



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, November 10, 2015 • 8:00 am

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

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

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

Call to Order – Tim Mulcahy called the meeting to order at 8:08 am.

1. Approval of October 13, 2015 Minutes: Lynne Rovai, motion to approve. Emilie Highley, second. Motion passed.

2. Executive Committee Report

- Tim Mulcahy reviewed the minutes of the October 30, 2015 Executive Committee meeting (attached in board packet). Valerie Merklin noted there is one correction to the minutes: Emilie Highley has also submitted a board application for an appointed community member position next year.

3. Board Development Update

Henry Flynn thanked everyone who has served on the board and those that have applied to be nominated for a 2016-18 term. He noted that there are 9 board positions open for 2016-18 and 9 applications have been received, with a good diversity among the applicants. Henry also explained that two board positions are currently vacant. He made a motion to appoint Nate Perez to fill one of these positions for the remainder of the term (through end of January 2016). Emilie Highley seconded. Motion passed.

When the newly elected board is in place a strategic planning session will be scheduled to determine priorities for the coming year. Linda Ruiz requested that prior to the strategic planning session that we request a speaker from the City of San Jose to talk to the Board about the 2040 plan for the city, so the Board can keep the broader goals of the city in mind when working on the WGBA strategic plan.

4. Treasurer's Report:

Financial reports for October were reviewed. Lynne Rovai made a motion to approve the financial reports. Henry Flynn seconded. Motion passed.

5. B2B Committee Report

Scott Hunter noted that the B2B Committee will be meeting next week to work on the Dec. 9th Holiday Party. A mixer will also be scheduled for early next year to focus on Google's "Get Your Business Online" information.

6. Our Avenue Committee:

Valerie Merklin gave an update:

- Tree trimming should be complete soon since permit issues are now resolved
- Tom is still trying to find someone to replace him as chair of OAC next year; Mike Gaines may be willing to consider chairing this committee so Valerie and Tom will meet with him to review the responsibilities and current goals of the committee

7. Strategic Marketing Committee

Robert Hernandez gave an update:

- Regular meetings of Strategic Marketing Committee will now be held on the first Wednesday of the month at 8:00 am
- Focus is on social media marketing, especially to bring more awareness to the free public parking at Bank of America
- Discussed other parking issues; Valerie will ask owner of 1213 Lincoln if he may be willing to lease the parking lot just for the holiday season to be public parking

8. Promotions & Events:

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

- Trick or Treat – due to overwhelming number of attendees this year Julie Painchaud suggested that the WGBA purchase candy wholesale so businesses can purchase candy at a discounted price next year
- Fall Wine Walk was well-attended and profitable (raised about \$19,000)
- Holiday Bubbly Walk is set for December 5th and we anticipate that this event will be sold out in advance
- Holiday plans are set - Santa will be located at Bella Carta for pictures and the rest of the time he will stroll the avenue
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9. Community Time – Visitors Present:

- Mike Gaines, Sereno Group
- J.P. Jones, District 6 Council Offices
- Kay Mascoli, Studio Sharise

10. Founders' Day Parade 2016

Discussed Founders' Day Parade for 2016. Henry Flynn made a motion to approve moving forward with recruiting sponsors for the 2016 event. Lynne Rovai seconded. Motion passed.

Associate Member Applications: No applications this month.

Meeting Adjourned: 9:20am

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