



**Willow Glen Business Association
Board Meeting**

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

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

Present: Tim Mulcahy, Arlene Zarou-Cooperman, Chris Bertucelli, Julie Painchaud, Emilie Highley, Tom Trudell, Lynne Rovai, Scarlett Myers, Angela Simas, Valerie Merklin (staff), Scott Hunter (staff)

Absent: Steve Rubino, Robert Hernandez, Greg Barr, Henry Flynn, Gregory Hom, Sharlene Pala, Linda Ruiz

Call to Order

1. **Approval of February Minutes:** Lynne Rovai made motion to approve, Emilie Highley seconded. Motion approved.

2. **Executive Committee :**

- Road Diet Update: The DOT put the trial in place earlier than anticipated due to the threat of rain. As a result, the police were not available on the first day to direct traffic which caused some confusion. We will continue with info and updates on the website www.willowglenroaddiet.com for the community. The WGBA office and Road Diet Working Group will continue to respond to community questions and concerns.
- We are looking at possibly removing the 2 hour parking signs from the Bank of America Public Parking lot that the WGBA pays for because it is often underutilized. We are also going to create additional signage.
- Taste of WG: Event is this weekend so this is the last big push for ticket sales.
- Founder's Day, Parade Update: More discussion about moving forward with this event however we will wait until the decision from the City of SJ regarding the festival and parade grant we applied for before making a final decision on whether to proceed with this event in 2015.
- Board officer positions for 2015 were confirmed: Tim Mulcahy, President, Lynne Rovai, Vice President, Arlene-Zarou Cooperman, Secretary, and Scarlet Myers, Treasurer.
- Public Art Update: Valerie will be meeting with the Office of Cultural Affairs with regard to the project proposed by Pierluigi's office to create mural art in Downtown Willow Glen.

3. **Treasurer's Report:** Approved Balance Sheet: Lynne Rovai made a motion to approve, Julie Painchaud, seconded. Motion approved.

- A 2015-16 budget draft was available for review-Please note the dates on the hard copy are incorrect; adjust for 2015-16 budget year. The budget will need to be approved at the April meeting, as the CBID portion of the budget is due to the city in May.

- Founder's Day 2014 Event was a heavy financial loss due in part to the parade insurance and other costs. Adjustments to our overall insurance policy have now been made so the insurance should be more affordable for the upcoming event if we move ahead.
 - Concerns were expressed about painting, fixing, and lighting the archways – could the money we would spend on Founders Day cover the cost of these fixtures and are these options a better way to use the money? Also, we would like to invest in landscaping improvements, as well.
- We hope to have another Beer Walk event in 2015 and would like to renegotiate the portion of proceeds donated to WGBA.

4. B2B Committee:

- We had 18 businesses participate in the February Blood Drive and Business Expo event and the Red Cross retrieved approx. 23 units instead of the 40 units they normally get. The holiday weekend impacted the attendance.
- The next educational event is April 8th at Wells Fargo Bank.

5. Our Avenue Committee: Updates

- Condition of the planter boxes: The City is not maintaining them and the irrigation needs to be replaced. We need to overhaul the sprinkler system for workability and water savings; we received a bid for \$25K to overhaul the system. Currently the boxes are watered by hand. Fred offered to do a survey of the planters, get other quotes for repairs, and get back to the committee.
- The Road Diet Working Group has reached out to the community and is working on the social networking sites to respond to concerns and complaints. Here are some notes:
 - We appear to see a difference on the avenue from a safety standpoint.
 - We asked about the feasibility of making the crosswalks coordinate with the stop lights during times of heavy traffic/commute. We are noting the back-up specifically at the Peet's crosswalk although the crosswalk at Boulanger is also problematic. WGBA may want to review the idea of signage on the crosswalks to encourage pedestrians to cross with the stoplight. Example of the proposed signage was passed around to the board.
 - The DOT is working well with us to improve the flow of traffic.
 - Next Road Diet Working Group meeting is in April.
 - Corner of Minnesota and Lincoln has a yellow zone; when a truck is there it creates a hazard to the crossing, particularly for the kids going to school.
 - Additional discussion of delivery trucks double-parking and blocking access to the street or the bike lanes.

6. Strategic Marketing Committee:

- No Report this month.

7. Promotions and Events Update:

- Review of calendared events for the season.

8. DOTA Update:

Tim Mulcahy gave an update on DOTA, which is set for Saturday, June 20th. The bands are finalized and over \$30,000 in sponsorship has been raised to date.

9. WGNA Update: Chris Roth gave a brief update on WGNA activities.

10. Community Time:

Visitors included:

Brian Hames, Willow Glen Community Center

Chris Roth, WGNA

Richard Lee, District 6 staff member

11. ED Report: Upcoming event, A Taste of Willow Glen

Meeting Adjourned at 9:15a. Minutes submitted by: Arlene Zarou-Cooperman