



Willow Glen Business Association  
Board of Directors Meeting

Minutes of Tuesday, April 12, 2016 – 8:00 a.m.

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

Present: Henry Flynn, Mike Gaines, Emilie Highley, Greg Hom, Scarlet Myers, Nate Perez, Jim Stump, and Valerie Merklin and Scott Hunter (WGBA Staff)

Absent: Chris Bertucelli, John Gilligan, Robert Hernandez, Bobbie Johnson, Chris Kouretas, Tim Mulcahy, Julie Painchaud, Linda Ruiz

*NOTE: Due to the number of Board Members absent for this meeting, there was no quorum to vote on necessary agenda items. All items will be voted on either by e-mail or at the May Board Meeting.*

Call to Order – Henry Flynn called the meeting to order at 8:13 a.m.

1. March Minutes – Discussed, but could not be voted on.

2. Executive Committee Update

The FY2016-2017 proposed budget was discussed and is at a critical path for approval before submittal to the City. Decision was made, due to lack of a quorum, to either have a special meeting or e-mail vote.

Farmers' Market – Goal is to move it back to Willow Glen Elementary. A meeting between the new producer and the Principal and school secretary took place on 4-11-16. Valerie is awaiting results of that meeting to pass on to the WGBA Board. A resident on Iris Court did an informal survey of neighbors around the school – the majority of neighbors are in favor of moving this event back to the school.

Wine Walk – Premium wines in place (thank you Jim Stump). Sale of tickets is moving in a positive direction.

3. Treasurer's Report – FY16-17 Budget could not be approved. CBID check has been received. March financials are being updated. Scarlet asks that when we receive the budget with noted updates that we review and be prepared for the special meeting or e-mail vote to approve. If there are any questions, please contact Scarlet.
4. Member Relations Report – Scott reported that the March Google workshop was well attended. Next workshop is scheduled for 5/4/16 and will focus on Facebook & Instagram training.
5. Our Avenue Committee – Mike Gaines reported that the committee is still waiting to hear back from DOT on loading zone issues, i.e., are the loading zones large enough to accommodate the trucks. Mike is also going to address with DOT more enforcement on where the trucks are parking and there will be focus on weight limits of the trucks. Suggestion was made to see if we can get signs posted on weight limits. Lighting is still being worked on with focus on changing to LED's to enhance lighting of Lincoln Avenue. We have also requested that DOT post new signs on the loading zones with consistent times of 6 am to 3 pm, as currently the signs do not all have the same times posted. Note: A community member, Emily Wood, commented at this time on wanting to see more flags in strategic places on the Avenue. Mike mentioned that the name of the individual who supplies the flags are on the flags and recommended that Ms. Wood contact that person directly.
6. Strategic Marketing Committee – No update; committee did not meet this month.
7. Promotions & Events – Jim Stump reported that the Wine Walk is top priority this month. 5 restaurants and 30 wineries are participating. More volunteers to pour are needed (interested parties should contact Scott Hunter).
8. Strategic Planning – Nate Perez indicated that the summary of the strategic planning meeting needs to be fine-tuned and notes distributed to the board.
9. Community Time – Visitors Present. . .
  - . Emily Wood, CAL State, East Bay grad student. Her Master's thesis is focused on a Leadership Case Study highlighting community and small businesses. Emily has chosen Willow Glen as the community and hopes to interview a number of small businesses. Mike Gaines has agreed to meet with her following the Board Meeting.
  - . Carol Traeger, World Financial Group
  - . Chris Roth, WGNA

- . Lynne Rovai, Goosetown
- . Brendan Perrelli, District 6 Councilmember Olivero's Office
- . Brian Clampitt, Zacharias Mendez and Marco Hernandez, City of San Jose – Parks & Recreation

10. Executive Director Report - This time was devoted to Viva Calle San Jose and the Artworks Project Update (Sculptures)

Brian Clampitt, Zach Mendez and Marco Hernandez, City of San Jose Parks & Rec Department addressed Viva Calle. While the route for this event still has not been disclosed to the public (it has been vetted by the City of San Jose and VTA), we had the opportunity to view a 2 minute video on the success of this event and the economic & community impact – invigorate the community – showcase San Jose! Goal would be to combine the Founder's Day Parade and Viva Calle on Sunday, 9/18 from 10:00-3:00 – closing roads to vehicles and converting the Parade route to runners, walkers, bikers, etc., as well as showcasing businesses. There would be activity HUBS along the route. . . food and beverages (this is a non-alcoholic event); additional goal would be to engage organizations to partner/sponsor. Viva Calle would take on the responsibility of obtaining permits, security, portable restrooms – this is a cost savings to WGBA. At this time, we need community support for the event which has been successful in NYC, Portland, L.A. and San Francisco!

Lynn Rogers, Public Art Program , City of San Jose discussed a proposed amendment to the existing artworks project agreement with the WGBA which is being funded by funds from Councilmember Oliverio. This amendment would provide for the purchase of sculptures to be installed in some planters along Lincoln Avenue, as well as completion of two additional murals. Lynn previewed the type of sculptures that are proposed for purchase for this project – both ceramic and metal. Concerns that arose from the Board: the type of sculptures (avoiding them becoming a topic of Community controversy), placement of the sculptures which could obstruct view of traffic at the crosswalks, etc. As Lynn explained, the City would provide funding to the WGBA to pay for the purchase and installation of the sculptures and the City would take care of preparing the planters for the installation (concrete base, etc.). The WGBA would have responsibility to maintain the sculptures as part of the CBID. It is WGBA's choice if we want to move forward with the project. Lynn explained that the sculptures would have anti-graffiti coated and ongoing maintenance should be minimal. Lynn also explained that the current contract could be amended to finish the two additional murals as well as the sculptures, basically to tie the 2 projects together. If the project is not completed

in full, any remaining funds would have to be returned to the City. While this program continued to ensue into a lengthy discussion, the following recommendations were made:

- . Henry Flynn suggested we table this project until next month's meeting but move forward to further research and obtain samples of what art is approved which is representative of both artists – ceramic and metal.
- . Nate Perez recommended streamlining the contract for both the murals and sculptures with a breakdown of contract funds.
- . Action Items:
  - Review the revised contract
  - Provide more clarity on the process – can the WGBA pick the art?
  - Better understanding of Councilmember Oliverio's vision
  - WGBA's involvement in moving forward
  - Focus on the project!*

11. Associate Member Applications – no action could be taken until we have a quorum.

12. Meeting Adjournment: 10:08 a.m.

Respectively submitted

Emilie Highley, Secretary  
Willow Glen Business Association