

Willow Glen Business Association Board Meeting

Tuesday, November 7, 2017 – 8:00 a.m.

Willow Glen Community & Senior Center, 2175 Lincoln Avenue, SJ 95125

Attendees: Frank Bejan, Henry Flynn, John Gilligan, Robert Hernandez, Emilie Highley, Bobbie Johnson, Chris Kouretas, Bill McAfee, Julie Painchaud, Lynne Rovai, Jim Stump, Vince Falcone and Staff – Stephanie Whaley & Valerie Merklin

Absent: Chris Bertucelli, Mike Gaines, Nate Perez, Linda Ruiz

Meeting was called to order at 8:07 a.m. by Board President Henry Flynn

Approval of Minutes: Motion was made by Lynne Rovai to approve the October 2017 Board Minutes. Second by Robert Hernandez. Unanimously approved.

Executive Committee Meeting Update: Board Development – Terms of the Board were reviewed. At this writing, there are 3 nominations for Board Members that need to be filled: Julie Painchaud, Mike Gaines & Chris Bertucelli

Treasurer's Report: Valerie Merklin reported in Nate's absence. (1) DOTA loss considered to be significant. Not all income is showing – Valerie to review and update. (2) Valerie reviewed all events and revenue. Hopeful that the Bubbly Walk will be successful and add positively to the revenue figures. (3) Valerie working with Tom Boardman (City) and Jess Gutierrez (our accountant) to catch us up on reports due to the City. 2016 is complete, 2017 in process. Motion was made by Emilie Highley to approve the reports being submitted to the city. Second by Jim Stump. Unanimously approved.

Approval of the Financials (Treasurer's Report) on hold until Valerie has completed the update and presents to the Board.

Member Relations Committee – No report

Our Avenue Committee – John Gilligan and Robert Hernandez reported: (1) Met with Universal Site Services regarding the new contract – they are asking for a 11% increase. John and Robert are reviewing ways to scale back and bring the 11% increase to 5%. (2) This is leaf season and we are experiencing heavy leaf dropping. John Gilligan is willing to donate a dumpster if we find a place to locate it. (3) Currently there are 4 planters that are in need of landscaping and irrigation/irrigation repair. Universal has been requested to revise their budget, quoting on landscaping and repairs as needed. (4) Valerie suggested that the new Universal contract be for a 18 month period – beginning December 2017 through June 2019.

(5) Vince Falcone has indicated that he wants to be involved with the Our Avenue Committee. (6) Crosswalk lighting – John is researching an LED Warning System for 2 of the more dangerous crosswalks – by the Black Sheep and Manley’s. (7) John is going to meet with Councilmember Davis to see where the City could help with grant monies for lighting, i.e., the Vision Zero Program. (8) 31 Globe Lights are out – Valerie to research getting these fixed. (9) Holiday Flags – Stephanie has reached out to Charlie.

Strategic Marketing Committee – No report (still in search for a Chair of this Committee)

Promotions & Events Committee – (1) Lynne reviewed that the Spring Wine Walk brought in \$10,000 and the Fall Wine Walk brought in \$9,000.00 (2) Small Business Saturday is the Saturday after Thanksgiving. There will be a booth to sell previous year’s Christmas ornaments. (3) Approximately 300 tickets have been sold for the Bubbly Walk to date. Generic glass are being used – just with the WGBA logo (4) Volunteers are still needed for the Cable Car ride check-in. Rides are almost sold out for the 6 dates. Anticipated that the Cable Car rides could net the WGBA anywhere from 15-20K. (5) Vivian O’Donnell was introduced as the volunteer who helped to clean out the storage. (6) December 6th is the Holiday Party at Wells Fargo

BBQ Competition – Robert Hernandez indicated that he had nothing more to report at this time other than the target date for 2018’s BBQ is 9/22/2018.

Executive Director’s Report –No additional items to report other than what was covered in the Treasurer’s Report.

Neighborhood Report – No representative was present – no report

Open Forum – There were no guests present

Associate Member Applications – One application was submitted – Urban Village Farmers’ Market Association A motion was made by Chris Kouretas to accept this Associate Member Application. Second by Robert Hernandez. Unanimously approved.

Meeting was adjourned at 8:53 a.m.

Respectively submitted,

*Emilie Highley, Secretary
Willow Glen Business Association*

**Willow Glen Business Association
Executive Committee Meeting
30 November 2017**

**In attendance: Henry Flynn, Jim Stump, Chris Kouretas, Emilie Highley
and Valerie Merklin, Staff**

Absent: Nate Perez – who has resigned his position

- 1. Discussion ensued on Nate Perez leaving the Board. There are 3 positions *currently* that need to be filled replacing: Julie Painchaud, Mike Gaines & Chris Bertucelli – (now the need to replace Nate) Individuals being approached: Tim Mulcahy, Joe Pollifrone (Serenio), and Jimmy (from the Black Sheep Restaurant). Thought needs to be given on Nate's replacement.**
- 2. Ballot's will be mailed after the December Board Meeting**
- 3. Valerie will be working to get us updated financials – we did not have a final copy in November with all entries.**
- 4. 12/6 is the WGBA Holiday Get-Together at Wells Fargo Bank. Invitations have been sent out. Still in need for food and raffle prizes.**
- 5. Ornaments – All 2017 Ornaments have been sold. Previous year ornaments will be sold at the Tree Lighting - \$10.00 each or 3 for \$25.00**
- 6. Suggest a January "Mixer" with Councilmember Dev Davis.**
- 7. Globes that are burned out – Valerie researching getting them replaced.**
- 8. Universal Site Services – Henry Flynn, John Gilligan and Robert Hernandez met with Universal to review the proposal. There are some items that are separate from the basic proposal: planters (plants & irrigation), leaf pick up. Suggest going back to Universal and ask for a rough estimate for 2018 plant additions and modify this contract for an 18 month period (Now to June 2019).**
- 9. Tree Trimming – Valerie to looking this being part of Universal's bid.**
- 10. Shed – John Gilligan suggested looking into solar.**
- 11. Crime on the Avenue – Suggest having a meeting in January (shoot for 1/22 at the Community Center) for a meeting with the PD and our Councilmember to discuss the crime that we have been experiencing.**

12. Carriage Rides – Scott Hunter will be hired as the ‘docent’ for the carriage rides – pay him as a contractor at a rate of \$25.00 per hour. Volunteers are needed only for check in. Rides will originate in front of the B of A building.

13. Valerie will look into the kiosk repair.

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