



**Willow Glen Business Association
Board of Directors Meeting
January 14, 2014, 8:00 am**

Willow Glen Community & Senior Center, 2175 Lincoln Ave.

Board Members and Staff Present:

Greg Barr, Chris Bertucelli, Jess Gutierrez, Mimi Braatz, Bob Nakano, Tim Mulcahy, Lynne Rovai, Arlene Zarou-Cooperman, Robyn Levine, Valerie Merklin (WGBA Staff), Scott Hunter (WGBA Staff)

Board Members Absent:

Tom Crail, Henry Flynn, Scott Howell, Sean Hanley, Mark Orr, Linda Ruiz, Valerie Lewis

Community Members Present:

Tom Trudell, Our Avenue Committee; Robert Hernandez, Squiber; Kathryn Medina, Squiber; Mary Gottschalk, WG Resident; Rich Sutton, resident; Melrose Cacal, District 6 Councilmember office

Call To Order and Quorum:

The meeting was called to order by President Jess Gutierrez at 8:07 am. Jess asked that the minutes reflect that Sean Hanley and Scott Howell have not attended more than two meetings consecutively, so are no longer members of the board. Thus attendance of at least seven board members constitutes a quorum for this meeting in order to conduct business.

Review and Approval of December 10, 2013 Minutes: Tim Mulcahy made a motion to approve the minutes of the December 10, 2013 board meeting. Chris Bertucelli seconded. Lynne Rovai and Greg Barr abstained as they were not present at the December board meeting. Motion approved.

Executive Committee Report: Jess Gutierrez reviewed the minutes of the January 7, 2014 Executive Committee meeting. He noted that ballots were mailed in December and are due back by January 20, 2014. All candidates ran unopposed so all nominees will be joining the board. Officers for 2014 will be elected at the February 11, 2014 meeting.

Treasurer's Report: Tim Mulcahy presented the financial reports, including the current Balance Sheet and P & L Statement. Greg Barr made a motion to approve the financial reports. Lynne Rovai seconded. Motion approved.

Member Relations Committee: Arlene gave an update on the activities of the Member Relations Committee, which has requested that the name of the committee be changed to the B2B Committee. Arlene made a motion to approve the name change. Robyn Levine seconded. Motion approved. Arlene also gave an update on the upcoming blood drive and business expo set for Saturday, February 8, 2014.

Our Avenue Committee: Tom Trudell reviewed minutes of the January 7, 2014 Our Avenue Committee meeting. The OAC is currently working on their work plan and proposed budget for FY14-15. Tim Mulcahy asked the OAC to consider requesting that the city paint lines for parking spaces along Lincoln Ave at their next meeting and make a recommendation to the board at the February board meeting.

Strategic Marketing Committee: Mimi Braatz reviewed the minutes of the January 9, 2014 Strategic Marketing Committee meeting. She noted that the new chairs of this committee will be Gregory Hom and Robert Hernandez and the new regular meeting time will be the first Thursday of the month at 5:30 pm.

Promotions & Events Committee: Lynne Rovai gave an update on the Promotions and Events Committee. A February promotion is currently underway and she thanked Gregory Hom for donating the artwork for the posters. The next major fundraising event is the Spring Wine Walk, set for Saturday, April 26, 2014.

Dancin' on the Avenue: No report, this committee will begin meeting again on January 22.

WGNA: No report from WGNA this month.

Open Forum: Guests introduced themselves and were welcomed by the Board.

Associate Member Applications: Bob Nakano made a motion to approve Associate Membership for Peter Allen Media and Willow Glen Storage. Motion approved. The Associate Member application and price structure for 2014 was also reviewed. Valerie Merklin will make edits discussed and present a final draft for approval at the February board meeting.

Meeting adjourned by Jess Gutierrez at 9:00 am.

