

Willow Glen Business Association Board Meeting
Tuesday, 8 August 2017
Willow Glen Community and Senior Center ~ 2175 Lincoln Avenue, San Jose

Attendees: Frank Bejan, Chris Bertucelli, Vince Falcone, Henry Flynn, John Gilligan, Robert Hernandez, Emilie Highley, Bobbie Johnson, Julie Painchaud, Lynne Rovai, Nate Perez, Linda Ruiz

Absent: Mike Gaines, Chris Kouretas, William McAfee

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

Approval of Minutes: Motion was made by Chris Bertucelli to approve the July minutes. Second by Bobbie Johnson. Unanimously approved.

Executive Committee Update: President Flynn reviewed the July Executive Committee Minutes. Motion was made by Bobbie Johnson to approve, second by Robert Hernandez. Unanimously approved.

Treasurer's Report: Nate reported: (a) DOTA 2017 – Loss being reported – we paid 20K in City Fees, 32K in Security & Event Staff + insurance for the event. Closing down the street is also a significant expense. The 17K Grant that we receive does little to diminish these fees. Not all the expenses are in. As more expenses come in, Nate will update financial position. Lynne brought up the importance of Sponsorships for this event – need to pursue sponsorships early, in advance of DOTA. Prior years – DOTA Sponsorships brought in an average of 22K in revenue. In past years this Event has been a money maker for the WGBA. Attendance was down due to heat and other possible factors. The plan is to go forward for DOTA 2018 – need for more energy from the Board on how to change the 'look' of DOTA 2018. (b) Lynne asked if Sponsorships were DOWN and Expenses UP, how much money do we have in the bank to spend on remaining events for 2017? Nate will take a 'snapshot' of expenses using historical costs and report back to us. Lynne also commented that the P & E Committee are looking into ways to cut costs for the Wine Walk. (c) Concerns on our overall cash flow – need to monitor closely. CBID checks come in January & May. Large part of CBID monies paid out are for Universal. (d) With concerns on our overall financial position, should we 'rethink' the roll of an ED – do we eliminate an event, cutting costs to pay for an ED or do we look to revamp the roll for more of an administrative position? Further discussions will take place. (e) Linda Ruiz recommended that each committee meet with Nate to review what costs can be cut. (f) Motion was made by John Gilligan to approve the Treasurer's Report. Second by Chris Bertucelli. Unanimously approved.

Member Relations: No report

Our Avenue: While Mike Gaines was not present, John Gilligan reported on the Flag Pole – City codes have changed – could be ~20K to do the flag poles. Decision was made to put this on hold for now until we have a better understanding of our financial position.

Strategic Marketing: Kevin Tang was not present - Henry did report that he had reached out to Kevin Tang on the 'parking' app – no update at this time.

Promotions & Events: (a) Ladies Night Out is scheduled for 8/25. Minimal costs for balloons. (b) Halloween will incur some security costs. (c) Small Business Saturday is sponsored by Federal Express (d) WG Night at the San Jose Giants – consensus is to give tickets away. Very few of us have sold any tickets (e) 8/23 meeting with the ABC, alcohol permit for the Wine Walk and BBQ – Stephanie will be attending (she will also clear up what security is required for the event) (f) Linda Ruiz also recommended re-initiating an e-mail newsletter to go out to all the businesses. . . make it fun and informative! (g) Chris Bertucelli mentioned again about the Car Show coming up on 9/10/17 – it is the 10 Year Anniversary of the show, over 600+ cars will be shown. There will be celebrities! Sponsorships are at \$250.00.

BBQ Competition: Robert reported – (a) Some restrictions on position in the parking lot (b) Permit being filled out – cost is \$850.00 (c) In January a grant was applied for and approved for \$5,000 (d) Lots of inquiries from businesses to participate in this event. (e) Weekly meetings on Wednesday's to ensure everything is 'buttoned up' (f) Sereno has agreed to a \$2500 sponsorship (g) Miscellaneous: Security will be required, possibly 2 officers for the size of the log . . . Beer & wine will be sold – we will make money on these sales. . . Department of Health permits in process

Executive Director's Report: (a) Stephanie will be in the office Monday-Thursday 9:30-2:30 (typical hours – sometimes it may be 8:30-1:30 depending on her "To Do's" for the day) (b) Stephanie is doing a great job in promoting the WGBA via Social Media (c) Tree Service – on hold at this time, will revisit in October.

Willow Glen Neighborhood Association: No one was present from WGNA

Open Forum: (a) Carole Dembroski, 3-Sisters commented on: Why are we going forward with DOTA in 2018 if we have lost money on this event in 2017? Also, Carole encouraged Henry to visit all the merchants on the Avenue (b) Gary Rovai, Goosetown was in attendance.

Meeting was adjourned at 9:31 a.m.

Respectively submitted,

Emilie Highley, Secretary WGBA

**Willow Glen Business Association
Executive Committee Meeting
25 August 2017**

In Attendance: Henry Flynn, President, Nate Perez, Treasurer, Emilie Highley

Guest: Valerie Merklin

Absent: Jim Stump and Chris Kouretas

- 1. 5K from City for the NBD Grant came in. Nate will look at expenses for the BBQ (marketing portion) as well as marketing portion of the Holiday's – some of this money may be allocated accordingly.**
- 2. Valerie Merklin has offered to work with us during the transition – 10 hours per week. She has documented this offer per a letter which we are in receipt of. The Executive Committee has agreed to this offer. Valerie's 10 hours per week begins immediately.**
- 3. Henry indicated that Scarlet had contacted him indicating that she found that she still had the DOTA 2017 Binder and several checks (which she deposited) – Bottomly, Christian School, Sereno and Solar Henry brought in the binder. Nate and our accountants will verify to ensure that these checks are not duplicates and report back.**
- 4. An e-mail was received from Marta, Skies Azul about not being featured on our website for August. Valerie will contact her for further discussions. The Executive Committee was not aware of the agreement for her being the August featured business.**
- 5. Discussion ensued on bringing back the "Newsletter" – a way to reach out to all businesses.**
- 6. CBID update on how monies are being spent – Valerie will review and update.**
- 7. Proposal was received from Jordan at the TwentyTwenty Cheese Bar on them handling numerous events for the WGBA. This will be reviewed and discussed during an upcoming Board Meeting.**
- 8. An update on our search for an ED/Administrator will be given at the September Board Meeting.**
- 9. Discussion ensued on the Willow Glen Night with the San Jose Giants which was not well attended. Few tickets were sold. May not be an event that we will want to promote again.**

Respectively submitted,

Emilie Highley, WGBA Secretary

