

**Willow Glen Business Association
Board of Directors & General Membership Meeting
Minutes of the 13 December 2016 Meeting
Willow Glen Community & Senior Center. . .2175 Lincoln Avenue**

Present: Henry Flynn, Mike Gaines, Robert Hernandez, Emilie Highley, Bobbie Johnson, Chris Kouretas, Tim Mulcahy, Julie Painchaud, Nate Perez, Linda Ruiz, Jim Stump, WGBA Staff – Scott Hunter & Scarlet Myers, Executive Director

Absent: Christy Pommerien, John Gilligan, Greg Hom

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

November Minutes Approval – Motion made by Henry Flynn to approve and seconded by Robert Hernandez – Unanimously approved.

1. **Executive Committee Update – President Mulcahy reviewed the November Meeting minutes and made mention of:** (a) Storage Bin was placed at 1261 Lincoln Avenue for equipment used by Universal (b) Irrigation work will be performed at night (c) Purple Onion is slated to be open mid to late January (d) Mixer attendance was down from past years – looking to make some changes to next year.
2. **Treasurer’s Report – Nate Perez indicated:** (a) That there is no report due to the data being late. Report to be given in January. (b) Bubbly Walk – 44K in revenue, total expenses being calculated and will be reported along with the net income for this event. Numbers for the Bubbly Walk were down over last year due to other event conflicts – LG Christmas Parade, as well as other events in Campbell and Downtown San Jose. (c) Suggestion was made to generate a restraining order for the man on the scooter (name is Dobson) – he appears to be a menace to our Avenue. A motion was made by Tim Mulcahy to investigate the restraining order, seconded by Henry Flynn – Unanimously approved.
3. **Member-to-Member Relations Committee – Scott Hunter reported:** (1) The Holiday Mixer attendance was down – both Scott and Scarlet had canvased the Avenue making all the merchants aware of the event. (2) The installation of 2017 Officers and “welcoming” reception is the next task for the Committee. Installation takes place on January 30th.
4. **Our Avenue Committee – Mike Gaines reported:** (a) Henry Flynn had received a call from a business near the library on Minnesota that is not benefiting from street cleaning. Mike will take the action item to ‘refresh’ Universal on where to clean, both at Willow and Minnesota. (b) “Wrap-Up Our Avenue” committee meeting took place on 12-12-2016, Mike reporting that the LED lights have been changed with a noticeable difference to the Avenue! (c) Focus for 2017: *Cross walk safety* (carried forward from 2016) – the need for additional lighting. *Lighting the trees* could be unhealthy for their growth – more focus on lighting the tops of the buildings for effect, need to determine how to get cooperation from the business owners to do this. *Create a map/parking guide* for the Avenue – mark the parking areas with the big blue “P”; idea visited to create an “app” to put on our smart phones. *Security* – Cost of security is increasing, WGBA needs to research other ways to spend our money for security. The Committee will look into getting competitive bids from Security Companies – exploring all

of our options. A letter did go out to the City of San Jose, signed by the producers of parades from various areas, "going on record" for requesting, a good, approved security at a reasonable cost.

5. Strategic Marketing Committee – Still looking for someone to head this committee up now that Greg Hom is not coming back to the Board.
6. Promotions & Events Committee – Linda Ruiz reported: (a) Bubbly Walk attendance was 950. More focus to be given on Social Media and sending out notices earlier. Estimated net for the event - \$17,810 (b) 2017 Calendar of Events is complete – Whiskey Tasting is another event being considered for 2017 (c) "Taste of Willow Glen" may become a 2018 event (d) "I Love Willow Glen" buttons are on order and will be on a "donation basis". Thought needs to be given on how the donations will be handled, collected and accounted for. (e) Kentucky Derby Party is being hosted in the Garden City parking lot the day before Mother's Day (by Dustin Yoder) – the parking lot will be tented (this event is not a WGBA sponsored event) (f) First 2017 DOTA meeting is scheduled for January 13th.
7. Strategic Planning – Nothing to report
8. Executive Director Report – Scarlet reported: (a) Cable Car rides are sold out – additional rides were added. WGBA is making ~ \$2,600 per evening – anticipating ~\$18,000 net. (b) Santa photos in the Garden Theatre have earned ~\$800.00 to date (\$400.00 of this covers the items purchased from Santa Walter giving us \$400.00 net to date) – still have more dates set in December for Santa photos. (c) Wrapping up 2016 – ballots scheduled to go out the week of December 18th January 30th is the scheduled date for installation of the 2017 WGBA Board
9. Willow Glen Neighborhood Association – No one in attendance from WGNA. Mike Gaines did indicate that he was approached by members of WGNA – they are looking for leadership to strengthen their Board.
10. Open Forum – Cindy Aholala from Good Karma Bikes Services was in attendance. Cindy indicated that their organization is a non-profit bike shop that takes donated bikes, repairs them and donates them to the less fortunate. Good Karma will be applying for Associate Membership in January.
11. Associate Members Applications – 2 applications have been submitted (a) Antsquare (mobile app management tool for small businesses, and (b) Glenda Evans, Certified Professional Organizer (for homes, home office, etc.) A motion was made by Henry Flynn to approve these 2 applications, and seconded by Julie Painchaud – Unanimously approved.
12. Meeting adjournment – Meeting was adjourned at 9:06 a.m.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association