



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, October 14, 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, Robert Hernandez, Henry Flynn, Chris Bertucelli, Steve Rubino, Julie Painchaud

**Absent:** Gregory Hom, Sharlene Pala, Scarlett Myers, Linda Ruiz, Greg Barr, Angela Simas

**Call to Order**

1. **Minutes Approved. Emilie Highley made a motion to approve the minutes of the September 9, 2014 meeting. Lynn Rovai seconded. Motion approved.**
2. **Executive Committee Update:** Review of minutes.
  - a) **Founder's Day:** Confirmed 2 year contract with Claudette to continue solicitation for sponsorship for Founder's Day and DOTA.
    - a. Claudette receives a commission of 25% of all sponsorships.
  - b) **Nominations Committee:** Recommending an amendment to the by-laws to change or clarify the terms of office for community members.
  - c) **Planter Boxes:** Discussion about the Conservation Corp's inability to care for the planter boxes and the inaccessibility of water.
  - d) **Archways:** Decision pending about the proposals for maintenance, painting and new lighting for each of the archways. Need to look at cash flow since this project was not in the approved budget.
3. **Treasurer's Report:** Due to the power outage on Lincoln Avenue, the Treasurer's report could not be run.
  - a) Since we had an approx. loss of \$5K for Founder's Day and the Wine Walk was not as successful as in the past, we need to introduce another option as a fundraising alternative.
4. **B2B Committee:** Information and Events (Scott Hunter gave the update)
  - a) **Educational Event:** In October we had an event at Bank of America and had 12 community members attend. It went well and those that attended appreciated the social media info that was shared.
  - b) **Holiday Party:** Our upcoming holiday party is slated for Wednesday, December 10<sup>th</sup>, from 6p-7:30p at Comerica Bank.
    - i. We will need volunteers to help us solicit food, drink and raffle items from our community businesses.
5. **Our Avenue Committee:**
  - a) **Planter Boxes, continued:** Conservation Corps has not been able to keep up with our planter box needs and are frustrated with the sprinkler system issues
  - b) **Construction graffiti on sidewalk** needs to be removed.
  - c) **Coney Island light fixtures** are not working. This seems to be related to a panel which is not working near Bank of America.

- d) **ACTION ITEM:** Public Art Project, Benches: Stacy Houghton, with Valley Painting Parties, is facilitating a project for children to design scenery for each of the benches on the avenue. 11 designs will be chosen and then they will be paired with a sponsor.

**Motion to approve the Bench Art Project was made by Lynn Rovai. Emilie Highly seconded and the board approved the motion.**

- e) Bike Racks: Businesses will be asked for approval before placing bike racks in front of their businesses.
- f) **Presentation by the Department of Transportation (DOT)**, John Brazil and Paul Smith, Deputy Directors: Proposal is to connect downtown San Jose to Willow Glen via bike lanes that will run from San Carlos Avenue to Willow Street. This would complete the 400 mile street network that is the goal of the DOT. Lincoln Ave. would lose approx. 50 street spots as a result of this project. The DOT noted that there are 300 parking spaces available however they recognize that these are private parking lots and will not necessarily be accessible to the customers of the businesses that are losing their street parking. The DOT also noted that bike lanes impact traffic by slowing it down and the addition of the lanes will make it safer for all cyclists.
- i. Views were expressed by the board and community about the impact of adding bike lanes to Lincoln Avenue. Given the current lack of parking spaces on Lincoln Avenue, a concern that private parking lots may be compromised and the impact on adjacent streets, the Our Avenue Committee was not convinced that bike lanes would be a positive change for Lincoln Avenue and will not support the proposal at this time.
    1. Lincoln Avenue has other needs which include traffic mitigation; slowing down traffic with traffic lights or stop signs and pedestrian safety through more clearly visible crosswalk signage or lights.
    2. We need to form a joint committee with the DOT to find a solution for these and other traffic issues.
  - ii. Pierluigi Oliviero addressed the board to add that if we want to do a road diet study, let's implement that now and judge the impact on the avenue. This is based on prior discussion of a Road Diet.
  - iii. Richard Zappelli talked about the increase in traffic to Willow Glen.

**ACTION ITEM: A motion was made by Lynn Rovai to reject supporting the proposal to add bike lanes from Willow Street to San Carlos Avenue due to the loss of parking and impact on the businesses. Emilie Highley seconded the motion. Motion passed.**

**6. Community Time: Attendees-**

- a) Gary Rovai, Goosetown Lounge
- b) Pierluigi Oliverio, Councilman, District 6
- c) Richard Zappelli, WG Stakeholders, Community Member
- d) Stacy Madrone, Willow Glen Funeral Home
- e) Chris Roth, WGNA
- f) Parisa Shelton, Morning Crane Health Center
- g) Donald Prolo, Property Owner
- h) Stacey Houghton, Valley Painting Parties
- i) Paul Smith, SJ DOT
- j) John Brazil, SJ DOT
- k) Saloni Sharma, District 6
- l) Doug Soden, Willow Web

7. **Strategic Marketing Committee:** No updates.

**8. Promotions and Events Update:**

- a. Holidays: Santa is set and the ornament is ready.
- b. Events Calendar is set for 2015.
  - i. An Arts Show is calendared for May 2-3.
- c. Founder's Day: Make a change to the time frame so that we can keep people on the street after the parade.
  - i. Possible options: Offer an art and wine festival, children's activities, a harvest festival.
- d. Look into having the WGBA take more of a role in organizing the beer event next year

9. **Associate Membership: No Quorum for approval of new applications**

**Meeting Adjourned at 9:45am**

Minutes submitted by: Arlene Zarou-Cooperman