



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, June 10, 2014 • 8:00 am

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

Present: Tim Mulcahy, Valerie Merklin, Arlene Zarou-Cooperman, Henry Flynn, Julie Painchaud, Scott Hunter, Linda Ruiz, Chris Bertucelli, Angela Simas, Tom Trudell, Steve Rubino, Sharlene Pala, Lynn Rovai

1. **Call to Order: 8:07a. Minutes were Approved.**
2. **Executive Committee Report: Re-cap of minutes**
 - **Wine Walk:** The next event was moved back to the original date: August 23rd, 2014
 - **Founder's Day:** Sungevity, a new sponsor, has promised a sponsorship of \$7500.
3. **Treasurer's Report:**

Budget Approved.
Financial Report shows that we are in better financial health than in previous years.
4. **B2B Committee:** Information and Events (Scott Hunter gave the update):
 - **Educational Event:** The June 4th Small Business Info session was very good, although poorly attended. Thanks to Morning Crane Healing Arts and Fitness Center for hosting the event.
 - The next event is the Blood Drive in July.
5. **Our Avenue Committee:**
 - Discussion about tree trimming which was requested by one of the property managers.
 - We cannot pick up the additional expense beyond the tree trimming we do every 2-3 years
 - We are working with the SJ Conservation Corps and seeking a volunteer master gardener to oversee re-doing the planter boxes with more drought tolerant plants.
 - We are continuing to follow up regarding the striping of parking spaces.
 - Crosswalk portals need re-furbishing; new paint and we need to re-attach lights in a more consistent and attractive manner.
 - Henry Flynn will send contractors to assess costs for painting and re-stringing lights.
 - Sharlene Pala has a referral for someone who can talk to Tom Trudell about crossing safety.
6. **Strategic Marketing Committee: No Report-there was no meeting this month.**
7. **Promotions and Events Update:**
 - Decision to put a hold on the Willow Glen Wednesdays and go back to Ladies' Night Out.
 - The next LNO is on Wednesday, July 9th.
 - **Christmas Ornament:** Update-almost completed.
8. **DOTA Update:**
 - Facebook response has been positive.
 - We are desperately seeking volunteers for the beer and wine booths.
 - Kids' Court has some new non-profit booths.

9. Founder's Day:

- Ideas to keep Founder's Day vital and engaging for the community
 - Add art and wine festival booths
 - Bring in music performances
 - Incorporate activities for families and children
 - Sponsor a pancake breakfast

10. Community Time: Attendees-

Frank Allieu, Bank of America

Carole Demkowski, Three Sisters

Rachel Reyes, Council Member District 6

Richard Zappelli, Community Member

Chris Bertucelli (Board member)

- La Villa Annual Car Show which collects donations for Second Harvest Food Bank

Frances Hebert, Senator Beall's office

- Car Seat Safety Check for community members performed by CHP
- Info on BART Funding
- Working on issues relating to child sexual abuse and the statute of limitations on reporting

11. WGNA Update: No report today.

12. ED Report:

- Very busy in the office with DOTA, budget and CBID which was filed with the City of SJ.

13. Associate Memberships for Review: Approved.

Meeting Adjourned at 9:35a.

Minutes submitted by: Arlene Zarou-Cooperman