

Willow Glen Business Association Board Meeting
Tuesday, 13 March 2018~8:00 a.m.
Willow Glen Community & Senior Center, 2175 Lincoln Avenue, SJ 95125

Attendees: Frank Bejan, Vince Falcone, Henry Flynn, John Gilligan, Robert Hernandez, Emilie Highley, Bill McAfee, Tim Mulcahy, Lisa O'Hara, John Pisacane, Lynne Rovai, Jim Stump, Staff – Nadine Tadeo

Absent: Bobbie Johnson, Chris Kouretas

Meeting was called to order at 8:14 a.m. by President Henry Flynn

Approval of Minutes: Motion was made by Tim Mulcahy to approve the February 2018 Board Minutes. Second by Lynne Rovai. Unanimously approved.

Executive Committee Minutes – February minutes were reviewed by President Flynn. Motion to approve made by Lynne Rovai. Second by Jim Stump. Unanimously approved.

Board Development – President Flynn reviewed with the Board the resignation of Linda Ruiz creates a Board vacancy for a Merchant Position. Recommendation was made by President Flynn to nominate Matthew Rodriguez of the Sweet Shoppe to fill the Merchant Position. It was a unanimous Board vote – Matthew is now the newest member of the WGBA. A Community Member position remains open at this writing.

Treasurers Report - (a) 2018-2019 draft budget not quite complete for review and submittal to the City. The budget is to be complete and ready for Board approval by the April Board Meeting. (b) Some debit written off – BofA parking. (c) \$21,750 was for tree trimming (d) On the Balance Sheet there is a line item "Artwork Project" – liability of 13K – Nadine to check with Pat Gutierrez for more definition of this entry. (e) More clarification on the budget once Valerie 'fine tunes' the numbers.

Motion was made by Emilie Highley to approve the Treasurers Report. Second by Vince Falcone. Unanimously approved.

Finance Committee - President Flynn indicated that Frank Bejan and Bobbie Johnson will be joining the Finance Committee

Member Relations – Nadine reported on the office transition. She indicated that Stephanie has made the transition easy. If help is needed down the road, Nadine will reach out to us.

Our Avenue – The Committee is made up of: John Gilligan, Henry Flynn, Robert Hernandez and Vince Falcone. John reported: (a) Storage container - Travis Bond will assist with securing the equipment to move the container which is scheduled for the weekend of 3/24 (b) Universal Site Services – 'drop off' dumpster will be located at the Church of God (c) Damaged sculpture – John will be working with Lynn Rogers of the City and as well as DOT on the police report as to who hit the sculpture and created the damage. John also will follow up with Manley's. He will report back to the Board on his findings (d) Lighting on the trees – John indicated that he did not see a lot of lights – more disconnected cords. He will reach out to Valerie Merklin for the contact that

she used for lighting (e) Approximately 30+ globe lights are out – John has contacted the City and was given a 'Case #'.

Strategic Marketing Committee – Position of 'Chair' is still open

Promotions & Events – Lynne Rovai reported: (a) Wine Walk – 40 SJSU Hospitality volunteers; 26 tasting sites; 11 boutique wineries; lots of local wineries are interested; glasses have been ordered (b) Posters for DOTA , Ladies Night Out and the BBQ will be going up after the Wine Walk promoting these events (c) Kiosk located at 1100 Lincoln Avenue – someone keeps taking the poster's (d) Nadine and Stephanie looking into generic posters and will report back to the Board (e) Directories – Currently there are 400 businesses in the Business Association, 2 locations for directories, 12 total kiosks. Robert Hernandez suggested putting a post on FB to see if any businesses would be interested in advertising in the kiosks.

