



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, September 8, 2015 • 8:00 am

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

Present: Tim Mulcahy, Lynne Rovai, Emilie Highley, Gregory Hom, Chris Bertucelli, Julie Painchaud, Henry Flynn, Robert Hernandez, and Valerie Merklin (WGBA Staff)

Absent: Greg Barr, Angela Simas, Scarlet Myers, Steve Rubino, Linda Ruiz

Call to Order

1. **Approval of August 11, 2015 Minutes:** Henry Flynn, motion to approve. Lynne Rovai, second. Motion passed.

2. Executive Committee Report

- Tim Mulcahy reviewed the minutes of the August 27, 2015 Executive Committee meeting. Gregory Hom asked for a correction to the minutes to reflect that Henry Flynn made a motion to not send a letter to the city regarding the WGBA Board's position on the road diet trial and the motion did not pass.
- A letter regarding the WGBA Board's decision at the June meeting about the road diet trial was submitted to the city from the executive director on August 31, 2015.
- Board Development: Henry Flynn asked that all board members whose terms will be ending and who are eligible to run for another term let him know by October 1st if they would like to be on the ballot for election to a 2016-18 term.

3. Treasurer's Report:

Financial reports were not received from the bookkeeper due to Labor Day holiday. Reports for the months of August and September will be reviewed at the October meeting.

4. B2B Committee Report

The B2B Committee is currently planning an educational event that will focus on educating small businesses about how to use social media in their marketing efforts.

5. Our Avenue Committee:

Tom Trudell gave an update on OAC activities:

- VTA will be removing bus stops and benches at 1213 Lincoln (Kayla Nails) and at Plaza Inn. The area near 1213 Lincoln will become parking and the area near Plaza Inn will be a loading zone.
- Sassy Seats bench painting will take place on October 4th
- Tom is looking for someone to replace him as chair of OAC next year

6. Strategic Marketing Committee

Robert Hernandez gave an update on committee projects:

- a new set of vertical banners is being developed to add to the rotation of banners
- committee is looking at increasing parking awareness efforts
- launched new social media campaign - #whyiwilloglen

The SMC is also recruiting more volunteers to serve on the committee.

7. Promotions & Events:

Lynne Rovai gave an update on upcoming P&E activities:

- La Villa's Car Show: September 13
- Founders' Day Parade: September 19
- Fall Wine Walk: October 3
- Beer Walk: October 24
- Gussied Up Dog Parade: October 25
- Trick or Treat: October 30
- Small Business Saturday: November 28
- Holiday Bubbly Walk: December 5

Lynne and Valerie have also met with Team San Jose and someone with the San Jose Concierge Association on how to get the word out to hotel concierge staff about Willow Glen, particularly when visitors are in town for the Super Bowl.

8. Community Time – Visitors Present:

- Allen Rice
- Brendan Perrelli, District 6 Council Office
- Sandra Burkitt, Round Table Pizza – commented that road diet has had a negative impact financially and has also had an impact on their staff, who have had to deal with a lot of hostility from individuals in the community who are upset about the road diet
- Dawna Caldwell, Canine Corral Dog Daycare
- Tom Trudell, Our Avenue Committee
- Gary Rovai, Goosetown Bar - commented that revenue continues to be down because of the road diet, because people do not want to fight traffic

9. Associate Member Application: **Emilie Highley made motion to approve associate member application for Peterson Plumbing, Lynne Rovai seconded. Motion Approved.**

Meeting Adjourned: 9:25am.

Minutes recorded by Valerie Merklin, Executive Director (due to Secretary position being vacant)