

**Willow Glen Business Association  
Board Meeting**

**Minutes of Tuesday, October 11, 2016 – 8:00 a.m.**

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

**Present:** Chris Bertucelli, Mike Gaines, John Gilligan, Emilie Highley, Bobbie Johnson, Chris Kouretas, Tim Mulcahy, Julie Painchaud, Nate Perez, Linda Ruiz, Jim Stump, and Scarlet Myers and Scott Hunter (WGBA Staff)

**Absent:** Henry Flynn, Robert Hernandez, Christy Pommerien

**Call to Order – President Tim Mulcahy called the meeting to order at 8:10 a.m.**

- 1. Minutes – Motion made by Emilie Highley to approve and seconded by Mike Gaines – unanimously approved.**
- 2. Executive Committee Update – President Mulcahy reviewed the content of the September Executive Committee Meeting. Regarding: (a) the banners, Tim has been in touch with Joe Zutty, who will contact Scarlet regarding a quote (b) Crime Prevention – Chris Kouretas reported that he had an attempted break-in (c) Icicles – definite improvement on keeping their establishment free of debris (d) Farmer’s Market – mediocre this year based on comments from the Organizer – vendors were good, attendance was down. Success of the Farmer’s Market is also based on “Location Location Location”. Other locations are being looked at, such as the B of A parking lot (e) Greg Holm – Scarlet has reached out to him, he is very busy and is making a decision as to whether or not he will continue on the Board.**
- 3. Treasurer’s Report –There was a brief review of the financials. Nate Perez made a motion to approve the Treasurer’s Report, and seconded by Julie Painchaud – unanimously approved. An \$18,000 check has been received from the City of San Jose for the Sculptures. There are still some outstanding checks from ViVa Calle and the Fall Wine Walk.**
- 4. Member Relations Report – Scott mentioned that it is getting close to the Holidays – the committee needs to be ‘re-energized’**
- 5. Our Avenue Committee – (a) The Committee did not meet this month. Focus is on the Maintenance Proposal. Mike Gaines indicated that he has a concern on our current level of service. The revised proposal increases the overall number by roughly \$7,000 to clean the street before starting the new contract. (b) City of San Jose will reach closure on turning the water system over to WGBA to maintain. (c) Mike Gaines made a motion to**

accept Universal's proposal and to begin their contract in November. Nate Perez seconded – unanimously approved.

6. Strategic Marketing Committee – No report.
7. Promotions & Events – (a) 650 participants for the Fall Wine Walk – down slightly in attendance. Plan would be to change the date to mid-September (less conflict with other events). There was increase in revenue (to be reported). (b) Structural for the banners – a few years ago we had a quote for 30K, for both ends of the Avenue. Joe Zutty to provide a current quote . (c) We are set for the Holiday's, as well as the Bubbly Walk which is a money maker for WGBA (d) 2017 Calendar is in the works.
8. Strategic Marketing – Nate indicated that he will be working on final review of the Maintenance Contract. Businesses which do not want to participate in giving candy for Halloween can contribute toward "Books for Treats".
9. Executive Director's Report – Scarlet reported (a) Jeff Owen t(he artist) has removed one sculpture n front of Hanley's and put it in front of Solis Salon. (b) The Mural that will be painted on the BevMo building will be roughly 17'H by 40'L and will take about 3-4 weeks to complete (c) Crosswalk Art – Brace and Meredith are the street corners selected for the art. Lynn Rogers from the City is working on the contract (d) Candidates Forum, 10/11, will be moderated by Michael Mulcahy (e) Associate Member Applications – D'Railed Beauty Trolley, Achiever Christian School and Skies Azul were discussed. Motion made by Nate Perez to approve and seconded by Linda Ruiz – unanimously approved (f) There will be another City Council Candidate Forum, Monday, 10/17 at eBay, beginning at 6:30 p.m.
10. Neighborhood Report – No one from the WGNA was present to report.
11. Open Forum – Lynne Rovai, Goosetown and Brendan Perrelli, District 6 were present
12. Other Business: Linda Ruiz asked if the WGBA would have a Committee for the upcoming election of officers – need to start now to promote a strong Board for 2017
13. Meeting Adjournment: President Mulcahy adjourned the meeting at 9:00 a.m.

Respectively submitted

Emilie Highley, Secretary

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