



**Willow Glen Business Association  
Board Meeting**

Minutes of Wednesday, November 12, 2014 • 8:00 am

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

**Present:** Tom Trudell, Emilie Highley, Julie Painchaud, Linda Ruiz, Angela Simas, Scott Hunter, Valerie Merklin, Tim Mulcahy, Henry Flynn, Greg Barr, Arlene Zarou-Cooperman, Robert Hernandez, Steve Rubino

**Absent:** Gregory Hom, Sharlene Pala, Scarlett Myers, Chris Bertucelli, Lynn Rovai

**Tim Mulcahy called the meeting to Order. Valerie welcomed the guests and thanked them for being here.**

1. **Minutes of October 14, 2014 Meeting Approved. Henry Flynn made a motion to approve, Emilie Highley seconded.**
2. **Executive Committee Update:** Review of minutes.
  - a) 990 has been completed.
  - b) CBID financial review will be presented at this meeting. (See note below).
  - c) All Board members that have finished their terms have agreed to continue for another term of office.
  - d) Fundraiser is set for March 14, 2015; committee will meet to determine the details of venue, food, entertainment, etc.
  - e) Ladies Night Out is set for Wednesday, Dec. 3.
  - f) Shop Small Business Saturday will also have a donation barrel for food for Second Harvest Food Bank.
  - g) Road Diet Trial: More info below.
  - h) Archway Maintenance proposal is on hold pending review because it was not part of the budget.
  - i) Other Business:
    - a. USA Today stands have not been filled so follow up on the delivery of paper or removal of the boxes.
    - b. Crosswalk lights are out on the avenue.
    - c. We have received more complaints about the violinist.
    - d. Additional issues have arisen with the unstable behavior of one of the homeless.
3. **Treasurer's Report:** Valerie reported that our taxes have been completed and we had a presentation by Linda Boman who is our CPA on the annual financial review.
  1. We are required to have a formal review pertaining to the CBID funds that come from the City of SJ. The report satisfies the requirement for the City of SJ review. The important piece is the second to last paragraph which tells the city that our processes are in order. We will be required to have a full audit in 2021.
  2. **A motion was made by Henry Flynn to approve the formal review report from Boman Accounting Group; Tom Trudell seconded the motion. Motion was approved.**
4. **A Test Plan for the Road Diet was presented by Our Avenue Committee:**

1. The WGBA directed Tom Trudell and the Our Avenue Committee to get input from the community regarding the Road Diet. They met with Chris Roth, WGNA, Tim Mulcahy, and Hans Larsen and John Brazil with the DOT and Pierluigi Oliviero.
2. This process will take a few months to define, and will include a work plan to show how this project would be implemented. There is some funding from District 6 to implement this project and the projected time frame for the test plan would be Spring, 2015.
  - i. Hans Larsen, with the DOT, presented and expressed his pleasure at working with the businesses and community to develop and design a Multi-Modal safety project in the business district which will calm traffic and create a safer environment for pedestrians.
    1. Concerns were expressed about the diversion of traffic; where it would go and what kind of impact it would have on the remaining streets. A reference point is the road diet that was done in downtown SJ.
    2. The work plan will clarify what we are testing and what the end project looks like, including the start and end points of the pilot. It will also involve soliciting feedback from the community.
      - a. Lincoln Avenue is due for street maintenance work in fall 2015 so this may be the perfect opportunity to test this out.
      - b. WGBA staff showed a video about Road Diets and public discussion followed the video.

Pierluigi O. summarized by saying that the DOT is following up on an idea that has been expressed for years about bringing Lincoln Avenue to two lanes in the downtown. So this is the time to move ahead, do the test case and make a decision.

#### Concerns/Recommendations from Community Attendees:

- If the neighborhood streets become an alternative thoroughfare, look at synchronizing the lights/crosswalks for safety.
- A neighbor who lives on Willow Street expressed concern about getting in and out of his driveway and the fumes from the traffic.
- Take a look at the impact of deliveries on businesses. Perhaps a letter to the businesses and property owners to recommend delivery times that are off of the regular commute hours.
- Send an educational/informational letter that should go out to the neighborhood followed up by a meeting in the neighborhood to explain what a Road Diet is.
  - Chris Roth announced that there will be a Community Meeting on November 20<sup>th</sup> at Willow Glen Elementary School, 7p-9p.