Respectfully submitted,

Lynne Rovai, Secretary



**Willow Glen Business Association
Board of Directors Meeting
February 11, 2014, 8:00 am
Willow Glen Community & Senior Center, 2175 Lincoln Ave.**

Board Members and Staff Present:

Greg Barr, Chris Bertucelli, Henry Flynn, Emilie Highley, Tim Mulcahy, Scarlet Myers, Sharlene Pala, Lynne Rovai, Steve Rubino, Linda Ruiz, Tom Trudell, Arlene Zarou-Cooperman, Valerie Merklin (WGBA Staff), Scott Hunter (WGBA Staff)

Board Members Absent:

Gregory Hom, Bob Nakano

Community Members Present:

Mary Gottschalk, WG Resident; Peter Allen, Peter Allen Media; Torie O'Reilly, Willow Glen Community Center; Frank Guerrero, WG Elementary PTA; Alexis Cherniavsky, WG Elementary PTA; Carole Demkowski, Three Sisters; Richard Zappelli, WG Neighborhood Association; Erik Fong, WG Neighborhood Association

Call To Order and Quorum:

The meeting was called to order by Tim Mulcahy at 8:07 am and a quorum was present.

Election of Community Members to the Board:

Henry Flynn, Chair of the Board Development Committee, recommended that Greg Barr, Henry Flynn, Emilie Highley, and Tom Trudell be elected to the board for 2014-15 as Community Members. Lynne Rovai made a motion to appoint all four as community members of the board. Tim Mulcahy seconded. Motion approved.

Election of Officers:

Henry Flynn, Chair of the Board Development Committee, presented a proposed slate of officers for 2014 as:

Tim Mulcahy, President

Lynne Rovai, Vice President

Scarlet Myers, Treasurer

Chris Bertucelli made a motion to approve election of the above slate of officers. Arlene Zarou-Cooperman seconded. Motion approved.

No board members were interested in the office of Secretary at this time. Henry asked that all board members consider it over the next month and let him or Valerie Merklin know if they have questions or need more information about this officer position so it can be filled at the March meeting.

Review and Approval of January 14, 2014 Minutes: Lynne Rovai made a motion to approve the minutes of the January 14, 2014 meeting. Henry seconded. Motion approved.

Executive Committee Report: Tim Mulcahy noted that there was no executive committee meeting held prior to this board meeting due to it being an interim period before officer elections.

Treasurer's Report: Tim Mulcahy presented the financial reports, as he was previously the Treasurer. Scarlet Myers, now Treasurer, will give the financial report going forward. The WGBA staff will be closely monitoring expenses as cash flow is a bit tight right now before income from upcoming special events (wine walk and Dancin' on the Ave) and the March CBID check come in. Henry Flynn made a motion to approve the financial reports. Lynne Rovai seconded. Motion approved.

Proposals for outsourcing the bookkeeping function of the WGBA office were reviewed and discussed. Henry Flynn made a motion to contract Pro Temp Accounting Solutions for bookkeeping services. Greg Barr seconded. Motion approved.

B2B Committee: Arlene gave an update on the recent blood drive and business expo held on Saturday, February 8, 2014. The event was a great success, with over 22 businesses participating and the number of units of blood exceeded the goal set for the day of 30 - 41 units were actually collected, saving potentially 123 lives. The next event will be an educational mixer held in March.

Our Avenue Committee: Tom Trudell reviewed minutes of the February 4, 2014 Our Avenue Committee meeting.

The board reviewed the proposed RFPs for sidewalk maintenance and landscape maintenance in the CBID. Henry Flynn made a motion to approve the RFPs. Lynne Rovai seconded. Motion approved. If any board members would like to suggest a vendor to receive either or both RFPs the contact information should be submitted to Valerie Merklin.

The board discussed a request from the WGNA to submit a letter of support to the DOT regarding a "road diet" on Lincoln Ave. to increase pedestrian safety. Tom Trudell made a motion to send the DOT a letter of support for the WGNA's request that a road diet on Lincoln (to include all of the CBID area), be a priority to improve pedestrian safety. Tim Mulcahy seconded. Motion approved.

The board discussed adding parking designation lines on Lincoln Ave. to increase the number of parking spots, since some cars take up more space than necessary. Tom Trudell made a motion to send a letter of support to the DOT requesting that these lines be put in place on Lincoln Ave. within the CBID. Greg Barr seconded. Motion approved.

