



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, May 12, 2015 • 8:00 am

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

**Present:** Tim Mulcahy, Lynn Rovai, Tom Trudell, Emilie Highley, Gregory Hom, Robert Hernandez, Linda Ruiz, Angela Simas, Chris Bertucelli, Steve Rubino, Valerie Merklin, Scott Hunter

**Absent:** Julie Painchaud, Scarlett Myers, Sharlene Pala, Greg Barr

**Call to Order**

1. **Approval of April Minutes: Emilie Highley, motion to approve. Tom Trudell, seconded.**

2. **Executive Committee :**

- Road Diet Update: Survey will be sent out to all WGBA members mid-late May. Due to a new date for the community meeting we will re-adjust the June WGBA board meeting so it is held after that meeting so board members can hear that feedback.
- Lots of volunteer development with recent and upcoming events.
- Wine Walk was sold out and very successful.
- PAWS Event was also very successful; lots of excitement and involvement from the community.
- DOTA: We will be using a new security company that has extensive experience with large-scale events this year.

3. **Treasurer's Report:**

- **Approval of Budget: Tom Trudell, made motion to approve the budget and financial report, Lynn Rovai seconded.**
- Taste of Willow Glen shows profit but all expenses aren't entered yet.
- Wine Walk shows greater profit because all expenses have not come in yet.
- We are currently in the black for this year \$46K.

4. **B2B Committee:**

- The next event is the Blood Drive at the Farmer's Market on July 18<sup>th</sup>.
  - We also have a mixer scheduled for October, 2015.

5. **Our Avenue Committee:** Updates

- Art on the Avenue: Stacy will be distributing a sponsorship form to businesses and individuals. The project will identify and decorate 10 bus stops on Lincoln Avenue.
- Fred spoke to folks regarding gray water for industrial uses; we would have to try to figure out how to get the water to the planters so it may not be feasible.

- We are reviewing freight loading and bus stop zones on Lincoln Avenue to see if improvements or changes can be made to help create fluid traffic flow and potentially gain a few parking spots.
- Minutes from the Road Diet Working Group:
  - Data collected from the DOT will be sent out to board for review.
  - We will hold two sessions in which board members will be available to talk to any WGBA member about their feedback on the road diet trial
  - Survey from the WGBA is going out mid-late May.
  - Feedback from Pedestrians: Feedback to the RDWG form and email doesn't differentiate between drivers and pedestrians.
  - Feedback regarding the signage on the crosswalks: Many people haven't noticed the signage due to the flags, or otherwise. Signs might need to be larger.
  - Comparison regarding accidents at this time of year from last year: We should be able to find that info.
  - Congestion at the traffic light on Willow Street is problematic
- Proposed mural project funded by Councilmember Oliverio: We would contract with the artist, and pay to prep and graffiti coat the wall after it is painted. The property owner will have to agree to maintain the mural for five years. We would decide which areas would work and we would connect property owners with artists. The art work will be approved by each property owners.
- **Motion to approve the contract for the Mural Project: Lynn Rovai made motion to approve, Gregory Hom seconded.**
  - Concerns expressed by Tom about the contract included how much responsibility the office will take, whether or not it will be a much larger commitment and how soon we have to contract the artists.
  - A subcommittee of Arlene Zarou-Cooperman, Gregory Hom, and Lynne Rovai will meet to review the contract in detail and make suggestions for any edits they feel are needed before it is signed.

#### **6. Community Time:**

- Allan Rice, Community Member –Expressed concerns about the Road Diet. He feels that the WGBA needs to make our process clear. Angela will be sending the email regarding the specifics from Allan Rice.
- Richard Lee-Reporting for Pierluigi Oliverio's Office: Passed out surveys at the Art Walk.

#### **7. Strategic Marketing Committee:**

- Working on the specifications so that we can move toward approval for new banners on the light posts.

#### **8. Promotions and Events Update:**

- Wine Walk: Great success.
  - No incidents except for someone tripped and fell on a tree grate on the way to check in for the event. The grate is on private property.

- Art Walk was well attended; although the turn out was good the sales were low. The feeling is that it takes about 3 years with an arts event to have people coming who are not just looking but also buying art. There were no additional areas where artists could be set up due to need to have all areas of sidewalk ADA compliant, but that meant that some areas of the avenue looked less populated than others if there was no room on that part of the sidewalk to set up an artist.
- PAWS brought a lot of people to the avenue; restaurants did well.
- DOTA: Sponsorships are now up to \$45-46K.
  - We need to find a new security company this year.
  - We will be using a person we have used before from the fairgrounds to handle the cash.
  - 2p-8p-Hours for DOTA; keeping the hours down has affected the income slightly.
  - We already have a grant from the city for next year's DOTA of \$17K.
- Ladies Night Out, August 6 (Thursday after the last music in the park). This will take the place of the Wine Walk in September.
- Founder's Day: We have received a grant from the Office of Cultural Affairs, City of SJ- \$6K
  - Add Cable Cars and do a Historic WG Ride; plan to partner with a historical group to work as docents on the cars.
  - The Parade insurance will now be covered under our policy and we have cut Ray's contract as well so we hope to succeed in putting on this event without a loss.
- Holiday Events: We have Santa and the cable car booked.
  - We will do a Ladies' Night Out and call it a bubble walk, December 6<sup>th</sup>, first Saturday in December.
- Additional Event: Pierluigi's office may be willing to fund closing Lincoln for an event but we need to clarify what the options are.

## 9. Associate Memberships:

**Approval of Associate Memberships for Provident Property Management and Always Transcending. Lynn Rovai, made motion to approve. Emilie Highley, seconded.**

10. **ED Report:** Getting ready for events.

**Meeting Adjourned at 9:27a.** Minutes submitted by: Arlene Zarou-Cooperman