



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, February 9, 2016 • 8:00 am

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

**Present:** Chris Bertucelli, Henry Flynn, Mike Gaines, John Gilligan, Gregory Hom, Bobbie Johnson, Chris Kouretas, Tim Mulcahy, Julie Painchaud, Nate Perez, Linda Ruiz, Jim Stump, and Valerie Merklin and Scott Hunter (WGBA Staff)

**Absent:** Robert Hernandez, Emilie Highley, Scarlet Myers

**Call to Order** – Tim Mulcahy called the meeting to order at 8:07 am.

**1. Minutes**

Henry Flynn made a motion to approve the minutes of January 12, 2016. Chris Bertucelli seconded. Motion passed.

**2. Executive Committee Update**

Tim Mulcahy reviewed the minutes of the 1/26/16 Executive Committee meeting, which included updates on board development, the annual financial review, farmers' market and strategic planning.

**3. Board Development**

Henry Flynn thanked everyone newly elected for making a commitment to serve on the WGBA Board.

Henry Flynn made a motion to appoint Emilie Highley and Scarlet Myers to continue in 2016 as community members of the Board. Nate Perez seconded. Motion passed.

Henry Flynn made a motion to appoint John Gilligan as a new community member of the board for 2016. Mike Gaines seconded. Motion passed.

**4. Election of Officers**

Elections were held for the two vacant officer positions of Vice President and Secretary.

Henry Flynn and Gregory Hom both expressed interest in the position of Vice President. Gregory Hom received five votes; Henry Flynn received six votes so was appointed as Vice President. Nate Perez abstained from the vote.

Henry Flynn explained that Emilie Highley is willing to serve in the office of Secretary but is unable to fulfill the duties at this time due to family illness. Nate Perez volunteered to serve as interim Secretary until Emilie is able to take on those duties. Henry made a motion to appoint Emilie Highley as Secretary with Nate Perez serving as interim Secretary. Julie Painchaud seconded. Motion passed.

## **5. Treasurer's Report**

Jess Gutierrez gave an overview of the bookkeeping work that Protemp Accounting does for the WGBA. He reviewed the report provided by Crawford Pimentel Corporation, a CPA firm which has completed an extensive and detailed review of the CBID accounting, as required by the CBID contract. Henry Flynn made a motion to accept the Crawford Pimentel Corporation report, which will be provided to the City of San Jose. Gregory Hom seconded. Motion passed.

Jess Gutierrez also reviewed the monthly financial report. He explained that the grant income for the mural project has been treated as a liability since WGBA is acting as the fiscal agent for expenses for that project. Henry Flynn made a motion to approve the financial report. Chris Kouretas seconded. Motion passed.

## **6. Member Relations Report**

Scott Hunter gave a report for the Member Relations Committee. The WGBA blood drive and business expo will be held on Saturday, February 27<sup>th</sup> at the WG Community Center. An educational mixer is also planned for Thursday, March 24<sup>th</sup> at Cucina Bambini about how to get your business more visibility online with Google. A chair for this committee is also still needed.

## **7. Our Avenue Committee:**

Mike Gaines gave an update on Our Avenue activities. Due to a scheduling conflict this committee did not meet this month but there was a meeting on January 29<sup>th</sup> with representatives from DOT for updates on the road diet trial. Mike will have a follow-up meeting with DOT to discuss concerns about lighting and crosswalk safety in more detail. John Gilligan is also working on a proposal to paint and add better lighting to the metal arbors at the crosswalks.

## **8. Strategic Marketing Committee**

No update; committee did not meet this month.

## **9. Promotions & Events:**

Lynne Rovai and Linda Ruiz gave an update on the Promotions & Events Committee and thanked Jim Stump for getting involved with this committee. Jim and Lynne are leading the Wine Walk organizing committee and looking at ways to continue to improve the event, including finding a way to better incorporate the restaurants, since it is logistically difficult for restaurants to participate as wine tasting sites.

## **10. Strategic Planning**

Nate Perez gave an update on strategic planning. About 10 board members attended the meeting held on February 1 to discuss where we are and where we want to be in 1, 3 and 5 years. It was clear that the top priority is beautification, cleanliness, etc. but we have limited resources so need to prioritize the larger projects and target setting aside reserves to fund them (like the electrical sources for decorative lighting). It was also decided that the Promotions and Events committee will begin working on a recommendation to transition Dancin' on the Avenue to another type of

event over the next two years, since we have already received a grant from the city's Office of Cultural Affairs to hold the event this year and we have already completed the application for a grant for 2017. Overall, we plan to better evaluate all events and activities to determine those that are both the best fit for the district and the best use of limited staff and financial resources.

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

No report.

### **12. Executive Director Report**

Valerie Merklin gave an update on the Starbucks renovation, the March 20<sup>th</sup> Paws on the Avenue event sponsored by Councilmember Pierluigi Oliverio and co-organized with the Silicon Valley Pet Project, the mural project, and she also noted that Crawford Pimentel Corporation is now working on the 990.

Also, two requests for sponsorship were reviewed: the Willow Glen Elementary 5K and the River Glen HABLA gala.

Henry Flynn made a motion to donate \$500 to the Willow Glen Elementary 5K. Nate Perez seconded. Motion passed.

Henry Flynn made a motion to donate \$600 to the River Glen HABLA gala. Nate Perez seconded. Motion passed.

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

- Jess Gutierrez, Protemp Accounting
- Brendan Perrelli, District 6 Councilmember Oliverio's office
- John Gilligan, Golden State Builders (elected to community board position)
- Sandra Burkitt, Round Table Pizza
- Lynne Rovai, Goosetown Lounge and co-chair, Promotions & Events committee

Sandra Burkitt provided information on the Faith Collaborative that is organizing a winter shelter and warming center for unhoused San Jose residents. A volunteer training will be held on Feb. 9<sup>th</sup> at 7 pm at St. Francis Episcopal Church. For more information email Chris Peacock at [peacockc@gmail.com](mailto:peacockc@gmail.com).

Mike Gaines also requested that the WG High School events be put on the WGBA website calendar. He will coordinate getting the information to the WGBA staff.

### **14. Associate Member Applications:**

None this month.

Meeting Adjourned: 9:42 am

Minutes recorded by Nate Perez, Interim Secretary