

**Willow Glen Business Association
Board of Directors & General Membership Meeting
Minutes of 14 March 2017 Meeting
Willow Glen Community & Senior Center. . . 2175 Lincoln Avenue**

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

Absent: Robert Hernandez, Bobbie Johnson, Nate Perez

Call to order: President Henry Flynn called the meeting to order at 8:03 a.m.

1. February Minute Approval – Motion made by Chris Bertucelli to approve and seconded by Chris Kouretas. Unanimously approved.

A discussion ensued, led by President Flynn regarding the 2 Community spots which remain open on the Board and that Vince Falcone was interested in joining the WGBA. A motion was made by Emilie Highley and seconded by Chris Bertucelli appointing Vince Falcone to the WGBA Board. Unanimously approved. . . welcome Vince!

Executive Committee Update – President Flynn reviewed the minutes from the February Executive Committee Meeting, with focus on the concern that we still do not have a location for the Farmer's Market. The BofA parking lot is not a consideration. The Producer and the Willow Glen Senior Center are discussing the possibility of using their location – although it would take 'foot traffic' away from "The Avenue"

It is noted that there were 2 typing errors in the Executive Committee Meeting Minutes – a) Tickets for the Wine Walk are \$35 in advance, \$45 the day of the event (\$40 was previously stated), and b) One of the 2 Community Member spots will be filled by Vince Falcone (Falcone Coin Shop), (not Vic Falcone as previously stated).

2. Treasurer's Report (Scarlet reported in Nate's absence): a) \$135,000 CBID check has been received b) WGBA had not been billed by Universal for 2 months, so we will see a \$14,000 payment in the next report c) 71 tickets have been sold to date for the Wine Walk
3. Member Relations – Scarlet reported a) 6-7 members from our Community have signed up on the Website – showing community interest b) Some wineries that have participated in past Wine Walks want to become Associate Members (Scarlet will continue to encourage them)
4. Our Avenue – Mike Gaines reported a) Kevin Tang, AntSquare is creating an app on Lincoln Avenue parking. It is about 2-3 weeks out to its launch. While parking has always been an issue, there will also be a map to assist in identifying where to park on Lincoln Avenue. Julie Painchaud commented that there is still an issue on people parking 'all day' in some areas. b) John Gillian commented on crosswalk lighting and that LED lights will be installed by the Black Sheep. There is also a possibility of changing lights by Pete's Coffee (still in review). John encouraged us all that if we see lighting in other downtown areas that should be considered for Lincoln Avenue, take a picture and submit to either Mike or John c) There was further discussion about a 'banner' being strung across Lincoln Avenue. John is going to reach out to some of his structural engineers to provide us with a quote for doing this – John will report back to us.

5. Strategic Marketing Committee – Kevin Tang was unable to be in attendance – no report
6. Promotions & Events – Lynne Rovai reported - a) Wineries for the Wine Walk are in place along with the Tasting Sites. Need to sell 1200 tickets (we are capped at 1200). Both Soquel and Los Gatos are having Wine Walks the same day as ours. It was mentioned that wine is supplied at no charge for these Wine Walks, (it was noted that the wine we serve is of a higher quality) b) Social Media – Our postings are becoming more effective c) Holiday's – still in need of finding a Santa. It is costly to pay a Santa for 4 days, 2 hours per day + travel time (~\$1800 has been paid in the past) d) Posters have been picked out for future events e) It is planned for more marketing in the Metro
7. Strategic Planning – Chair for this committee is still open. Scarlet recommended that a member from each Committee work on this committee for purposes of budget clarification/determining costs/projections. Vice President Jim Stump commented that when he joined the Board, we had a Goal Setting Meeting and that during this meeting we discussed the goals of the WGBA on how to raise money which contributes to the success of our Avenue. It was determined that we would focus on having a meeting of this nature again within the next 30-60 days (Scarlet would send out an e-mail with several tentative dates)
8. Executive Director's Report – Scarlet reported a) 2 grants have been received – DOTA ~\$25,000 (11.2% of the event costs), and the July BBQ ~\$2,500 (4.9% of the event costs) b) DOTA – Bands have been solidified. Still looking for more food vendors c) BBQ – 30 participants to cook (10 'pros' and 20 'backyard cooks') – Scarlet reported for Robert Hernandez d) Committee sign ups – Scarlet thanked all who have signed up e) Tree Trimming – Scarlet commented that those companies bidding on the tree trimming will also be asked to remove the lights on the trees
9. Willow Glen Neighborhood Association Update – No member was present
10. Open Forum – 2 guests were at the meeting a) Cindy Ahola from Good Karma Bikes – again just joining our meeting b) Scott Paine, Paine Financial & Insurance Scott wanted to make us all aware of "The Robby Paine Foundation Presents the San Jose Derby", May 6th which will be located on the Mulcahy Grounds. This is a 501©3 Foundation with funds benefiting 3 charities that Scott's deceased son, Robby, supported.
11. Associate Member Applications – No applications this month
12. New Business – Julie Painchaud commented that some businesses are suffering from lack of business and also made mention that there is talk of more businesses leaving the Avenue. Linda Ruiz commented on retail being on the decline – 'how can we help retail' – suggestion again was made on encouraging businesses on the Avenue to perhaps consider staying open later on Thursday nights (opening later so the day is not quite so long. Scarlet made us all aware that as part of "Public Relations", she is spending time walking the Avenue, reaching out to the businesses for a better understanding of issues that they may be having – as she hears comments/concerns, she will report back to the Board.

The meeting was adjourned at 9:05 a.m.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association