



**Willow Glen Business Association  
Board Meeting**

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

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

**Present:** Tim Mulcahy, Greg Barr, Henry Flynn, Scarlet Myers, Lynne Rovai, Robert Hernandez, Emilie Highley, Gregory Hom, Julie Painchaud, Linda Ruiz, and Valerie Merklin and Scott Hunter (WGBA Staff)

**Absent:** Chris Bertucelli, Steve Rubino, Angela Simas

**Call to Order** – Tim Mulcahy called the meeting to order.

**1. Approval of November 10, 2015 Minutes:** Henry Flynn, motion to approve. Lynne Rovai, second. Motion passed.

**2. Executive Committee Report**

Tim Mulcahy noted that no Executive Committee was held in December.

**3. Board Development Update**

Henry Flynn thanked everyone who has served on the board and those who have applied to be nominated for a 2016-18 term. Henry made a motion to nominate the following individuals to be on the ballot for election to a 2016-18 term:

Henry Flynn -- Miramar Hospitality  
Mike Gaines – Sereno Group  
Robert Hernandez – Squiber  
Gregory Hom – Fishbowl Design  
Bobbie Johnson - Wells Fargo  
Chris Kouretas – John’s of Willow Glen  
Julie Painchaud - Our Secret  
Nate Perez – David Taussig and Associates  
James Stump – The Table, and Stumpy’s Burgers, Fries and Dogs

Motion seconded by Emilie Highley. Motion passed. WGBA staff will prepare and mail ballots to members.

**4. Treasurer’s Report:**

Financial reports for November were not available; these will be provided with December reports.

## **5. B2B Committee Report**

Scott Hunter announced that the Holiday Party will be Wednesday December 9<sup>th</sup>. Donations of food and door prizes are still needed.

## **6. Our Avenue Committee:**

Tim Mulcahy thanked Tom Trudell for all his work as OAC chair the past couple of years. Tom will continue as OAC chair through February 1<sup>st</sup>. Tom and Executive Director Valerie Merklin have met with Mike Gaines, who will be taking over as chair of this committee February 1<sup>st</sup>. Mike will be working to recruit more members of this committee in the coming year.

Tom also noted that the Sassy Seats project is now complete, except for a few benches that still need anti-graffiti coating since weather had delayed completing that part of the project.

## **7. Strategic Marketing Committee**

Robert Hernandez gave an update:

- SMC will work on preparing an annual report early next year, after all new board members are in place and a strategic planning session has been held
- Focus continues to be on social media marketing, especially to bring more awareness to the free public parking at Bank of America and to reach visitors that will be in town for the Super Bowl
- A new set of vertical banners is also in development, to add to the existing three sets so there can be another set in the rotation

## **8. Promotions & Events:**

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

- Holiday Bubbly Walk was sold out in advance and feedback from attendees and participating businesses has been very positive
- Holiday cable car rides are mostly sold out; other holiday activities will include two puppet shows, two Snow White story times, and Santa pictures at Bella Carta Studio
- A “Ladies’ Day Out” promotion is planned for Sunday, January 24<sup>th</sup>
- Dates for major events in 2016 are set:
  - Spring Wine Walk – April 23
  - Fall Wine Walk – October 1
  - Holiday Bubbly Walk – December 3
  - Beer Walk – October 29
  - Dancin’ on the Ave – June 18
  - Founders’ Day Parade – September 17

## **9. Willow Glen Neighborhood Association Update**

Chris Roth gave a brief update on Willow Glen Neighborhood Association activities, including the Holiday bus tour for seniors which they brought back this year.

## **10. Community Time – Visitors Present:**

- Mike Gaines, Sereno Group
- Bobbie Johnson, Wells Fargo

- Kay Mascoli, Studio Sharise
- Chris Tenny, Dwell Church
- Tom Trudell, OAC Committee Chair
- Peter Allen, Peter Allen Media
- Rachel Reyes, District 6 Council Offices
- Chris Roth, Willow Glen Neighborhood Association

### **11. Strategic Planning**

Nate Perez has volunteered to facilitate a strategic planning session for the board after the new members are elected. The focus will be on outlining goals for the upcoming 1, 3 and 5 years.

**Associate Member Applications:** No applications this month.

Meeting Adjourned: 9:00am

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