



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, January 12, 2016 • 8:00 am

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

**Present:** Chris Bertucelli, Robert Hernandez, Emilie Highley, Tim Mulcahy, Scarlet Myers, Julie Painchaud, Nate Perez, Lynne Rovai, Steve Rubino, Linda Ruiz, Angela Simas, and Valerie Merklin and Scott Hunter (WGBA Staff)

**Absent:** Greg Barr, Henry Flynn

**Call to Order** – Tim Mulcahy called the meeting to order at 8:06 am.

**1. Minutes**

Lynne Rovai made a motion to approve the minutes of December 8, 2015. Scarlet Myers seconded. Motion passed.

**2. Executive Committee Update**

Tim Mulcahy reviewed the minutes of the 1/8/16 Executive Committee meeting, which included review of Bubbly Walk, holiday activities, financials, and the upcoming strategic planning session.

**3. Board Development Update**

Valerie Merklin noted that ballots were sent in December and are due by January 15, 2016. The annual meeting where the new board will be announced is set for Monday, January 25, 2016 at 6pm at 20Twenty Cheese Bar.

**4. Treasurer's Report**

Treasurer Scarlet Myers reviewed the financial reports. She noted that to save costs on bank fees the Citibank account used for processing credit card transactions has been closed and the those funds consolidated into the US Bank account. This account was used for processing online credit card sales, primarily tickets for wine walk events. We are now using Eventbrite for online ticket sales and will set up PayPal for the other few credit card transactions that take place throughout the year (occasional associate member dues, sponsorships, etc.). Emilie Highley made a motion to approve the financial reports. Lynne Rovai seconded. Motion passed.

**5. B2B Committee Report**

Scott Hunter gave a report for the B2B Committee. The Holiday Party on December 9<sup>th</sup> was well-attended. A blood drive and business expo is set for Saturday, February 27<sup>th</sup> at the WG Community Center. This committee is still working to recruit a new chair and will set up a meeting soon to plan events for 2016.

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

Mike Gaines has taken over chairing this committee. He has met with Valerie Merklin and previous chair Tom Trudell to discuss ongoing and prospective projects, particularly with regard to improving lighting/safety in the crosswalks. Mike is also bringing back the Ambassador program to have volunteers reach out to members on a regular basis to get their feedback. The new meeting time for this committee will be the Monday before the board meeting at 4:30 pm.

## **7. Strategic Marketing Committee**

Robert Hernandez gave an update from the last SMC meeting, which focused on marketing Willow Glen to out-of-town visitors who will be here for the Super Bowl.

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

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

- Holiday Bubbly Walk was successful and is set to take place again on Dec. 3, 2016
- 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
  - Summer Ladies’ Night Out – July 15
  - 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. Strategic Planning**

District 6 Councilmember Pierluigi Oliverio gave an overview of the city of San Jose’s 2040 plan to give the board information that may be helpful in strategic planning for WGBA.

Highlights included:

- It is more cost effective to maintain higher density areas so the focus will be to create high density, mixed use developments
- High density developments require significant sized parcels plus traffic capacity (like Bascom) so are unlikely to occur in Willow Glen
- Future plans will also focus on bringing jobs to the area, because currently there is a serious job deficiency in San Jose; for example, there are only .8 jobs per person in San Jose compared to 3 jobs per person in Palo Alto
- The City will continue to plan, but it’s important to remember that just because something is in the plan doesn’t mean the property owner will do it and/or sometimes it may take many years before something in the plan comes to fruition
- With higher density developments the more people who use bikes and public transportation the better

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

Chris Roth gave a brief update on Willow Glen Neighborhood Association activities,

highlighting the successful Holiday bus tour for seniors which took place in December.

**11. Community Time – Visitors Present:**

- Mike Gaines, Sereno Group
- Bobbie Johnson, Wells Fargo
- Jim Stump, The Table and Stumpy's
- Ryan and Lindsay Weeks, Glace Cryotherapy
- Karen Deary, The Music Place
- Joseph Murllio, The Sherwin Williams Paint Co.
- Jessica Kuo, The Sherwin Williams Paint Co

**12. 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:** Lynne Rovai made a motion to approve associate member applications for Glace Cryotherapy, Pineda Chiropractic, Sherwin-Williams, and Paradise Landscape. Julie Painchaud seconded. Motion approved.

Meeting Adjourned: 9:03 am

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