The board also discussed an email from the WG Neighborhood Association regarding fire and EMS coverage, in particular the need for Fire Station #37 to be built and staffed to ensure adequate coverage for the business district. Tom Trudell made a motion for the WGBA to submit a letter of support to the city for the building and staffing of fire station #37. Tim Mulcahy seconded. Motion approved.

Strategic Marketing Committee: Valerie Merklin gave an update on the February 6, 2014 meeting. Two sponsorship requests were presented for the board to consider, one for the WG Elementary 5K and one for the WGNA Safe Routes to Schools program. Henry Flynn made a motion to table approval of these two donation requests until the new Executive Committee can meet and discuss further and make a recommendation to the board for consideration. Lynne Rovai seconded. Motion approved.

Open Forum: Guests introduced themselves and were welcomed by the Board at 9:00 am.

Promotions & Events Committee: Lynne Rovai gave an update on the Promotions and Events Committee. A February promotion is still underway and planning is also underway for the Spring Wine Walk, set for Saturday, April 26, 2014. The P&E Committee is also considering developing a new promotion on one Friday evening per month in the summer months. A survey will be sent out to members to determine if there is enough interest in participating to develop the concept further, as it will only be successful if enough businesses are willing to stay open late and participate.

Linda Ruiz suggested that a photo gallery be put on the website highlighting what different businesses have to offer for Valentine's and for future holidays/events, as photos may be more effective than a list of special offers.

Dancin' on the Avenue: Tim Mulcahy review the minutes of the January 22, 2014 Dancin' on the Avenue planning committee meeting. The next meeting will be Wednesday, February 26, 2014.

WGNA: Richard Zappelli gave an update on WGNA activities. The next WGNA meeting set for February 25, 2014 will feature a discussion on the state of homelessness in San Jose.

Associate Member Applications: The revised Associate Member application form was reviewed. Henry Flynn made a motion to approve the 2014 application form with the edit of the fee for banks being changed to \$240. Arlene Zarou-Cooperman seconded. Motion approved.

Associate membership for the Willow Glen Community Center was discussed, as they do not have the budget to pay the membership fee but can waive or discount room rentals for the WGBA. Arlene-Zarou-Cooperman made a motion to approve associate membership for the Willow Glen Community Center and waive the fee in exchange for waived/discounted room rentals for WGBA functions. Emilie Highley seconded. Motion approved.

Meeting adjourned by Tim Mulcahy at 9:15 am. The board then went into an executive session to discuss a personnel issue.

Respectfully submitted,

Valerie Merklin, Executive Director



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, March 11, 2014 • 8:00 am

Willow Glen Community and Senior Center-2175 Lincoln Avenue, SJ, 95125

Present: Tim Mulcahy, Lynne Rovai, Valerie Merklin, Scarlet Myers, Arlene Zarou-Cooperman, Henry Flynn, Scott Hunter, Robert Hernandez, Chris Bertucelli, Steve Rubino, Angela Simas, Sharlene Pala, Tom Trudell, Julie Painchaud, Emilie Highley

