

## **Willow Glen Business Association**

### **Board Meeting**

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

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

**Present:** Chris Bertucelli, Henry Flynn, Mike Gaines, Robert Hernandez, Emilie Highley, Bobbie Johnson, Chris Kouretas, Tim Mulcahy, Julie Painchaud, Nate Perez, Linda Ruiz, Jim Stump, Scarlet Myers, Executive Director

**Absent:** Christy Pommerien, Robert Hernandez, John Gilligan, Greg Hom

**Call to Order - President Tim Mulcahy called the meeting to order at 8:13 a.m.**

**October Minutes Approval – Motion made by Henry Flynn to approve and seconded by Emilie Highley – Unanimously approved**

- 1. Executive Committee Update – President Mulcahy reviewed the October Meeting minutes and made mention: (a) The Universal Contract has been signed and (b) Mural on BevMo is being painted (Scarlet will report on this further)**
- 2. Treasurer’s Report - Nate Perez reviewed the over status of WGBA’s financial position and noted that the Bubbly Walk and Cable Car rides are critical to our revenue. The new Universal contract will impact the financials with checks going out each month. Overall, to date, event revenue is down somewhat – a little lean compared to this time last year. Scarlet added that she had attended a San Jose’s Downtown Meeting – given the fact that San Jose’s police force is spread very thin, there is a need to vette Security Companies for our future events. A motion was made by Henry Flynn to approve the Treasurer’s Report, seconded by Julie Painchaud – unanimously approved**
- 3. Committee Reports:**
  - (a) Member Relations – With Scott helping out at the voting booth, Scarlet reported that no one showed up for the last meeting – Need to boost up this committee!**
  - (b) Our Avenue – a) Mike reported that the new contract with Universal ‘kicked’ off on 11/7/2016 – definite improvement is already being noted. b) Irrigation system – Mike indicated that a ‘site walk’ is being planned to determine how to improve the overall system. Universal will be taking over maintaining the irrigation system. c) Banners – Free standing poles would need to be placed on each side of the street – process of installing the poles will need to go through the City. Mike brought up the idea of generating revenue by selling ads for the poles (to the merchants, community, etc.) d) A discussion ensued on crosswalk safety**

- and lighting the arbors – Mike pointed out that the crosswalk at Meredith and Lincoln needs a lighted arbor. DOT will need to review any proposal that is made by WGBA
- e) LED lights – The amber street lights are to be changed to LED's by December – per our Councilman
- f) Mike pointed out how responsive DOT has been to the WGBA
- (c) Strategic Marketing Committee – Scarlet discussed the “I Love WG” buttons that were given out at Viva Calle and how popular they were. Once the committee is formed, there would be thought to ordering them. The cost is roughly \$400 for 2,000 buttons – both Henry Flynn and Emilie Highley wrote checks (\$200 each) to get the buttons on order and to have them at all the events where a donation could be made
- (d) Promotions & Events – Lynne Rovai & Linda Ruiz reported on
- 1) The Bubbly Walk – tickets sales are going up. Looking for additional champagne vendors
  - 2) Cable Car ride sales are picking up
  - 3) 2016 ornaments are in the stores at a cost of \$20.00. The WG Elementary School is promoting them as well.
  - 4) We still have a surplus of 2014 and 2015 ornaments – suggestion was made to bundle the 2 years and make them available for sale at the Bubbly Walk, the Christmas Mixer.
  - 5) Santa Walter is willing to sell us a few of his items (one item is his chair) for \$400.00. Scarlet indicated that the WGBA will be purchasing these items and storing them for future Christmas' on the Avenue.
- (e) Strategic Planning – Nate Perez reported that there will be considerable focus on how the new Universal contract works out.
4. Executive Directors Report – Scarlet updated us on the:
- 1) Mural being painted on the BevMo building – it will be extended an additional 5 feet at no additional charge
  - 2) Thinking of doing an “Art Walk” next year showing off the sculptures and murals on the Avenue
  - 3) Parking – Idea is to take an aerial shot of the Avenue and put it on the WGBA website showing where parking is available
  - 4) Painting the curbs – Mike Gaines indicated that the Loading Zones are being used as “coffee stops”. . . attention needs to be given on how to stop this.
5. Neighborhood Report - No member from WGNA was present
6. Open Forum:
- a) Elbo Nohely Izquierdo – San Jose City Hall
  - b) Lynne Rovai, Goosetown
  - c) Kevin Tang – Antsquare

WGBA Board meeting was adjourned at 9:10 a.m.

Respectively submitted

Respectively submitted, Emilie Highley, Secretary, Willow Glen Business Association

