

**Willow Glen Business Association  
Executive Committee Meeting  
29 September 2017**

**In attendance: Henry Flynn, President, Jim Stump, Vice President, Nate Perez, Treasurer, Chris Kouretas and Emilie Highley, Secretary**

- 1. Tree trimming was discussed – Trees are in shock. We have been contacted by Universal – they would like to get the tree trimming done before the winter and prevent any storm damage. They are again requesting the names of all the Will Glen property owners along Lincoln Avenue for permission (requested by the City to get the tree trimming permits). Valerie/Stephanie to assist.**
- 2. BBQ – Great Event! Well received by the community. Wrap up meeting to occur in October. It was brought up “Where would the net monies from the BBQ Event go?” This will be further discussed at a board Meeting. Suggestion was made to have the ‘true profit’ saved for something strategic. Emilie will reach out to Julia Baum at the Community Newspapers about a write up.**
- 3. Universal Site Services Contract is up for renewal. Plan is to meet with Universal prior to our October Board Meeting and review the contract – is there any room for negotiation?**
- 4. Nate and Jim debriefed Henry on the September Board Meeting.**
- 5. The “Saga of the Old Copier” – Henry was in receipt of a letter from Doug DiFilippo, Litigation & Bankruptcy Specialist (collection agency) regarding an unpaid balance on the old copier that we have and no longer use. A discussion ensued on how best to handle this. Agreement was made to offer \$1650.00 to satisfy the contractual obligation. Per Henry’s discussion with Mr. DiFilippo – his company has agreed to accept the \$1650.00 as full and final payment. This payment will satisfy all contractual obligations.**
- 6. The Wells Fargo account (small balance account - \$5,000 or less), was temporarily upgraded to a Platimum Account for purposes of depositing BBQ monies. The balance in the account grew to \$16,297.41 as a result of the BBQ. \$12,297.41 will be moved from Wells to US Bank. The Wells account will be left with a \$4,000 balance.**

**Meeting was adjourned at 9:05 a.m.**

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

**Willow Glen Business Association Board Meeting**  
**Tuesday, 12 September 2017 – 8:08 a.m.,**  
**Willow Glen Community and Senior Center~2175 Lincoln Avenue, SJ 95125**

**Attendees:** Frank Bejan, Chris Bertucelli, Mike Gaines, John Gilligan, Robert Hernandez, Emilie Highley, Chris Kouretas, Julie Painchaud, Nate Perez, Lynne Rovai, Linda Ruiz, Jim Stump and Staff – Stephanie Whaley & Valerie Merklin

**Absent:** Vince Falcone, Henry Flynn, Bobbie Johnson, Bill McAfee

**Meeting was called to order at 8:08 a.m. by Vice President Jim Stump**

**Approval of Minutes:** Motion was made by Nate Perez to approve the August Board Minutes. Second by Chris Bertucelli. Unanimously approved.

**Executive Committee Meeting Update:** Jim reviewed items addressed at the August Executive Committee Meeting. Item #7 – Proposal from Jordan/TwentyTwenty Cheese Bar was further addressed by Nate Perez. Jordan was proposing his Team take on facilitating events for the WGBA (i.e., Wine Walks, Bubbly Walk, etc.), and his group would give us a check \$2500-\$3000 (negotiable and depending on the event) – all we would need to do is ‘show up’. Special events such as the BBQ, DOTA, would continue being handled by the WGBA. A discussion ensued on the “Pro’s” and “Con’s”. Lynne Rovai indicated that the Wine Walks and Bubbly Walk have been profitable with net numbers exceeding \$2500-\$3000! No decision was made and Nate would have a discussion with Jordan letting him know this.

**Treasurer’s Report:** (a) Nate reported that the WGBA closed last year at a loss. (b) We have engaged in a full audit ensuring the every dollar has been accounted for and looking for ways to streamline cash flow. (c) From a financial standpoint we need to project conservatively – submitting budgets for events will play into this. (d) Valerie Merklin outlined for the Board what she is doing to support us at 10 hours per week. She has spent time bringing the CBID up to date. She also commented that events are labor intensive and can be financially risky, i.e., DOTA. While we are planning for DOTA 2018, this event may be at it’s ‘end of life’. Motion was made by Lynne Rovai to approve the Treasurer’s Report. Second by Julie Painchaud. Unanimously approved.

**Member Relations:** (a) Stephanie and Valerie working with accountant on membership dues (b) Regarding Board Development – Stephanie and Valerie are reaching out to some our Business owners. Valerie to send out an update on Board Terms (c) Board Orientation is important to outline Board expectations

**Our Avenue: No Report**

Staff from Universal Site Services were present and spoke (a) Contract term is up in November – plan for a time to review the contract for the next year and work on a draft to present to the Board for approval – discuss allocation of time for blowing, power washing, etc. (b) Storage Shed – Is it possible to move it to a more secure location? There is an expensive equipment that needs to be stored Tim Mulcahy to check if their building has a secure area for this piece of equipment (cost for this item is \$10,000) (c) Tree trimming – City has ‘shut’ Universal Site Services down until all property owners give permission – 3 received to date. Valerie and Nate to assist.

**Strategic Marketing: No Report**

**Promotions & Events:** Lynne Rovai & Linda Ruiz reported they are working on upcoming events. (a) There was some concern about the sponsor for the glasses for the Wine Walk being unhappy – this issue has been smoothed over and Intero will again sponsor. Some cost cutting measures – cut down on rentals, have only one (1) check in location (Goosetown) and use some of the older graphics. (b) Holidays – Cable Cars have been ordered. Plan is to ‘pre-sell’. Santa will be located in the Garden Theatre. Santa will also stroll the Avenue and give out candy canes. (c) Small Business Saturday (Saturday after Thanksgiving – sponsored by American Express – they will do the marketing. (d) *Promotions & Events Mission. . . “Bring feet on the street which brings in \$\$\$\$’s”*

**BBQ Competition:** Robert Hernandez reported: (a) 22 Teams. . . 8 pro’s, 14 amateurs at a cost of \$225 per team (b) Committee will purchase the meat and sell to the teams (c) Meeting with the Department of Health has taken place and approval received for the WGBA to have a tent to sell hot dogs, slushies and have a popcorn machine (d) 2 police officers and 6 security guards will be required for the event (e) Beer & wine will be sold at the event (f) Marketing: Facebook ads have resulted in over 2000 interested folks. . . Signage going up this week. . . Lions Club to be involved as volunteers (g) Need another 10x10 pop-up to cross promote other events (h) Event is from 11-4:00 (i) Mike Gaines will MC (j) Dev Davis will also be a judge

**Neighborhood Report:** No Report

**OPEN FORUM:** (1) Sue Orr, a senior community member shared her concerns about ADA accessibility and transportation. Asked for our assistance in making business owners more aware of ADA Law (2) Representative from Councilmember Dev Davis’ Office was present reporting on graffiti and offering assistance with the Tree Trimming (3) Universal Site Services – spoke earlier (4) Tim Mulcahy (5) Gary Rovai, Goosetown (6) Richard Zapelli

**Associate Member Applications:** 2 applications were presented: Little Orchard Self Storage and Miss Ooh Laa Laa (A Girl’s Party Place) Nate Perez made a motion to approve both applications. Chris Bertucelli seconded. Unanimously approved.

Meeting was adjourned at 9:32 a.m.