffic on Lincoln Avenue. Lincoln Avenue was designed to be a through-way, a commute corridor for morning and evening traffic. Despite this, we are on record as recommending the 3-lane initiative.
 - i. The school parking and parents jay walking are ongoing issues at Minnesota and Lincoln.
 - ii. Richard Zappelli talked about another large housing project underway at Curtner and Almaden Expressway which will increase traffic to Willow Glen.

6. Strategic Marketing Committee:

- a) Met and decided to work on the design of a new set of banners for the avenue.

7. Promotions and Events Update:

- a. Wine Walk Review: This event was not as well attended however most businesses were generally happy with the function and process.
 - i. Some comments were shared about the time: Folks thought it was too early (2p-6p) and should be moved to a later time slot to encourage more sign ups.
 - ii. Folks thought there was too much red wine and not enough white wine.
- b. Work is underway on the following events:
 - i. Founder's Day
 - ii. Halloween - Trick or Treat
 - iii. Ladies' Night Out with Tree Lighting
- c. The Beer Event in October needs to be re-structured so that we make more money on this.

8. Founder's Day:

- a. Everything is set for the following components of this event:
 - i. Sponsorship Event
 - ii. VIP Event
 - iii. Full Parade-added the Cable Car which should hopefully lead to bookings
- b. We still need volunteers to work the event.

9. Community Time: Attendees-

- a) Michael Lerner, Homebodies of Home Repair
- b) Melrose Cacal, Council Member District 6
- c) Richard Zappelli, Community Member
- d) Stacy Madrone, Willow Glen Funeral Home
- e) Brian Hanes, WG Community Center
- f) Peter Allen, Arts Commissioner, Peter Allen Media, WGNA
- g) Jim Lightbody

10. **WGNA Update:** The WGNA is working on re-structuring their organization and connecting with the community to learn about the needs.

11. ED Report:

- a. The planters have sprinkler problems but we are working with the Conservation Corp. to make the planters look good without overusing water.
- b. We have to replace the lights with LED and we need to keep the boxes maintained.
- c. There have been complaints about the maintenance crew blowing leaves during business hours. Now they come earlier so there are complaints that they are not seen and therefore appear to not be working on the avenue.

12. New Business

- a. La Villa Deli is interested in closing Lincoln Avenue for future Car Shows and wanted to review the possible costs involved with WGBA staff.

13. Associate Member Approval

Three new associate members were unanimously approved: Sam's Downtown Feed, Homebodies Total Home Repair, and Community of Infinite Spirit

14. Meeting Adjourned at 9:25a.

Minutes submitted by: Arlene Zarou-Cooperman