



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, October 13, 2015 • 8:00 am

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

Present: Tim Mulcahy, Lynne Rovai, Emilie Highley, Greg Barr, Julie Painchaud, Scarlet Myers, Steve Rubino, Linda Ruiz, Angela Simas, and Valerie Merklin and Scott Hunter (WGBA Staff)

Absent: Henry Flynn, Gregory Hom, Chris Bertucelli, Robert Hernandez

Call to Order – Tim Mulcahy called the meeting to order at 8:05 am.

1. Approval of September 8, 2015 Minutes: Lynne Rovai, motion to approve with one correction: Scott Hunter was not present at the September 8, 2015 meeting. Angela Simas, second. Motion passed.

2. Executive Committee Report

- Tim Mulcahy reviewed the minutes of the October 1, 2015 Executive Committee meeting (attached in board packet).
- Discussion of Board Development was tabled due to absence of Board Development Chair, Henry Flynn.

3. Treasurer's Report:

Treasurer Scarlet Myers reviewed the financial reports of both August and September. She noted that not all of the bills have been paid for Founders' Day yet but should be by next month to evaluate feasibility of continuing that event. Lynne Rovai made a motion to approve the financial reports. Emilie Highley seconded. Motion passed.

4. B2B Committee Report

Valerie Merklin noted that the member mixer originally scheduled for October 8th will be rescheduled to a later date and will focus on Google's "Get Your Business Online" information.

5. Our Avenue Committee:

Tom Trudell gave an update on OAC activities:

- 3 of the 9 Sassy Seats benches will be painted on October 4th. He noted that it has been difficult to find a date that works for all of the winners whose art was selected to do the painting, but another date will be set soon to finish the rest of the benches.
- Tom is still trying to find someone to replace him as chair of OAC next year

6. Strategic Marketing Committee

Robert Hernandez and Gregory Hom were not present but minutes of the SMC October 7, 2015 meeting were included with the board packet. Highlights include:

- Artwork was selected for a new set of vertical banners to add to the rotation of banners
- Committee is planning to get logo-branded doggie poop bag containers to install on the avenue
- Discussed upcoming events and volunteer needs

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

7. Promotions & Events:

Lynne Rovai and Linda Ruiz gave an update on the Promotions & Events Committee activities:

- The Fall Wine Walk had a lot of last minute ticket sales so was a successful event
- Holiday Bubbly Walk is set for December 5th and tickets are already selling well
- Would like the WGBA Facebook page to focus more on specific businesses, recently it has focused on WGBA events

8. Community Time – Visitors Present:

- Nathan Perez, David Taussig & Associates
- Chris Tenny, Dwell Church
- J.P. Jones, District 6 Council Offices
- Tom Trudell, Our Avenue Committee

9. Associate Member Applications: Greg Barr made motion to approve associate member applications for Dwell Christian Church, Pilates V, and Studio Sharise; Lynne Rovai seconded. Motion Approved.

Meeting Adjourned: 8:48am.

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