DOTA Update – Tim Mulcahy reported: (a) Focus on advertising weekly about the event and doing the best job possible in making this final DOTA the best ever (b) Robert to provide Nadine with a ROTC contact to inquire if they would like to volunteer for this event (c) Nadine to find out what the bank charges to monitor the money (d) Santana will be the cover band on the main stage (e) Focus on sponsorship – we are about 50% toward our goal of \$40,000 in sponsorship (f) Tim working on a Press Release on this being the final DOTA (g) A discussion ensued on upgrading a couple of the wines, beer and some of the food – the committee will have further discussions and report back to the Board

BBQ in the Glen – Robert reported: (a) 1st meeting scheduled for March 21st at 8:30 and will take place every 2 weeks thereafter (b) Security in place (c) Alcohol – 30 days prior to the event (d) Volunteers – Robert has ROTC locked in (e) More seating in shaded areas (f) Meat – a truck with extra meat will be on location, no running out! (g) Ticket prices - \$3 per taste (last year it was \$2) (h) *SPONSORSHIP is key* (i) Monies from the Grant that was submitted – we should have by the end of March (j) Bathrooms in place + the addition of one more bathroom with a washroom (k) Posters promoting the event will go up in the kiosks by July 15th

Neighborhood Report – No representative from WGNA was present

Open Forum – No representation

Association Member Applications – No applications to vote on

Meeting was adjourned at 9:40 a.m.

Respectively submitted,

*Emilie Highley, Secretary
Willow Glen Business Association*

**Willow Glen Business Association
Executive Committee Meeting
30 March 2018**

In Attendance: Henry Flynn, Chris Kouretas, Tim Mulcahy, Emilie Highley, Nadine Tadeo, Staff

Absent: Jim Stump

The meeting was called to order at 9:08 a.m.

- Proposed Overall Budget for FY2018-2019 was reviewed and discussed. This is 'time sensitive' and needs to be submitted to the City of San Jose by 5/1/2018. Decision was made to send it out to the entire Board for review and then be prepared to vote on it at the April Board Meeting. The Committee thanks Valerie Merklin for compiling the data and Tim Mulcahy for reviewing the results before being presented to the Executive Committee.
- "Hash Tag Beautify San Jose" was discussed. Tim indicated the plan is to meet with Councilwoman Davis to review issues. . .in particular, lighting on the Avenue to be discussed.
- Discussion ensued on a 5K Grant from the Supervisors Office. This is considered 'free money'. Nadine to check with Pat Gutierrez, CFOs2GO on how we got the Grant and where do the monies get applied. Last year, the monies were applied to P&E.
- Designs of the "Thank You" Banner were reviewed. The Committee selected the preferred design and suggested that the wording be shortened. The Banner will be 4' x 6'. Nadine to pursue finalization of the Banner. Suggested design will be presented at the April Board Meeting.
- SJ Shark's Banners for the play offs were discussed. Suggestion is that in the future we wait to see if the Shark's are in the play offs before putting up the Spring Banners. Could be as much as \$1200 to switch them out. Nadine to pursue and report back to the Board.
- Food Allergy – The WGBA was approached, via e-mail, from a resident (Dana Yeats), regarding awareness of food allergies. Ms. Yeats would like to promote National Food Allergy Awareness during the week of May 13-19th. Her son, Connor, who is 9 has a life threatening peanut allergy. Over the last 8+ years, Ms. Yeats has turned her energy to educate kids and adults on food allergies. Her goal is to bring this awareness to downtown Willow Glen by tying teal colored ribbons to the many trees on the Avenue from Minnesota to Willow. The Committee has approved this – Nadine will follow through with Ms. Yeats.
- Planters – We have been made aware of several issues, such as faulty irrigation, valves not functioning properly. John Gilligan to be made aware of this and follow up with Universal.
- Discussion ensued on a recognition plaque to be given to Reed Zaro for his years of dedication to WGBA events. Wording for the plaque to be worked on and presentation to Reed will take place close to our final DOTA.
- Web site – Nadine indicated that she is working through some of the issues that she had experienced. It was again determined that updating the WGBA web-site will need to become a priority in the near future.
- Wine Walk which is just around the corner – need to push ticket sales. Approximate 235 tickets sold to date. Still recruiting volunteers.
- DOTA – Tim reported to date we have approximately \$26,000 in Sponsorship – the goal is \$40,000. Good interest by volunteers. Suggestion was made to sell T-Shirts with a design indicating that 2018 is the final year for DOTA. Nadine is to look into cost.

Meeting was adjourned at 10:05 a.m.

Respectively submitted,

*Emilie Highley, Secretary
Willow Glen Business Association*

