

**Willow Glen Business Association
Board of Directors & General Membership Meeting
13 June 2017 Board Meeting Minutes
Willow Glen Community & Senior Center. . . 2175 Lincoln Avenue**

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

Absent: Chris Bertucelli

Call to order: President Henry Flynn called the meeting to order at 8:08 a.m.

1. **May Minute Approval – Motion made by Nate Perez to approve and seconded by Mike Gaines Unanimously approved. Regarding Donations – Mike Gaines asked how the vote will be handled for donations. Discussion ensued that donations will be ‘selective’, complying with our By-Laws and there will be a line item in the budget for an agreed upon amount for donations. Not all donation requests will be granted.**

Executive Committee Update – President Flynn reviewed the minutes from the May Executive Committee Report. Motion made by Jim Stump to approve and seconded by Lynne Rovai. Unanimously approved. It was recommended by Lynne Rovai to have someone address the Board on the CBID, benefits of the CBID, what it does, how it works, etc. Nate Perez indicated that he is willing to do this at a future meeting.

Treasurer’s Report – Nate Perez reviewed the Balance Sheet indicating that there is some reserve on CBID monies. Motion made by Emilie Highley to approve and seconded by Lynne Rovai. Unanimously approved.

2. **Member Relations – Kevin Tang was not present to give an update on the app that is being developed. More of an update at our July board meeting.**
3. **Our Avenue – Mike Gaines reported: (a) The tree trimming has become a laborious process with some ‘red tape’ from the City. (b) Flag Poles – Back to the structural engineer – quote forthcoming + permit fees for easement. (c) It was noted that La Villa has put lights up on their building – definitely a ‘bright’ spot on the Avenue.**
4. **Strategic Marketing – No report.**
5. **Promotions & Events – Lynne & Linda reported: (a) The Retailer ‘get together’ was a good meeting. Some discussion on staying open until 8:00 on Thursday’s – currently there are 3-4 retailers that are open until this time – still looking for more to participate. (b) Wine Walk – Approximately 75 tickets sold to date. Need to push on promoting this event – distribute more flyers. (c) Ladies Night Out & Willow Glen at the SJ Giants are scheduled for August (d) September is the BBQ and then we are in the “Holiday Season”. (e) Review of graphic art costs still in review with our current vendor – going out for quote with other vendors. It was also mentioned that the Farmer’s Market is a “GO” starting this coming weekend.**

Note: At this point, Jordan of 20-20 spoke about the Cider Walk (fermented cider). Generally this event has been hosted by Santana Row the last Saturday in July. There is a conflict with Santana Row hosting – would Willow Glen be willing to host? Per Jordan, there is no expense to the WGBA. It was mentioned that July typically is a slow month for retailers, so this may be a 'boost' to the business on the Avenue. A motion was made by Henry Flynn and seconded by John Gilligan to move forward with this event. Unanimously approved. Jordan will try and have posters out this coming week. End result – WGBA could receive a check!

6. BBQ Competition – Robert Hernandez reported that he has had 2 meetings where ideas for the BBQ have been laid out, i.e., level of costs of sponsorship, format for the event, etc. Next meeting is 14 June 2017.
7. Sponsorships & Donations – Request has been made for a \$1500.00 donation toward Music in the Glen. Motion was made by Mike Gaines to approve and seconded by Julie Painchaud. Unanimously approved. It is to be noted that during one of our upcoming Board Meetings, there will be a review of 2017 donations to date and setting a budget for Sponsorships & Donations for the upcoming budget year.
8. Executive Director Report – Scarlet reported: (a) Wine Walk – one additional winery has been added. 16 wineries signed up, 29 tasting sites. Meeting with Secondary Employment scheduled for 16 June 2017 – all paperwork has been filled out. (b) Robert Hernandez, Squiber, will be quoting on the updating/refreshing of the WGBA website. Last update was 2012. (c) DOTA – KRTV advertising spots will begin on 12 June 2017. Metro advertising has begun. Still need volunteers from the 4:30-7:30 beer pouring. Currently, 2 shifts are covered in the Bank – still need Board participation for the 1-3, 3-5 and 5-7 shifts. Regarding DOTA for 2018 – Tim Mulcahy commented that it is important to establish a date for next year. Should it still be Father's Day weekend? This is the WGBA's biggest event and money maker. Tim has agreed to chair the event again in 2018.
9. Neighborhood Report – No one present from WGNA
10. Open Forum – Kandice Stevens from the Silicon Valley "Walk to End Alzheimer's" brought to our attention the Alzheimer's Walk which will occur on 14 October 2017 – the organization is looking for sponsorships. Companies such as CISCO and Amazon will be among this year's sponsors. It is projected that there will be over 4300 participants in this year's walk.
11. Association Member Applications – None to be reviewed.

Meeting was adjourned at 9:25 a.m.

Respectively submitted

Emilie Highley, Secretary
Willow Glen Business Association