

Willow Glen Business Association

Board Meeting

Minutes as of Tuesday, 14 February 2017

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

Present: Chris Bertucelli, Frank Bejan, Henry Flynn, Mike Gaines, John Gilligan, Robert Hernandez, Emilie Highley, Bobbie Johnson, Chris Kouretas, Tim Mulcahy, Nate Perez, Julie Painchaud, Lynne Rovai, Linda Ruiz, Jim Stump, Scarlet Myers, Executive Director and Saba Amari, Executive Assistant (WGBA Staff)

Call to Order – Outgoing President Tim Mulcahy called the meeting to order at 8:07 a.m.

- 1. February Minutes – Reviewed.** Henry Flynn made a motion to approve, Nate Perez seconded. Unanimously approved.
Executive Committee Update – Outgoing President Mulcahy reviewed the minutes from the February Executive Committee Report.
- 2. As Outgoing President Mulcahy’s last order of business he made the motion to approve Henry Flynn as incoming President of the Willow Glen Business Association.** Motion was seconded by Nate Perez. Unanimously approved.
- 3. President Flynn’s first order of business was making a motion to approve Jim Stump as incoming Vice President of the Willow Glen Business Association.** Motion was seconded by Nate Perez. Unanimously approved.
- 4. 2017 Officers:** President – Henry Flynn Vice President – Jim Stump Treasurer – Nate Perez Secretary – Emilie Highley
- 5. Treasurer’s Report –** Nate Perez indicated that this reports shows an event-by-event breakdown. While the Association is making less money, the net position remains strong but not much of a buffer. A motion was made by Emilie Highley to approve the Treasurer’s report, Lynne Rovai seconded. Unanimously approved.
- 6. Member Relations -** Scarlet reported that the “Push for 2017” is to pursue more Associate Members. Currently we have 427 – goal is an additional 10%! Scarlet introduced Saba Ammari, Executive Assistant. Saba is part time and will work 25 hours per week.
- 7. Our Avenue –** Mike Gaines reported (a) Universal is doing a great job maintaining the Avenue and the uniformity of the planter boxes. Universal is very responsive (b) Kevin Tang from AntSquare has taken on the task of developing an ‘app’ for parking on the Avenue. Kevin addressed the Association regarding the scope of this project

which is still in development stage. The 'app' will be an interactive site showing where to 'P' and where not to 'P'.

8. Strategic Marketing – Chair for this committee is still open. Both Kevin Tang and Frank Bejan have expressed interest.
9. Promotions & Events – Lynne Rovai reported: (a) Attendance for Ladies Night Out was down due to the rain. More businesses did participate this year (b) the Wine Walk scheduled for 4/22 is being promoted. Posters are up (c) Linda Ruiz suggested that for future events a "Time Line Plan" is put into place. This template will create clarity, cost, etc., for putting on the event. President Flynn suggested sending Board members a copy of the template – Board members will make suggestions on how to further 'streamline' the process (d) Further discuss ensued on how to promote through Social Media.
10. Strategic Planning – No report
11. Executive Director Report – Scarlet reported (a) All Board Members will be asked to serve on at least 1 committee. A list will be sent to each of us on the various Committees. (b) DOTA – 6/17/2017. Event is in the planning stages. Unfortunately, we did lose Christy Pommerien from hosting the Kid's Court and also the WGBA Board due to work commitments. (c) Paw's on the Avenue is scheduled for 3/26. DGDG is the new sponsor. This is not a WGBA sponsored event, although Scarlet will be involved (d) Crosswalk Art on Brace & Meredith is moving forward (e) Former Councilmember Oliverio had put some funds aside for one more metallic sculpture for the Avenue (f) Farmer's Market – A discussion ensued on other locations that would be suitable for the Farmer's Market. Willow Glen Elementary does not want to be considered as a viable site – the principal is concerned about vandalism. BofA will be approached again. (g) San Jose Giants – 8/18/2017 is the date for Willow Glen Night – Hawaiian Night with fireworks. Henry Flynn, Miramar Hospitality - will sponsor 1250 tickets for this event, WGBA will sponsor 1250 tickets – personalized General Admission Tickets. Tickets can be purchased for \$5.00. (h) 7/15/2017 is the schedule date for the Beer Garden Event. Robert Hernandez indicated that the Department of Health is involved because of food & beverage. Hope to make more money than last year's event. The street will not be closed – great potential for businesses – great family event
12. Willow Glen Neighborhood Association – Richard Zappelli reported on WGNA activity including that there are 247 members part of the neighborhood association.
13. Open Forum – (a) Jim Duus, The Liberty Company Insurance Broker introduced himself and indicated that he wants to engage with our Community (b) Heather Urba & Cynthia Cohan – ConnectEd LLC spoke about the education & development clinic and services they provide children and families

14. Associate Members Applications – The Liberty Company Insurance Broker and ConnectEd LLC have submitted Membership Applications. Emilie Highley made a motion to accept both applications. Julie Painchaud seconded. Unanimously approved.

15. The meeting was adjourned at 9:04 a.m.

Respectively submitted

Emilie Highley, Secretary

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