1. **Minutes were Approved.**
2. **Board Development Committee:** The following new appointments to the board were confirmed by vote today:
 - Julie Painchaud, Our Secret (Motion: Henry, Second: Tim)
 - Angela Simas, Nothing Bundt Cakes (Motion: Emilie, Second: Steve)
 - Robert Hernandez, Squiber (Motion: Emilie, Second: Steve)
3. **Executive Committee Report:** The following recommendations by the committee were approved by the board:
 - \$1K for a booth at the WG Elementary 5K Run (Motion: Henry, Second: ?)
 - \$500 toward the WGNA Safe Routes to Schools Event (?)
4. **Treasurer's Report:**
 - We are down 18% in accounts receivables.
 - We have received the CBID funds.
 - To date, all bills have been paid.
 - We currently have one 2013 DOTA sponsorship outstanding; Valerie is following up.
5. **B2B Committee:** Information and Events (Scott Hunter gave the update):
 - Networking Event, Monday, March 31st at CitiBank with Bill Alexander, consultant.
 - Committee meeting, Friday, April 4th at 9a, Denny's on Hillsdale Avenue.
 - Discussion about getting the property owners/managers more involved and interested in the community events.
 - Mixers for members, March-June (Check website calendar).
6. **Our Avenue Committee:** Updates and Plans
 - Recommendation to extend parking time behind Le Boulanger; some parking spots will be designated for 3 hours.
 - Additional bike racks are being looked at as a possibility for the avenue.
 - i. A follow up survey will determine where the best placement and which bike racks are being widely used and if we need more in WG.
 - More support is needed for the tasks that Our Avenue has taken on including cleanliness, beautification, graffiti abatement, maintenance of the planters. Some additional items needing follow up from this committee include:
 - i. Planter boxes update: RFPs are being reviewed.
 - ii. Road Diet for Lincoln Avenue requires much work, research and coordination with the City.
 - iii. Historic display needs to be removed from 1202 and relocated.
 - iv. Diridon Station Environmental Impact Report.
 - v. Ball Park Impact.

- vi. Re-striping for parking spaces on Lincoln Avenue.
- vii. Re-painting benches and post boxes on the avenue.

7. Strategic Marketing Committee: The committee is moving ahead with marketing materials and plans to focus on the following to bring in business to the avenue, in this order of priority:

- Residents of WG,
- Residents of nearby communities, and
- Residents visiting SJ.

8. Promotions and Events Update:

- WINE WALK: 35 businesses have signed up to participate.
 - i. We have better representation on the North Side for this event.
- HOLIDAYS: Santa Walter has been booked for Christmas, 2014.
- Other promotional ideas to bring feet to the street: SECOND FRIDAYS:
 - i. Businesses would stay open later on these Friday nights.
 - ii. Street musicians would play in various places on the avenue.
 - iii. We would introduce these night in June, July and August as a test run to see if this helps bring in more potential customers.

9. DOTA Update:

- 1202 has agreed to let us have the main stage again in their parking lot.
 - i. They may be willing to negotiate with their tenants so that for every DOTA event, it is understood in advance that we take over the parking lot.
- We are looking for a Kid's Court manager.
- We have sponsorship from two car dealerships out of the area.

10. WGNA Update:

- Ongoing concerns have been expressed by the WGNA about the lack of fire stations and fire fighters in WG to respond to the 80K inhabitants. The addition of a station at Curtner and Lincoln Avenues is under discussion. Richard Zappelli would like us to draft a letter of support for this proposition.

11. Community Time:

- Frances from Senator Beall's office invited community members to meet Senator Beall at Le Boulanger on April 25th at 8:30a to talk about community issues including Senior Scam Stoppers, Open Space/Green Space.

12. ED Report:

- Primarily working on budget now.
- Exhibiting at an event on March 15th at the SCC Fairgrounds to promote WG.
- Working on marketing ideas for the Farmer's Market through feedback from the community and businesses

13. Associate Memberships for Review: No Membership Applications this month

Meeting Adjourned at 10:10am. Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, April 8, 2014 • 8:00 am

Willow Glen Community and Senior Center-2175 Lincoln Avenue, SJ, 95125

Board and Staff Present: Tim Mulcahy, Scarlet Myers, Arlene Zarou-Cooperman, Greg Barr, Scott Hunter, Linda Ruiz, Chris Bertucelli, Angela Simas, Tom Trudell, Julie Painchaud, Emilie Highley, Valerie Merklin, Scott Hunter

Guests Present: Richard Zappelli, WGNA; Chris Roth, WGNA; Peter Allen, WGNA and WGBA Associate Member; Mary Gottschalk, Willow Glen Resident Newspaper; Bob Nakano, Willow Glen Funeral Home; Stacey Madrona, Willow Glen Funeral Home; Jill Hagaman, Built With Principle; Dianne Alesse, Citibank; Scott Howell, Red Dot Fitness

