

**Willow Glen Business Association Board Meeting**  
**Tuesday, 11 July 2017 – 8:00 a.m.**  
**Willow Glen Community and Senior Center~2175 Lincoln Avenue, SJ 95125**

**Attendees:** Frank Bejan, Chris Bertucelli, Vince Falcone, Henry Flynn, Mike Gaines, Robert Hernandez, Emille Highley, Bobble Johnson, Chris Kouretas, Julie Palnchaud, Lynne Rovai, Linda Ruiz, Jim Stump, Scarlet Myers, Executive Director

**Absent:** John Gilligan, Nate Perez

**Meeting was called to order at 8:10 a.m. by President Henry Flynn**

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

**Executive Committee Update:** President Flynn reviewed the 30 June 2017 Executive Committee minutes. Motion was made by Lynne Rovai to approve, second by Linda Ruiz. Unanimously approved.

**Treasurer's Report:** Scarlet reported for Nate Perez. At this time, DOTA numbers are questionable. Scarlet to review the Income vrs. Expense numbers – based on the current numbers, DOTA was a loss to the WGBA. Scarlet is to request that our Accounting Firm verify numbers we currently have and report back at the next meeting. Looking forward to the Wine Walk – in the past this event has been income generating. The Board made a unanimous decision to abstain on approving the Treasurer's Report until we have a full accounting on DOTA expenses/income.

**Member Relations:** Scarlet reported that there is no ETA on intro of the app that is being worked on. AntSquare are on reduced hours. It has been requested that Kevin give us updates during the month – Scarlet will request this. A "Chair" is needed for this committee – Scarlet to e-mail the chair description to all of us in case we know of someone that would be a suitable fit.

**Our Avenue:** Mike reported that there was no meeting this month. Mike did report that 7-8 locations were 'tagged' with graffiti – probably as a result of the 4<sup>th</sup> of July holiday. This was immediately addressed.

**Strategic Marketing:** Kevin Tang was not present – no report.

**Promotions & Events:** Lynne and Linda reported that 320 tickets have been sold to date for the Wine Walk – 400+ are break even. There are 30 tasting sites. This will be a "Red White & Blue" theme. Scarlet and Sean are working to match wineries with the businesses. It is noted that if DOTA is at a negative (loss for 2017), then the P&E Committee may be strapped for funds for additional events. All other events are planned for the remainder of the year. It is important to know what we are spending on each event. A brief discussion ensued on a 'new look' for DOTA.

**BBQ Competition:** Robert reported the plan is for 20-25 Teams (10 Teams are the 'pros') – each Team will pay \$250.00. Launch/sign up planned for 7-14-2017. There will be a packet put together for each Team on what to bring, etc. Sponsorship page still be fine-tuned. Robert will be sending to the Board, Sponsorship levels. There will be a booth for WGBA to sell items, perhaps food items for the kids. Robert will post on FB { Chris Bertucelli had ideas on how to 'blast' for FB, Instagram and other Social Media. Flyers will be posted on the

**Avenue.** The sooner the businesses on the Avenue know the dates for the BBQ, the sooner they can plan for ways to bring folks into their stores!

**Executive Director Report:** (a) Tree Trimming – has been put off until October, when the trees begin to lose their foliage. Scarlet has reached out to the City on our plan – waiting for their response. (b) San Jose Giants tickets are due to us by the end of the week (c) DOTA Wrap Up Meeting is planned for 7-17-2017. We already have received our Grant for DOTA 2018! If we want to make DOTA a great event, we need Board participation in changing its look! (d) Quote for updating our web-site – ask our current vendor to do some ‘updating’ until we review the quotes received and make a decision. Need to understand where the \$\$\$ will come from if we were to do a complete ‘redo’. Currently the basics are being fixed. Recommendation was to wait until our August meeting to approve any of the quotes received. (e) Stephanie Whaley has been hired to fulfill our part-time position – she will start on Monday at 9:30.

**Willow Glen Neighborhood Association:** No report

**Open Forum:** The following guests joined us:

- a. Tim Duus, Liberty Company – Insurance Brokers
- b. Carole Demkowsi, Three Sisters – Feels that communication is an issue. She is not receiving e-mails. Suggests a membership newsletter. . . Who’s Who, Businesses Leaving the Avenue, Folks who have passed away. Carole commented on the importance of having events for the businesses to ‘strive and survive’ – the City of San Jose has roughly 500 events
- c. Cris Constantino, Willow Glen Collective – Shared concerns about WG Events. Not getting e-mails letting her know ‘what’s going on’. Concerns on DOTA – it is the type of event that we want to continue having?
- d. Kristina delaCuesta, WG Resident – Shared DOTA concerns – abusiveness nature of several DOTA attendees that approached her daughter. Feels that the charm of Willow Glen is the Holiday’s.
- e. Tony & Elspeth Rossetti, WG Residents who live on Carolyn – DOTA is a concern to them
- f. Tammy Twinepeil, City of San Jose – representing our Councilperson and shared that she has knowledge of all events that occur in San Jose. Suggests that we stay in touch with her on when the events occur.

**Associate Members Applications** – None presented for this month

**Meeting Adjournment** – Meeting was adjourned at 9:50 a.m.

**Willow Glen Business Association  
Executive Committee Meeting  
28 July 2017**

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

- 1. Given the fact that Scarlet has resigned her position, wheels need to be set in motion on finding a replacement, possibly redefining the position. Suggest that a "Hiring Committee" be put into place consisting of: Nate Perez, Jim Stump, Linda Ruiz, Mike Gaines and Emilie Highley. Resumes of possible candidates would funnel through Emilie. At the next Board Meeting, we will give the Board a 'fine tuned' list of responsibilities for the position and ask for their input. Suggest that we look at a different job title for the position – Administrator(?) Is the position more 'event driven'? Based on responsibilities, salary range would be determined. Do the number of events for WG wear down our ED? Further discussion on this topic.**
- 2. Budget – (a) Nate is still waiting for input from the City on the CBID – we should get approximately \$248,000. Nate is confirming the 'life of the CBID' (b) Significant of a loss of revenue on DOTA – still waiting for reconciliation of expenses – first glance is indicating a possible negative of \$37,000 – could be as high as \$54,000. Grant for 2018 has been received. (c) Hoping for increase in funds/revenue from the Wine Walk and Cider Walk.**
- 3. WGBA Bank Accounts – US Bank is the prime holder of funds. Wells Fargo has a debit account with a small balance. This needs to be closed out.**
- 4. DOTA – Board to review this event – do we change. . .do we cancel? The Grant needs to cover what we pay the City – Grant is \$17,000, we pay the City more than \$17,000 in fees + additional costs.**
- 5. Treasurer's Report will be key in our August Board Meeting**
- 6. San Jose Giants Event – Henry will be handing out tickets to each Board Member to either sell, or give to clients/customers/etc. Need to promote the event. "Meet and Greet" to take place on Wednesday, August 2<sup>nd</sup> by the fountain outside of Opa! Players and Mascot will be on hand to sign autographs, have pictures taken, etc.**

**Respectively submitted,**

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