

**Willow Glen Business Association
Board of Directors & General Membership Meeting
Minutes of 11 April 2017 Meeting
Willow Glen Community & Senior Center**

Present: Chris Bertucelli, Frank Bejan, John Gilligan, Emilie Highley, Bobbie Johnson, Julie Painchaud, Nate Perez, Lynne Rovai, Linda Ruiz, Jim Stump, Vince Falcone, Scarlet Myers, Executive Director and Saba Amari, Executive Assistant (WGBA Staff)

Absent: Henry Flynn, Mike Gaines, Robert Hernandez, Chris Kouretas

Call to order: Vice President Jim Stump called the meeting to order at 8:07 a.m.

- 1. March Minutes Approval – Motion made by Nate Perez to approve and seconded by Bobbie Johnson. Unanimously approved.**
- 2. Executive Committee Update – Vice President Stump reviewed the minutes from the March Executive Committee Meeting mentioning that the date for the BBQ has been confirmed for 9/23/2017. Motion made by Nate Perez to approve and seconded by John Gilligan. Unanimously approved.**
- 3. Treasurer’s Report – (a) 236 tickets for the Spring Wine Walk have been sold – goal is 1200. (b) P & L is in order (c) City of San Jose still owes us \$14,500 for the art on the Avenue. Scarlet is working with Lynn Rogers to resolve this. Motion made by Emilie Highley to approve the Treasurer’s Report, seconded by Chris Bertucelli. Unanimously approved.**
- 4. Member Relations – Parking app that is being developed by AntSquare is scheduled for ‘launch’ the end of June.**
- 5. Our Avenue – (a) Chris Bertucelli commented on the rocks being used by Universal, for the planter boxes, are also being used by vandals to throw threw windows of the retailers and the businesses are being burglarized. Last Friday, Barre3 and Orange Theory were both burglarized. Chris also commented that he spoke to Universal about this and they are pulling the rocks from the planters. (b) John Gilligan gave an overview on the installation of the LED and spot lights – it would be approximately \$600.00 for installation at the Black Sheep. John also addressed areas where lights are burned out – the crosswalk lights are on 24/7. John will be obtaining quotes for replacement of the lighting. (c) Banners are still being worked on.**
- 6. Strategic Marketing – Kevin Tang reported (a) He is speaking to business owners to help them promote their business (b) Parking app is progressing**
- 7. Promotion & Events (a) Working on ticket sales for the Wine Walk (b) Ladies Night Out is set for July (c) Still searching for a Santa (d) Reaching out to the retailers on how to help them grow their business. Suggestion is to stay open later during the month of August. There needs to be a consensus among the retailers to go forward with this plan.**
- 8. Strategic Planning – Scarlet is working with the Board to firm up a date for us all to meet for a 6:00-8:00 meeting to discuss planning strategies.**

9. Executive Director Report – Scarlet reported (a) Tree trimming – should occur over the next 3 weeks once the permits have been secured. (b) Crosswalk Art – plans are moving forward. (c) Lincoln Shire residents have indicated that there is too much traffic by their homes, suggestion is to move the flag by the B of A (d) BLOOM is moving to a new location on the Avenue (Kool Kids space) (e) Willow Glen Night at the San Jose Giants is getting promoted on the Avenue (f) Edible Silicon Valley Magazine promoted not only Willow Glen, but also a number of our businesses (g) Every 3rd light in the strands across the Avenue will be ‘teal’ in honor of the Shark’s being in the playoffs (h) Sam, from the Underground, passed away – services will be 4/11.
10. Neighborhood Report – Richard Zappelli reported on (a) Public safety meeting will focus on burglaries, business and car break ins and attempted rapes. Plea to involve our community. (b) Willow Glen park enhancements (c) Bike lane update
11. Open Forum – Brian Kernan (local realtor) and Volunteer to promote the San Jose Shark’s now that they are in the playoffs. . . Positive TEAL Tuesday! 1st home game is Easter Sunday.
12. Associate Member Application – Church on the Hill have submitted an application. A motion was made by Nate Perez to approve their application and seconded by Chris Bertucelli. Unanimously approved.

Prior to adjourning the meeting, Vice President Stump reinforced the importance of having the Strategic Planning Meeting and Board involvement.

Meeting was adjourned at 9:05 a.m.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association