**Greg Barr made a motion to recommend that the WGBA support the DOT moving forward with a Road Diet pilot; Henry Flynn Seconded. Motion was approved.**

Next step is to form a working group to provide feedback and support to the DOT in developing the plan for the pilot. Tom Trudell will lead the development of this working group.

5. **B2B Committee: Information and Events** (Scott Hunter gave the update)
  - a) Holiday Party: Holiday party planning is underway; Wednesday, December 10<sup>th</sup>, from 6p-7:30p at Comerica Bank.
    - i. We still need volunteers to help us solicit food, drink and raffle items from our community businesses.
6. **Our Avenue Committee:**
  - a) Conservation Corps and Henry are working with a nursery to fill the planter boxes.

- i. Valerie is looking into a possible grant with the water district to procure more drought tolerant plants.
- b) Public Art Bench Painting project has been extended to the spring due to low submissions.
  - i. Emilie is also working with Pierluigi's office to re-paint the curbs and mailboxes.
- c) Coney Island light fixtures have been fixed.
- d) Archway project is still pending.
- e) Concerns/Recommendations:
  - Issues with the homeless on private property have come up; business owners should call the police if this is a problem.
  - The debris box on Minnesota and Lincoln needs to be cleaned, Valerie will talk to the maintenance crew about cleaning it.

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

**8. Promotions and Events Update:**

- a) Ladies' Night Out is set for Wednesday, Dec. 3 so it will not conflict with the tree lighting. It will also include an accessory drive for Dress for Success.
- b) Holidays with Santa and Cable Car Rides are scheduled.
- c) Small Business Saturday will be November 29<sup>th</sup> and will include a canned food collection for Second Harvest.
- d) DOTA's 20<sup>th</sup> Anniversary is moving forward. We will use an updated version of one of the old logos.
- e) Beer Walk went well.
  - a. One comment was that the Check In was too far away from the businesses located nearer to Minnesota Avenue. Recommendation is to add a second check on the other end of the avenue as has been done previously.
- f) A Sidewalk Art Show was added to the calendar in May.
  - a. This event will be coordinated by someone else so we will have minimal work. Also the city has confirmed that there will be no additional costs.

**9. Community Time: Attendees-**

- a) Samantha Dowell, Psychologist located at Lincoln Avenue and Willow Street
- b) Dale Bryant, Willow Glen Resident
- c) Saloni Sharma, Intern, Council Member District 6
- d) Stacy Madrona, Willow Glen Funeral Home
- e) Brian Hanes, WG Community Center
- f) Roz Will, Veterinarian. Recently opened Willow Glen Pet Hospital
- g) Tom Gurske, Get Insurance
- h) Michael Mulcahy, SDS NexGen
- i) John Brazil, City of San Jose DOT
- j) Hans Larsen, City of San Jose DOT
- k) Lynda Boman, Boman Accounting Group
- l) Richard Zappelli
- m) Dan Dyer, resident
- n) Jim Lightbody, resident
- o) Bill Bengiveno, resident
- p) Jan Bengiveno, resident
- q) Dale Bryant, Willow Glen Resident
- r) Pierluigi Oliverio, D6 City Council Member
- s) Rory Moore, Strikeforce Energy

- t) Torie O'Reilly, Willow Glen Community Center
- u) Terry Reilly
- v) Chris Roth, WGNA

10. **ED Report:**

- a. Trick or Treating went well.
- b. November 22<sup>nd</sup> is the last Saturday for the Farmer's Market.

11. **New Business**

- a. **Associate Membership Applications: Henry F. made a motion to approve the Willow Glen Resident and Willow Glen Pet Hospital as associate members. Emilie H. seconded. Motion was approved.**

**Meeting Adjourned at 9:23a.**

Minutes submitted by: Arlene Zarou-Cooperman