



**Willow Glen Business Association
Board Meeting**

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

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

Present: Tim Mulcahy, Lynne Rovai, Emilie Highley, Gregory Hom, Linda Ruiz, Chris Bertucelli, Steve Rubino, Julie Painchaud, Scarlett Myers, Henry Flynn, Arlene Zarou-Cooperman, Gregory Barr, and Valerie Merklin and Scott Hunter (WGBA Staff)

Absent: Sharlene Pala, Angela Simas, Robert Hernandez

Call to Order

1. **Approval of June 23, 2015 Minutes: Lynne Rovai, motion to approve. Greg Barr, seconded.**

2. Executive Committee Report

- Board Development-Tom Trudell has resigned from the board of directors but will stay on as chair of the Our Avenue Committee.
 - Arlene Zarou-Cooperman has transitioned from Associate Membership status to Community Member. All Community Member positions have been filled.
 - Henry Flynn will begin recruiting for the 2016 election.
 - 8 slots will be open for the 2016 election. Lynne Rovai will term out but everyone else whose term will be up is eligible to run for reelection for another two-year term. Please consider seriously the commitment to the board and the requirement to attend each meeting.

3. Treasurer's Report:

- **Approval of Financial Report: Henry Flynn, made motion to approve the financial report, Lynne Rovai seconded.**
- We are changing CPAs for our annual financial review as recommended by our accountant. This will also be a cost savings.
- Received the P & L for DOTA: We are still waiting for a detailed listing of costs from the accountants.
 - DOTA and the Wine Walk have helped us keep a healthier bottom line.
 - Beverage sales were up at DOTA.
- Founder's Day: Discussion on reducing the cost and making some changes.
- Ladies' Night Out info is published and out to the businesses.

4. B2B Committee Report

- The Blood Drive is coming up on July 18th. We will have a table with info from the businesses at the Farmer's Market also.
 - Next meeting is Tuesday, July 21st at 9a in the WGBA Conference Room.

5. Our Avenue Committee:

- A complaint was received about the weeds at 1203 Lincoln Avenue. We are going to talk to the property owner about the weeds.
- SJ Conservation Corps cannot continue with our planter maintenance. They don't have the staff to keep up with the needs of the maintenance.
 - SJ General Building Maintenance has given us bids to continue with the street maintenance and planters.
- The bid for the tree trimming has come in slightly higher than it was two years ago when the trees were last trimmed.
- One estimate has been secured to upgrade the sprinkler system and it was over \$20K; we are trying to figure out if the city carries any responsibility for fixing/maintaining the sprinklers.
- Two bus stops need to be removed to help with the flow of traffic as per a discussion with the VTA and DOT. It is likely that they will remove the one at Plaza Inn and the other is still unknown. We also need more loading zones on the avenue.
- Stacey Houghton from Valley Painting Parties presented the updates regarding the bench art on the avenue: There are sponsors for 5 of the 9 benches. Volunteers will be asked to help with the project. The timeline to finish the project is September.
 - **Emilie Highley made a motion to have the WGBA sponsor a bench, Julie Painchaud seconded. Discussion: Where will the money come from?** The money can come from CBID funds because it contributes to community building and district identity. **Motion was approved.**
 - A few other businesses at the meeting also offered to sponsor benches and all benches are now sponsored.
 - If the bus stops are removed the benches will still remain on the avenue.
- Wall Murals: Mike's Bikes and OPI have agreed to have wall murals done on each of their buildings.
 - The mural committee is in place and will have their first meeting this week.
 - We have signed a contract with the City and will be awarded the grant for the wall mural art. We are receiving \$5K for administration of this project.

6. Founder's Day Report:

- Marv and Bonnie Bamberg have been asked to act as Grand Marshalls for the event and will get back to us to let us know if they accept.
- The Founder's Day committee will be meeting this week.

7. Strategic Marketing:

- Strategic Marketing Committee will be talking about how to include a greater push to market the businesses in WG and will bring some recommendations to the board for approval.

- Regarding the Road Diet: Do we need to put our decision on the website?
 - Valerie has put a factual statement about the board's decision on the website. Gregory Hom and the Strategic Marketing Committee will draft a document with more detail about the WGBA Board's position on the road diet which could also be posted on the website and submitted to the city. This information should answer any community questions going forward.

8. Promotions & Events:

- Next event is Ladies' Night Out. Flyers and posters have been distributed.
- Founder's Day: Saturday, September 19th.
 - We are working with the Preservation Action Council who will provide docents for the Cable Car rides which will give historic tours of Willow Glen starting at 1p. The docents/guides will share historic tidbits about WG.
 - We are considering setting up food, music, etc. in the Bank of America parking lot to earn some extra income.
 - We have historically lost money on this event each year so we need to come up with ideas to help us generate income.
 - Can we pass the hat and collect donations on the day of the event?
- La Villa's Car Show: Sunday, September 13th.
 - Street will not be closed since the city had concerns about opening and closing the street to allow cars in and out during the event since there would be pedestrians on the street.
- Beer Walk: October 24, 2p-6p.
- Holiday events are lined up already: Santa's schedule, pictures, cable car rides, etc.
 - In addition, December will also have a special Ladies' Day Out, which we are calling a Bubble Walk. This will be combined with a special Saturday shopping day. We hope that this will become popular and take the place of the needed second income producing event.
 - We talked about combining a Wine Walk with the Founder's Day Event but there are too many competing events that weekend, as well as logistical challenges.
- We re-visited the idea of special signage/banners which will hang across the avenue. These would be permanent fixtures and allow us to change the signs for each of the events throughout the year. We need to look into the restrictions and regulations regarding this type of signage. Little Italy got an arch which took quite a bit of work. If we charge people to put banners up it should become cost effective.
- DOTA: Next year we already have a grant for \$17K. The event garnered approx. \$10K more than in years past.

9. Community Time:

- Carole Demkowski, Three Sisters
- Stacey Houghton, Valley Painting Parties
- Michael Mulcahy, SDS NexGen
- Brendon Perelli, District 6 Council Office: Canvassing the area regarding the Road Diet. Opera in the Park is coming up on July 19th at 7p.

- Samantha Dowdall , Psychologist, PhD
- Allen Rice, Community Member
- Dawna Caldwell, Canine Corral Dog Daycare-Applying for Associate Membership
- Sandra Burkitt, Round Table Pizza
- Stephen Gonzalez, Printer-Applying for Associate Membership
- Tom Trudell, Our Avenue Committee
- Gary Rovai, Goosetown Bar
- Joe Pollifrone, Sereno Group
- Robyn Levine, Details
- Brian Haynes, WG Community Center

Additional discussion regarding the Road Diet came up during the Community Time. A recommendation was made that we move ahead with another committee to clarify with the city what the process will be between now and October when the re-paving occurs. The message should be based on fact and facilitated by the Strategic Marketing Committee.

10. Associate Member Applications: Lynne Rovai made motion to approve all associate member applications, Scarlett Myers seconded. Motion Approved.

Meeting Adjourned: 9:10a.

Minutes recorded by Arlene Zarou-Cooperman