



**Willow Glen Business Association
Board of Directors Meeting**

Minutes of Tuesday, April 14, 2015 • 8:00 am

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

Present: Chris Bertucelli, Steve Rubino, Arlene Zarou-Cooperman, Henry Flynn, Tim Mulcahy, Lynn Rovai, Tom Trudell, Emilie Highley, Angela Simas, Greg Barr, Gregory Hom, Linda Ruiz, and Scott Hunter and Valerie Merklin (WGBA Staff)

Absent: Julie Painchaud, Robert Hernandez, Scarlett Myers, Sharlene Pala

Call to Order

1. **Approval of March 10, 2015 Minutes: Henry Flynn, motion to approve. Lynn Rovai, seconded. Motion approved.**
2. **Executive Committee :**
 - Road Diet Update: It was noted that last month's minutes should be amended to say "associate membership north to Coe Avenue."
 - A survey will be sent out to all WGBA members in mid- to late-May. We will review survey at the June meeting.
 - Henry and Valerie will work on confirming if any board members who have not been able to attend meetings will not be able to fulfill the commitment of serving on the board to see if any replacements need to be identified and appointed.
3. **Treasurer's Report:**
 - **Approval of FY2015-16 Proposed Budget: Henry Flynn, motion to approve the draft FY2015-16 budget and April 2015 financial report, Lynn Rovai seconded. Motion approved.**
 - Reviewed special events. We are working to tighten our belts to offset losses on the September 2014 Founders' Day Parade and also because the August 2014 Wine Walk had lower income than anticipated due to the event not selling out.
 - We are continually evaluating costs for events.
 - Taste of Willow Glen: Event was very successful, good community involvement, venue was beautifully decorated. We did have a loss of a couple thousand due to expenses for this first-time event. We hope that the community favor we built will make it more successful as time goes on.
 - We received a \$1K grant from Councilmember Pierliuigi Oliverio to organize a dog walk. We have partnered with the nonprofit Silicon Valley Pet Project to

organize this event and are expecting up to 500 dogs/walkers. Unleashed and others will be providing sponsorships, as well, to the SVPP to support this event.

- DOTA has received \$36,500 in sponsorships to date.
- Office of Cultural Affairs has approved grant for the 2015 Founder's Day Parade; amount of grant is pending panel review.
- Landscaping should incorporate drought tolerant plants for cost savings; however, the irrigation system will still need to be upgraded before planning a major overhaul of the planters.

4. **B2B Committee:**

- We are still looking for a committee head for the B2B committee.
- Last event had better attendance; we opened it up to non-members to attract prospective members. Wells Fargo did a presentation on credit cards for events, etc.
 - The next event is the Blood Drive at the Farmer's Market on July 18th.
 - We also have a mixer scheduled for October, 2015.

5. **Our Avenue Committee:** Updates

- Bus Bench Art on the Avenue: Stacy will be using the art work of the local, community children painting benches on the avenue.
- Fred is going to look into the possibility of gray water for use in irrigation of the planter boxes.
- A walk through was done by Eric at Splashworks, Valerie, Tom, and others in review of loading zones and bus stops on the avenue. The recommendations are preliminary and need more discussion. Once these recommendations are finalized, we will make a recommendation to the DOT. This is a separate issue from the Road Diet.
- Additional signage related to pedestrian safety for the crosswalks is pending.
- Minutes from the last RDWG meeting are pending. The next RDWG meeting is April 29th and we will receive the results from the metrics taken by the DOT and the feedback at that meeting.
 - A WGBA member survey will be conducted for the WGBA Board to help determine if the WGBA should recommend to the DOT making the Road Diet permanent or not. The DOT will be holding a community meeting on June 11th to share the DOT data metrics with the community. The feedback from the community, the metrics and all of the other pieces need to be considered at a special meeting of the board before we move ahead with the recommendation. The DOT is giving the WGBA and the WGNA until June 30th to make a recommendation. The DOT will be taking the formal recommendation to the City Council in August.
 - We plan to have two Town Hall meetings for WGBA members to give additional feedback to the Board in mid- to late-May; one in the afternoon and one in the evening.

- We will be re-scheduling the June Board of Directors meeting from the regularly scheduled date of June 9th to June 16th so the WGBA Board can take community feedback from the June 11th meeting into consideration before making a decision about whether to recommended making the Road Diet permanent or not.
- WGNA does not have plans to do a community survey. The DOT has asked both WGNA and WGBA to make a recommendation about the Road Diet to the DOT; if the sentiment from either the WGBA or the WGNA is to not make the Road Diet permanent, the DOT will not move ahead with a recommendation to city council to make it permanent.
- **Motion: Greg Barr, motion to move the June Board meeting to June 16th. Angela Simas, seconded. Motion approved.**

6. Community Time:

- District 5 and District 6-Senior Walk, Friday, April 17th-Richard Lee, Intern
- Brian Haynes, WG Community Center:
 - Spring Break Camp currently running.
 - Had Volunteer Appreciation Event and honored approx. 65 volunteers who are committed to serving the community.
 - May 2, Jump into Summer Event (summer camp vendors) with Spring Boutique.

7. Strategic Marketing Committee:

- Working on kiosk posters and banners. Exploring specifications and costs for banner poles and banners that would span the street. Once we get that info we can pursue approval.

8. Promotions and Events Update:

- Upcoming Wine Walk and Dog Walk in April.
- 5K Walk/Run, Arts Spots, and Bike to School in May.

9. Associate Memberships:

Approval of Associate Memberships. Greg Barr, motion to approve the following Associate Member applications: Silicon Valley Pet Project and Valley Wellness. Angela Simas, seconded. Motion approved.

- 10. **ED Report:** WGBA office work is currently focused on preparation for upcoming events.

Meeting Adjourned at 9:45a. Minutes submitted by: Arlene Zarou-Cooperman