



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, March 8, 2016 • 8:00 am

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

Present: Henry Flynn, Mike Gaines, Bobbie Johnson, Chris Kouretas, Scarlet Myers, Tim Mulcahy, Julie Painchaud, Nate Perez, Linda Ruiz, Jim Stump, and Valerie Merklin and Scott Hunter (WGBA Staff)

Absent: Chris Bertucelli, John Gilligan, Robert Hernandez, Emilie Highley

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

1. Minutes

Henry Flynn made a motion to approve the minutes of February 9, 2016. Scarlet Myers seconded. Motion passed.

2. Executive Committee Update

Tim Mulcahy reviewed the minutes of the 2/25/16 Executive Committee meeting, which included the appointment of Nate Perez as the Executive Committee member-at-large, discussion of budget planning for FY16-17, and the addition of new board officers to the bank accounts.

3. Treasurer's Report

Scarlet Myers gave an update on FY16-17 budget planning. The Finance Committee met on 3/7/16 to prepare a draft budget, which will be sent to the board for review prior to the April meeting. The budget must be approved at the April meeting since the CBID portion of the budget is due to the City of San Jose in May.

Scarlet also reviewed the monthly financial reports and explained that the CBID check is typically received in January or February but has not yet been received, which is why the numbers are significantly down year-over-year for February month-end. The City of San Jose has indicated that the CBID check should be delivered within the next two weeks. Henry Flynn made a motion to approve the financial reports. Julie Painchaud seconded. Motion passed.

4. Member Relations Report

Scott Hunter gave a report for the Member Relations Committee. The WGBA blood drive and business expo was held on Saturday, February 27th at the WG Community Center. Nearly 30 units of blood were collected. The business expo was moderately attended, so the event will be evaluated to determine if it is worthwhile to do it again next year.

A training workshop with Google is scheduled for March 24th at 8 am at Cucina Bambini. We will also be organizing a Facebook workshop within the next few months.

5. Our Avenue Committee:

Mike Gaines gave an update on Our Avenue activities. Mike, Tim Mulcahy, Valerie Merklin and Scott Hunter met with Jim Bittner and Jim Ortbal from the DOT on March 2nd to walk the avenue and discuss concerns about safety in the crosswalks. Two trees/shrubs in a landscape planter at the intersection of Lincoln and Meredith were identified as obstructing a pedestrian crossing sign so WGBA has already had them removed. Also discussed with DOT was concern about cars using the center lane to pass near crosswalks. DOT will look at the possibility of rumble strips and/or a standing sign that would prevent cars from using the center lane near the crosswalks that are of most concern (by Le Boulanger and by Peet's).

The OAC meeting was held on March 7 the committee decided to make the following recommendations to DOT:

- Change all loading zone posted times to 6 am to 3 pm (currently the times posted are inconsistent)
- Implement changes to the light at Lincoln/Minnesota that are similar to what was done at Lincoln/Willow to improve flow at that light
- Replace three street lights that are not working (located at Lincoln/Meredith, Garden Theater, and near Mariette Chocolate Shop) with LED lights to improve lighting; if city is unable to fund this the WGBA would need to cover (cost estimated to be approximately \$1,000 per light)

6. Strategic Marketing Committee

No update; committee did not meet this month.

7. Promotions & Events:

Linda Ruiz noted that the P&E committee has begun discussing how to revamp or transition Dancin' on the Avenue over the next two years. The committee will be asking for input from the community, as well.

8. Strategic Planning

Nate Perez also discussed budget planning as related to strategic planning. He also explained that the CBID calculations are based on lot size, frontage, and square footage, so it is unlikely that the CBID will have any significant increases in the future, and expenses tend to outstrip the annual CPI increases (2.61% for FY16-17). One expense we may review is the city's administration fee for the CBID, since Nate's firm may be able to donate those services. Nate and Scarlet also discussed the need to carve out small increments of at least a few thousand dollars wherever possible to actually implement long-term goals, including infrastructure improvements and ensuring that there are reserves in place.

9. Willow Glen Neighborhood Association Update

No report.

10. Executive Director Report

Valerie Merklin gave an update on the mural project, recent Facebook training, the April Wine Walk planning, and the March 20th Paws on the Avenue event.

11. Community Time – Visitors Present:

- Brendan Perrelli, District 6 Councilmember Oliverio’s office
 - Candidate debate - March 21st
 - WG Litter pick-up - April 23rd
- Angelica Torres, Senator Beall’s office
- Christy Pommerien, Tutu School Willow Glen
- Sandra Burkitt, Round Table Pizza

12. Associate Member Applications:

Henry Flynn made a motion to approve associate member applications for Capelli Couture Salon, Silicon Valley Realty Pros, and Tutu School Willow Glen. Scarlet Myers seconded. Motion passed.

Meeting Adjourned: 9:04 am

Minutes recorded by Nate Perez, Interim Secretary