1. **Minutes were Approved as amended;** Remove priorities from the Our Avenue Committee report.
2. **Executive Committee Report:** The following recommendation by the committee was approved by the board:
 - \$1K for a sponsorship at Music in the Glen (1st: Chris Bertucelli, 2nd: Emilie Highley)
3. **Treasurer's Report:**
 - Approved the Treasurer's report. (1st: Greg Barr, 2nd: Tom Trudell)
4. **B2B Committee:** Information and Events (Scott Hunter gave the update):
 - Networking Event, re-cap of March 31st event at CitiBank. Thanks to CitiBank for hosting.
 - Next Event, Monday, April 28th at The Grapevine.
 - Educational Event, June 4th at 8:30a
5. **Our Avenue Committee:**
 - Discussion about defibrillators being placed in strategic places on the Avenue
 - Businesses which carry these will have to have trained staff.
 - Budget also needs to be considered for the purchase and installation of these units in businesses,
 - Planter boxes update:
 - 4 RFPs for planter boxes came back for review.
 - Sidewalk Cleaning Crew update:
 - Only one RFP has been received and it is from the current contractor
 - Electrical Power Review for Outdoor Lights:
 - Can plugs be fixed at the crosswalks? The lights and garland can be wrapped around the archways at the crosswalks for the holiday if the plugs can be repaired.
 - An appeal for more board members to step up to help on the Our Avenue Committee.
 - Meetings are held on the 1st Tuesday of each month at 5p in the WGBA Conference Room.
 - Parking issues were discussed; lack of parking for business owners and customers.
6. **Strategic Marketing Committee:**

- The committee is currently working on determining priorities to put a plan and budget in place.
- Some discussion about making the Public Parking lots on Lincoln Avenue easier to find
 - More obvious or larger signs to mark lots
- Ornaments for Holiday are underway; Mimi Braatz is working on the design.
 - The theme will feature a building or business that is part of WG's history

7. Promotions and Events Update:

- WINE WALK: Sales are going well; we will be featuring a mix of small and large wineries.
 - Volunteers have been added from Coldwell banker, Rotary Club and WG Lions Club
 1. We will add a form for volunteers to access on the website.
- Discussion about introducing a new theme and night of special events to the business district: Willow Glen Wednesdays - Hump Day on the Avenue.
 - We plan to introduce these events on three Wednesday nights; one each in June, July and August as a test run to see if this helps bring in more potential customers. These nights would feature musicians, artists, and special sales, etc.

8. Community Time

- Scott Howell invited the board and community to the Open House of Red Dot Fitness Expansion, Friday, April 11th from 4:30p-9:30p.
- WGNA is partnering with WG Charm and Northside to host the Mayoral Candidates forum.

9. WGNA Update:

- The next general meeting is April 15th
 - The Audubon Society, the Open Space Authority and Friends of Los Gatos Creek will be presenting information.
 - The fresh water turtles are coming back since the cleanup.
 - May 20th is the Bike to School Safety Event.
 - April 22nd the Fire Chiefs will be making a presentation.
 - There was a follow up on the draft of the letter of support for the addition of a fire station at Lincoln and Curtner.
 - There were additional drafts that included council members Sam Liccardo and Pierluigi Oliverio support for an additional water truck, squad/medical car, and another hook and ladder truck.
 - Saturday, April 19th, Easter Egg Hunt, from 10:30a-12p, in Town Square. This is a collaboration with WG Creamery and WG Charm.

10. DOTA Update:

- We have received \$34K in sponsorships.
- We are talking to PayPal as a possible sponsor.
 - The next DOTA meeting is 4th Wednesday at 9a at the WGBA Conference Room.

11. Founder's Day update:

- There was a motion to move ahead with the coordination of the Founder's Day event with WGBA as the sole fiscal and operating agent for this event. Motion was approved. (1st: Greg Barr, 2nd: Julie Painchaud)

12. ED Report:

- Blue ribbons have been used along the avenue for autism awareness; Autism Speaks.
- Event on May 17th; Bike to Shop.

