

**Willow Glen Business Association  
Board of Directors & General Membership Meeting  
Minutes of 10 January 2017 Meeting  
Willow Glen Community & Senior Center. . . 2175 Lincoln Avenue**

**Present:** Henry Flynn, Emilie Highley, Bobbie Johnson, Chris Kouretas, Tim Mulcahy, Nate Perez, Linda Ruiz, Scott Hunter & Scarlet Myers, Executive Director

**Absent:** Mike Gaines, John Gilligan, Robert Hernandez, Julie Painchaud, Christy Pommerien, Jim Stump

**Call to order:** President Tim Mulcahy called the meeting to order at 8:14 a.m. President Mulcahy made the announcement that Scott Hunter has resigned his position and has accepted a position with the Los Altos Villages. . . everyone wished Scott the best and thanked him for his dedication.

**December Minute Approval – Motion made by Henry Flynn to approve and seconded by Nate Perez. Unanimously approved.**

**Executive Committee Update –** President Mulcahy reviewed the minutes from the December 30<sup>th</sup> Executive Committee Meeting with the key points being: 1) Ballots were sent out the week of December 18<sup>th</sup> and are due back by 20 January 2017 2) Focus for 2017 – raising funds for replacement/repair of electrical on Lincoln Avenue. 3) Crosswalk Art will begin the beginning of the year on Brace and Meredith.

**Treasurer's Report –** 1) 2016 Revenue – brought in less, spent less. 2) December net income was slightly higher due to event income 3) Net assets going in the right direction 4) WGBA will go into 2017 in 'the Black'. A motion by Henry Flynn to approve the financial report and seconded by Emilie Highley. Unanimously approved.

**Member Relations Committee –** Blood Drive is being postponed because the Red Cross is short staffed. "Expo" may not take place if we do not have a blood drive.

**Our Avenue Committee –** Scarlet reported for Mike Gaines 1) Focus on uniformity of the planter boxes 2) Lighting & Safety on Lincoln Avenue are the Committee's #1 priority – the committee is working with the City of San Jose on issues. The City will receive an e-mail from the Committee after each meeting reporting on issues/progress, etc. Jim Bitner and Dev Davis, our new Councilperson will get e-mail reports as well. 3) "P" (parking on Lincoln) – maps which indicate parking are being worked on. Additionally, the Committee has reached out to Antsquare (mobile app management tool) to develop an 'app' (app is in process)

**Strategic Marketing Committee –** No report

Promotions & Events Committee – Lynne Rovai and Linda Ruiz reported: 1) Bubbly Walk – more promoting is planned for this event in the future 2) February 9<sup>th</sup> is Ladies Night Out – this event is being heavily promoted 3) April 24<sup>th</sup> is the Wine Walk – promoting has begun 4) Overall consensus is that the Committee needs to ‘step up on promoting events’ 5) Focus on “Hallmark” Events – Valentine’s Day, Mother’s Day, Weddings, etc. Promote so shoppers spend their shopping \$\$\$’s in Willow Glen. Suggest that our restaurants have special menus and promote this on Social Media, WG Facebook, etc. Encourage our businesses to take advantage of *FREE* advertising!

Strategic Planning – No report Scarlet did mention that Daniel at AntSq may be willing to take on being the Chair of this Committee

Executive Directors Report – Scarlet reported: 1) Annual Meeting is scheduled for Monday, 30 January from 6-8:00 at the Twenty Twenty Cheese Bar All businesses on the Avenue are invited to attend. 2) Scarlet introduced: Linda Pereira, San Jose Giants and Andy Terino & John Azevedo, ACT Security Linda Pereira spoke on ‘fundraising’ ideas – Park Packer Program where WGBA could purchase 2500 or 5000 personalized General Admission tickets (at ~ \$1.00 per ticket) and then have the schools, etc., ‘resell’ them up to the value of \$12.00 per ticket – the schools, etc., and the WGBA would receive a portion of the revenue from the resale of the ticket and the event becomes a community event! Further discussion will ensue on whether WGBA will participate or not at this time. Andy Terino & John Azevedo spoke on partnering with WGBA for events, providing security at the events. Currently ACT Security has 47 ‘on call’ security guards. ACT Security provides security at numerous events including the San Jose Giants.

Open Forum – Peter Allen from the Campbell Rotary & Public Information Officer of the San Jose Unified School District & WGNA was present and spoke about different meetings that were planned. Tay Daniel, “Walk For Syrians” introduced herself and spoke briefly of an event they are having on February 25<sup>th</sup>.

Associate Member Applications – 2 applications were reviewed: Good Karma Bikes and Willow Glen Athletic Boosters. Motion was made by Henry Flynn to approve both applications and seconded by Nate Perez. Unanimously approved.

New Business – President Mulcahy indicated, now that he is termed out, he will continue his involvement in the WGBA by working on DOTA, Our Avenue Committee and Promotions & Events.

Meeting Adjournment – Meeting was adjourned at 9:01 a.m.

Respectively submitted,

*Emilie Highley, Secretary*  
*Willow Glen Business Association*