



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, August 11, 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, Scarlet Myers, Henry Flynn, and Valerie Merklin and Scott Hunter (WGBA Staff)

Absent: Greg Barr, Sharlene Pala, Angela Simas, Robert Hernandez, Arlene Zarou-Cooperman

Call to Order

1. Approval of July 14, 2015 Minutes: Emilie Highley, motion to approve. Henry Flynn, seconded. Motion passed.

2. Executive Committee Report ○ Tim Mulcahy reviewed the minutes of the July 31, 2015 Executive Committee meeting: ■ Gregory Hom has been drafting a letter to the city re: the WGBA Board's recommendation about the road diet. This letter is to first be submitted to the Executive Committee for initial review and after their input it will be provided to the entire board for review and comment. Gregory has not yet submitted the draft letter to the Executive Committee but stated that he would submit it to the Executive Committee for review today.

■ Gregory Hom requested that the Executive Committee ask Councilmember Pierluigi Oliverio for a special meeting with the WGBA Board and Membership regarding the road diet trial and next steps. The Executive Committee decided at the July 31, 2015 to ask the entire WGBA Board to decide if they would like to do this. Gregory Hom made a motion to ask Councilmember Pierluigi Oliverio for this special meeting. Scarlet Myers seconded. Eight board members voted yes. Two board members voted no. Motion passed.

■ Tree trimming will begin the week of August 17. Chris Bertucelli asked if he could give input to the contractor. Valerie will get Chris their contact info.

3. Board Development Report ○ Henry Flynn gave an update on Board Development: ■ Eight board members' terms are ending 1/31/2016

■ Henry is talking with all board members whose term is ending 1/31/16 to see if they are interested in running for reelection. Only one of the eight, Lynne Rovai, is termed out (after 3 consecutive terms) and is not eligible for reelection.

■ All prospective board members, both new and those seeking reelection, will be required to complete a board member application form.

4. Treasurer's Report:

○ **Approval of Financial Report:** Henry Flynn, made motion to approve the financial report, Steve Rubino seconded. Motion passed.

5. B2B Committee Report ○ The Blood Drive was held on July 18th.

○ An educational mixer for WGBA members will be held on October 8th.

- 6. Our Avenue Committee:** ○ Tom is starting to work again on the issue of possibly consolidating newspaper racks to make them more pleasing in appearance.
- The weeds at 1203 Lincoln Avenue have been cleaned up.
 - San Jose General Building Maintenance has taken over maintaining the planters again, since the San Jose Conservation Corps did not want to continue after their contract ended.
 - All benches for the Sassy Seats are now funded by donors and this project will be completed this fall.
 - Murals: The first two murals will be at Mike's Bikes and OPI and both have selected the same artist. Work on these murals should begin in the next few weeks. Sites for other murals are still being confirmed.
- 7. Founder's Day Report:** ○ Sponsors and parade entries are still coming in.
- Many volunteers are needed for this event so all were asked to help recruit volunteers.
- 8. Strategic Marketing:** ○ Strategic Marketing Committee will be working on creating more awareness about public parking. A representative from the office of Economic Development attended the last SMC meeting so we are also looking at opportunities to work with them, as well.
- Also looking at opportunities to help businesses market to out-of-town visitors who will be here for the Super Bowl.
- 9. Promotions & Events:** ○ Ladies' Night Out was held on Aug. 6 and committee has decided to move it back to July next year
- Upcoming events include:
 - Founder's Day: Saturday, September 19th
 - La Villa's Car Show: Sunday, September 13th
 - Fall Wine Walk: Saturday, October 3rd
 - Beer Walk: October 24th
 - Trick or Treat: Friday, Oct. 30
 - Holiday Bubbly Walk – Saturday, Dec. 5
- 10. Community Time/Visitors:** ○ Allen Rice, Community member
- Erin Sheridan, Councilmember Oliverio's office
 - Terry Reilly, Councilmember Oliverio's office
 - Gary Rovai, Goosetown Bar
 - Tom Trudell, Our Avenue Committee Chair
 - Annette Waters, IMC Women's Fitness Center
 - Carole Demkowski, Three Sisters – announced that she will have an "Under One Tent" event the same day as La Villa's car show on September 13th
 - Michael Mulcahy, SDS NexGen – announced that a driveway change is planned for the ally by the Garden Theater to make it an exit on to Lincoln to address parking and circulation issues in the Garden Theater parking lot; if anyone has questions please call him directly
 - Robyn Levine, Details
- 11. Associate Member Application:** Henry Flynn made motion to approve IMC associate member application, Scarlett Myers seconded. Motion Approved.

Adjournment: Tim Mulcahy made a motion to adjourn the meeting. Lynne Rovai seconded. Meeting adjourned at 9:02a.

Minutes recorded by Valerie Merklin, Executive Director (due to absence of Secretary