



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, February 10, 2015 • 8:00 am

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

Present: Linda Ruiz, Valerie Merklin, Scott Hunter, Tim Mulcahy, Arlene Zarou-Cooperman, Robert Hernandez, Chris Bertucelli, Julie Painchaud, Greg Barr, Emilie Highley, Tom Trudell
Absent: Steve Rubino, Lynn Rovai, Henry Flynn, Scarlett Myers, Angela Simas

Call to Order

1. Approval of January Minutes: Emilie Highley, motion to approve, Julie Painchaud, seconded. Greg Barr abstained (due to absence.)

2. Executive Committee :

- Financial Update: Recommendation to look get quotes from other banks for credit card processing to see if we could get better rates for our credit card processing, especially since use of credit card processing is only heavy when we have events.
- Cash Flow impacted by pending CBID funds which should arrive at the end of February.
- Road Diet Update: The DOT will put the trial in place by month's end; a website with info and updates will be set up for the community.
- Taste of WG: All the pieces are in place but we need to push for ticket sales.
- Founder's Day, Parade Update: We are awaiting the decision from the City of SJ regarding the festival and parade grant we applied for to finalize our decision to go ahead with the event.
- A 2015-16 budget draft will be available for review at March's meeting.
- Public Art Update: Pierluigi is making funds available to install more public art in Downtown Willow Glen, possibly on benches, wall murals, etc. There is a possibility that they will give us the funds and then we would direct the art activities and hire the artists; this decision is pending.

3. Treasurer's Report: Approved Financial Statement: Greg Barr, motion to approve, Chris Bertucelli, seconded.

- Founder's Day Event was a heavy financial loss.
- August Wine Walk, not a loss but not as profitable due to a variety of factors including an event heavy weekend.
- CBID check will arrive in late February or early March and will help offset the cash flow issues.
 - Cash flow issue combines the loss from Founder's Day, and the lower-than-expected income from Wine Walk in August.

- Will be working on the budget with Jess Gutierrez in preparation of a draft for review at the next board meeting.
4. **Discussion about Founder's Day Parade:**
- Need to decide if this event should be let go since it was a financial loss in both 2013 and 2014.
 - Alternately we could look at opportunities to increase revenue, such as running cable cars for historic tours in an attempt to re-coup funds spent on the parade.
 - We could re-frame the parade as the History Parade, Valley of our Heart's Delight, taking it to a larger level. We can brand it as a San Jose event, not just an WG event.
 - Comparison to Rose Parade which happens on July 4th on The Alameda; how does it compare to the parade in WG regarding financial gain/loss?
5. **B2B Committee:**
- 19 businesses will be represented on Saturday, Feb. 14, from 10a-4p at the Willow Glen Community Center along with the Blood Drive.
 - Blood Drive, Business Expo, was in the Resident last Friday, has its own page on the website.
 - Cindy Carey has stepped down as chair of the B2B committee due to an increased work load.
6. **Our Avenue Committee:** Updates
- Fred Oliver has been talking to Stacy Houghton about the Spring Cleaning; this will involve cleaning and painting as needed on some of the public structures.
 - Road Diet: Community Meeting will be conducted at WG Elementary School, 6:30p, Thursday, Feb. 12th.
 - This is one of the biggest traffic projects that the DOT with the City of SJ has developed.
 - The RDWG is gathering feedback, which has been fairly positive from businesses on the Minnesota Avenue portion of the project and more negative on the north of Willow Street portion.
 - We need to emphasize that this is a trial and it is about putting a structure into place to create a safer environment.
 - There was some discussion and concern expressed about loading zones and parking spaces.
7. **Strategic Marketing Committee:**
- Meetings are now held on the first Tuesday of each month.
 - 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:
 - Created a website about the road diet. Can be accessed through the WGBA website.
 - For information and updates the website is willowglenroaddiet.com
 - Have distributed flyers to businesses along the avenue, Minnesota to Willow, and spoken to property owners and business managers. Have

also supplied a poster with FAQ that community members can view at the various businesses and on local bulletin boards.

8. Promotions and Events Update:

- There is a lot of excitement about the sidewalk art show. The committee will be placing balloons and banners on the avenue and on crosswalks and we will have info booths on the avenue.
- Summer LNO will be re-scheduled for the first week of August instead of July.
- Committee is looking at possibly having a July WG Wednesday Night Out with an outdoor movie night, if a parking lot can be secured
- April Wine Walk tickets are already selling.
 - Discussed moving the Fall Wine Walk to December to combine it with Holiday Ladies Night Out.

9. DOTA Update:

- 20th anniversary for DOTA
 - To date we have secured 21,500K in sponsorship
 - The event will run from 2p-8p.
 - 1202 has not been confirmed for the main stage. Alternate main stage location would be at Brace Avenue.
 - Scott has confirmed that the WG Community Center will organize the kids' court.

10. WGNA Update: No Report

11. Community Time: Carmela, Lindsay the Willow Glen Resident, Katie and Krista from Moving Petals, flower truck on wheels, Jennifer, Republic Recycling Services

12. ED Report: Currently working on the following:

- Taste of WG
- Wine Walk
- DOTA

13. Associate Memberships for Review:

- **Motion to approve all applications, Robert Hernandez, Chris Bertucelli, seconded.**

Meeting Adjourned at 9:10a. Minutes submitted by: Arlene Zarou-Cooperman