



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, January 13, 2015 • 8:00 am

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

**Present:** Linda Ruiz, Angela Simas, Valerie Merklin, Scott Hunter, Tim Mulcahy, Henry Flynn, Arlene Zarou-Cooperman, Robert Hernandez, Lynn Rovai, Chris Bertucelli, Scarlett Myers, Julie Painchaud

**Absent:** Emilie Highley, Tom Trudell, Greg Barr, Steve Rubino, Robert

**Call to Order**

Minutes Approval, November: Henry F. made motion to approve, Lynn Rovai. seconded.

Minutes Approval, December: Henry F. made motion to approve, Lynn Rovai seconded.

**Executive Committee Report:** Arlene gave a verbal report. Here is a summary of the meeting:

Financial Update: Concern about cash flow expressed.

Holiday Activities Review:

Cable Car rides were sold out and were a great money maker

Pictures with Santa were also sold out each day; we get a percentage of each job from the photographer

Ladies' Night Out received lots of donations for Dress for Success

Valentine's Posters will go up

Review of Calendar Events for 2015

Tuesday, January 13 at 8a-Board Meeting

Monday, January 26 at 6p-Annual Meeting and Installation of Officers

Saturday, February 14 from 10a-3p-Blood Drive and Business Expo

Saturday, March 14 from 7p-11p-Taste of Willow Glen

Saturday, March 28 from 10a-12p-Pictures with the Easter Bunny

Saturday, April 25, 2p-6p-Spring Wine Walk

Saturday and Sunday, May 2-3-ArtSpots Willow Glen

Saturday, June 20, 1p-7p-Dancin' on the Avenue

Board Election Update-Ballots are being reviewed by two staff members

Taste of WG Fundraising Event Update

Restaurants participating: The Table, Yuki Sushi, Dolcetto's, Vin Santo, Opa, more pending

Working on flyer

Joe Sharino Band confirmed

Road Diet Trial Update: Not much community feedback to report at this time

Budget Planning for 2015-16

Jess is working on budget with us; it needs to be submitted in April to the City

Founder's Day Parade Update

Founder's Day events went over by \$7400.

Idea to keep feet on the street after the event and also to raise more money: Have Cable Car rides do Historic Home Tours that same afternoon.

**Treasurer's Report:**

Motion to approve financial statements: Lynn R made motion, Henry Seconded. Motion Passed.

Discussion: Recruitment of associate and other membership; increased membership dues last season; follow up with invoicing for dues is set up more effectively; Emil from US Bank is looking at the possibility of a line of credit until our CBID check comes in. We are checking in with the City of SJ regarding our check.

**B2B Committee:** Thanks to Comerica for hosting our Holiday Event.

Committee meeting, Friday, Jan. 18 at 9a, Conference Call.

Blood Drive, Business Expo.

**Our Avenue Committee:** Updates and Plans

**Road Diet:** Updates, discussion about extending the road diet from Minnesota to Pine.

The Community has expressed their concern that this is a permanent decision; need to clarify that this is a trial only. We need to have strategic marketing work on this through flyers to individual businesses, more website management, etc. There will be another community meeting at the WG Elementary School in March regarding this trial.

We need to let folks know that there is a simulation video on the website and be directed to it.

**Strategic Marketing Committee:** The committee is moving ahead with marketing materials and plans to focus on the following to bring in business to the avenue, in this order of priority:

Providing info about the Road Diet on the WGBA website.

Emphasize the road diet at each big event, ie: Valentine's Day, etc.

They are currently working on graphical banners for the avenue.

They hold meetings the first Tuesday of each month.

**Promotions and Events Update:**

Will be meeting next week to finalize our calendar.

Need to add fall wine walk dates.

Posters going out for Valentine's Day; website will showcase a gift gallery, pictures of what the stores and restaurants have to offer, any specials, highlighting those special days like Mother's Day, Father's Day, Grad Day

**DOTA Update:**

20<sup>th</sup> anniversary for DOTA; we have secured 17K in sponsorship to date.

Security guard focus needs to be changed for this event

Need to secure someone to organize the children's court.

## **WGNA Update:No Report**

**Community Time:** Stacey Madrona, Willow Glen Funeral Home, Emil, Jerrell, US Bank, , Brian Haynes, WG Community Center, Winter programs beginning now and summer camp planning is underway, may also work on Children's Court for DOTA, Sharma, District 6

### **ED Report:**

Heavy event planning time.

March event tickets should be online this week.

We are soliciting for the auction for the event; we would like travel packages, wine, gourmet baskets, jewelry, dinner and hotel packages

Restaurants supplying the food or beverages: The Table, Opa, Yuki Sushi, Dolcetto's, Comartin Wineries

Ticket includes entrance, two glasses of wine, food, band

**Associate Memberships for Review:** Motion to approve, Henry, seconded by Lynn.

Three membership applications; approved.

**Meeting Adjourned at 9a.** Minutes submitted by: Arlene Zarou-Cooperman