



Willow Glen Business Association Board Meeting
Tuesday, 10 October 2017 – 8:00 a.m.
Willow Glen Community and Senior Center, 2175 Lincoln Avenue, SJ 95125

Attendees: Frank Bejan, Chris Bertucelli, Henry Flynn, Mike Gaines, John Gilligan, Robert Hernandez, Bobbie Johnson, Chris Kouretas, Bill McAfee, Julie Painchaud, Nate Perez, Lynne Rovai, Linda Ruiz, Jim Stump, Vince Falcone and Staff – Stephanie Whaley & Valerie Merklin

Absent: Emilie Highley

Meeting was called to order at 8:09 a.m. by Board President Henry Flynn

Approval of Minutes: Motion was made by Lynne Rovai to approve the September 2017 Board Minutes. Second by Chris Kouretas. Unanimously approved.

Executive Committee Meeting Update: Henry Flynn reviewed minutes of the September 29, 2017 Executive Committee meeting. The Universal Site Services contract renewal was discussed. John Gilligan, Jim Stump and Henry Flynn will work with Universal to discuss their proposal for services for the coming year. Tree trimming was also discussed. Universal needed a detailed list of CBID property owners for the permit process for the tree trimming. Valerie Merklin noted that she obtained an updated property owner list from the city last week and has provided it to Universal. Nate Perez also noted that the outstanding amount due for the previous copier that was replaced last year was negotiated and the amount owed reduced to \$1,650, which will be paid to settle this obligation. Motion was made by Nate Perez to accept the Executive Committee Meeting update. Second by Jim Stump. Unanimously approved.

Board Development: Henry noted that Linda Ruiz and Chris Bertucelli are currently in their third term which will end January 2019, so after serving one more year they will not be eligible for reelection since the max is three consecutive terms. Henry is in the process of talking with all board members whose terms end January 2018 to see if they would like to be nominated for reelection. Nate Perez noted that the size of the board could also be evaluated to ensure that the board is operating most efficiently. A detailed board orientation will also be developed and will be held on Tuesday, January 9, 2018 from 8:00 – 10:00 am.

Treasurer's Report: Nate Perez reviewed the financial reports. He noted that we are still in the process of getting events back on track and profitable. A proposed modification to the FY17-18 budget was reviewed as a plan to work toward achieving operational stability through the end of FY18 (which

ends June 2018). Chris Kouretas made a motion to accept the financial reports. Lynne Rovai seconded. Unanimously approved.

Nate also explained that a new computer system is greatly needed for the office so estimated expense of \$1,700 was also discussed. Nate Perez made a motion to approve purchase of a new computer system for the office, not to exceed cost of \$1,750. Robert Hernandez seconded. Unanimously approved.

Member Relations: The annual membership holiday party will be Wednesday, December 6, 2017 from 6-8 pm at Wells Fargo. Henry thanked Bobbie Johnson for lining up Wells Fargo as the venue for this event.

Our Avenue: Mike Gaines has resigned as Chair of the Our Avenue Committee. John Gilligan and Henry Flynn volunteered to co-chair this committee until a new Chair is recruited. Robert Hernandez volunteered to join the Our Avenue Committee, as well. Linda Ruiz asked that the WGBA monthly newsletter always include request for volunteers for all committees.

John Gilligan also explained that he is willing to donate a sturdier shed for the Universal Site Services crew to use to store equipment than what WGBA currently has, but a new location and power is needed. The Our Avenue Committee will research options for the shed location.

Strategic Marketing: No report. The Strategic Marketing Committee currently does not have a chair. Robert Hernandez noted he would be able to help with this committee in an advisory capacity, but he is not able to chair it.

Promotions & Events: Lynne Rovai & Linda Ruiz reported that the Fall Wine Walk had lower than expected attendance but still netted a profit of approximately \$6,000. Upcoming events include Trick or Treat on October 31, Small Business Saturday on November 25, the Bubbly Walk on December 2, and Santa Claus in the Garden Theater and Holiday Cable Car Rides in December. The 2017 commemorative WG ornaments have also been received and are being distributed to participating merchants, thanks to volunteer Mimi Braatz who organized the ornament project again this year. There are still several boxes of ornaments from previous years in storage, which will be sold at a booth on the avenue on Small Business Saturday and during the Bubbly Walk. Lynne noted that the 2018 promotions and events calendar will be set in early January. The 2018 Dancin' on the Avenue and options for changing the event in the future were also discussed. Jim Stump made a motion that 2018 be the last year Dancin' on the Avenue will be held, with a different event rolled out in its place in 2019. _____ seconded. Unanimously approved.

BBQ Competition: Robert Hernandez thanked everyone who volunteered and participated to make the BBQ such a success. He has received great feedback and all teams that participated have indicated that they want to come back next year. It's estimated that the event brought more than 3,000 attendees to the avenue on the day of the event. Not all revenue and expenses have been recorded yet, so final

report on the financials of the event should be available at the October meeting. The BBQ Committee will be looking at how to build on the success of this year's event and also increase profitability at next year's event.

Willow Glen Neighborhood Association Report: No Report

OPEN FORUM: No open forum was held because there were no guests.

Associate Member Applications: No associate member applications.

Meeting was adjourned at 9:48 a.m.

Minutes recorded by Valerie Merklin (due to Secretary's absence)

**Willow Glen Business Association
Executive Committee Meeting
26 October 2017**

In attendance: Henry Flynn, President, Jim Stump, Vice President, Chris Kouretas, Emilie Highley, Secretary, Stephanie Whaley & Valerie Merklin, Staff

- 1. WGBA Board – (a) Julie Painchaud and Mike Gaines have chosen not to seek nominations for the 2018 Board. They will both complete their 2017 terms. (b) A discussion ensued on Vince Falcone being nominated for one of these vacant positions (Vince is currently a Community Member) (c) John Gilligan and Robert Hernandez will Co-Chair the Our Avenue Committee (d) Henry will call Tim Mulcahy, and Emilie will call Joe Pollifrone, Sereno Group to see if there is any interest serving on the Board.**
- 2. November WGBA Meeting – Discuss the Board Nomination Slate and prepare electron forms to be sent out. Vince Falcone to be nominated.**
- 3. Gary Rovai, Goosetown is applying for patio seating and is requesting a letter from the WGBA stating that we would support this addition to Goosetown. Stephanie and Valerie to research writing this letter for approval and then send on to Gary Rovai.**
- 4. Review of the final numbers for the BBQ and Wine Walk – to be presented at the November Board Meeting**
- 5. Discussed the Board approving a Debit Card from Wells with a \$4,000.00 limit on it to be kept in the office**
- 6. Ornaments are in – For our businesses, \$20.00 suggested retail + tax**
- 7. Valerie presented an update on all projects**
- 8. December 6th is set for the Holiday Party at Wells Fargo – details to follow**
- 9. CBID brochure approved – Valerie to pursue getting it printed**
- 10. Halloween – currently 22 volunteers have signed up**
- 11. Looking for volunteer sign-ups for the Trolley's during the Holidays**

Respectively submitted,

Emilie Highley, Secretary

Willow Glen Business Association