13. **Associate Memberships for Review:** No Membership Applications this month

Meeting Adjourned at 9:25a. (1st: Chris Bertucelli, 2nd: Scarlett Myers)
Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, May 13, 2014 • 8:00 am

Willow Glen Community and Senior Center-2175 Lincoln Avenue, SJ, 95125

Board Members Present: Tim Mulcahy, Scarlet Myers, Arlene Zarou-Cooperman, Henry Flynn, Linda Ruiz, Chris Bertucelli, Angela Simas, Tom Trudell, Steve Rubino, Sharlene Pala, Emilie Highley, Lynn Rovai, Robert Hernandez

Staff Members Present: Valerie Merklin, Scott Hunter

Visitors Present: Rachel Reyes, Council District 6; Leticia Espino, WG Community Center

1. **Minutes of the April 8, 2014 Board meeting were Approved.**
 2. **Executive Committee Report: Re-cap of minutes**
 - **Wine Walk Review:** The event was sold out and surpassed previous sales by reaching nearly \$30K in profit.
 - **501 C (3) status:** Mark Orr, Jess Gutierrez, Scarlet Myers and Tim Mulcahy are drafting the by-laws.
 - **DOTA:** \$34K in sponsorships to date.
 - **Founder's Day:** Since staffing in the WGBA Office is less, we recommended the approval of the \$7500 for increased level of parade coordination and follow up from Upbeat Parade Productions.
 - We also approved the recommendation to hire Claudette Mannina from Designing Leads to continue to find sponsorships for Founder's Day.
- Also discussed moving the monthly board meeting to the third Tuesday of the month to better accommodate preparation of financial reports given that bank statements are not available until a few days into each month. Leticia Espino with the WG Community Center checked the room availability and for the next few months the room is not available, so this was tabled and will be review again at a later date.
3. **Treasurer's Report:**
 - Wine Walk financial success.

Financial Reports were approved.
Budget for FY14-15 was reviewed and approved.
 4. **B2B Committee:** Information and Events (Scott Hunter gave the update):
 - **Educational Event:** June 4th at 8:30a. WGBA will host SCORE, City of San Jose Small Business Dept., and Small Business Development Center of Silicon Valley
 5. **Our Avenue Committee:**
 - Discussed unsafe crossing (outside of crosswalk) that WG Elementary parents and students are doing in the morning from the Le Boulanger parking lot across Minnesota. Will follow-up with outreach to school and PTA.
 - Crosswalk at Meredith Avenue doesn't have lights, at Comerica and the former Stevens Building.
 - Contracts for SJ General Business Maintenance to continue sidewalk cleaning and maintenance and for San Jose Conservation Corps to take over planter maintenance were approved.
 - Discussed sidewalk hazard in front of Buffington House; a letter was sent to property owner some time ago. Tom will follow-up.

6. Strategic Marketing Committee:

- Finished budget.
- Working to connect with volunteers through high schools.
- 5K Run was a great success.
- Farmer's Market: First day back was a great success. We featured Chef Umberto who did a cooking demonstration.
 - We hope to continue offering special activities or events on the first Saturday of each month to bring in more community members.

7. Promotions and Events Update:

- **WG Wednesday:** Working on a plan to introduce these events on three Wednesday nights in place of Ladies Night Out; one each in June, July and August. These nights would feature musicians, artists, and special sales, etc.
- **Christmas Ornament:** This year's ornament will showcase Buffington House.

8. DOTA Update:

- Meeting with the city went well.
- PayPal is a new sponsor and they will have a booth.
- Wells Fargo will sponsor the main stage.
- We only have a few sponsor booths left.

9. Community Time

- Leticia with the WG Community Center introduced Jump Into Summer Recreation Day for families and children. This is a fun free family event, in San Jose on May 17th in Guadalupe Gardens.

10. WGNA Update:

- Bike to School is on Tuesday, May 20th.
- Great Outdoors presentation, on May 15th, which will host guest speakers who will present lots of outdoor family friendly events in our community.
- Discussion about the involvement of WGNA in the Founder's Day Event.

11. ED Report:

- Very busy in the office with DOTA management.

12. Associate Memberships for Review: Approved.

Meeting Adjourned at 9:35a.

Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, June 10, 2014 • 8:00 am

Willow Glen Community and Senior Center-2175 Lincoln Avenue, SJ, 95125

Present: Tim Mulcahy, Valerie Merklin, Arlene Zarou-Cooperman, Henry Flynn, Julie Painchaud, Scott Hunter, Linda Ruiz, Chris Bertucelli, Angela Simas, Tom Trudell, Steve Rubino, Sharlene Pala, Lynn Rovai

1. **Call to Order: 8:07a. Minutes were Approved.**
2. **Executive Committee Report: Re-cap of minutes**
 - **Wine Walk:** The next event was moved back to the original date: August 23rd, 2014
 - **Founder's Day:** Sungevity, a new sponsor, has promised a sponsorship of \$7500.
3. **Treasurer's Report:**
Budget Approved.
Financial Report shows that we are in better financial health than in previous years.
4. **B2B Committee:** Information and Events (Scott Hunter gave the update):
 - **Educational Event:** The June 4th Small Business Info session was very good, although poorly attended. Thanks to Morning Crane Healing Arts and Fitness Center for hosting the event.
 - The next event is the Blood Drive in July.
5. **Our Avenue Committee:**
 - Discussion about tree trimming which was requested by one of the property managers.
 - We cannot pick up the additional expense beyond the tree trimming we do every 2-3 years
 - We are working with the SJ Conservation Corps and seeking a volunteer master gardener to oversee re-doing the planter boxes with more drought tolerant plants.
 - We are continuing to follow up regarding the striping of parking spaces.
 - Crosswalk portals need re-furbishing; new paint and we need to re-attach lights in a more consistent and attractive manner.
 - Henry Flynn will send contractors to assess costs for painting and re-stringing lights.
 - Sharlene Pala has a referral for someone who can talk to Tom Trudell about crossing safety.
6. **Strategic Marketing Committee: No Report-there was no meeting this month.**
7. **Promotions and Events Update:**
 - Decision to put a hold on the Willow Glen Wednesdays and go back to Ladies' Night Out.
 - The next LNO is on Wednesday, July 9th.
 - **Christmas Ornament:** Update-almost completed.
8. **DOTA Update:**
 - Facebook response has been positive.
 - We are desperately seeking volunteers for the beer and wine booths.
 - Kids' Court has some new non-profit booths.

9. Founder's Day:

- Ideas to keep Founder's Day vital and engaging for the community
 - Add art and wine festival booths
 - Bring in music performances
 - Incorporate activities for families and children
 - Sponsor a pancake breakfast

10. Community Time: Attendees-

Frank Allieu, Bank of America

Carole Demkowski, Three Sisters

Rachel Reyes, Council Member District 6

Richard Zappelli, Community Member

Chris Bertucelli (Board member)

- La Villa Annual Car Show which collects donations for Second Harvest Food Bank

Frances Hebert, Senator Beall's office

- Car Seat Safety Check for community members performed by CHP
- Info on BART Funding
- Working on issues relating to child sexual abuse and the statute of limitations on reporting

11. WGNA Update: No report today.

12. ED Report:

- Very busy in the office with DOTA, budget and CBID which was filed with the City of SJ.

13. Associate Memberships for Review: Approved.

Meeting Adjourned at 9:35a.

Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, July 8, 2014 • 8:00 am

Willow Glen Community and Senior Center-2175 Lincoln Avenue, SJ, 95125

Board Members Present: Tim Mulcahy, Greg Barr, Henry Flynn, Angela Simas, Steve Rubino, Emilie Highley, Lynn Rovai

Staff Members Present: Valerie Merklin, Scott Hunter

Visitors Present: Dawn Morrow, Best Version Media; Sam Marshall, Best Version Media; Karen Hoffert, resident; Chris Roth, WGNA; Monica and Patrick Farnsworth, Sereno Group Real Estate; Peter Allen, Peter Allen Media/WGNA; Melrose Cacal, Council District 6; Jeff Cimoli, La Villa; Carole Demkowski, Three Sisters; Councilmember Sam Liccardo, District 3

1. Tim Mulcahy called the meeting to order at 8:07 am.
2. Approval of the minutes of the June 10, 2014 board meeting was deferred due to lack of quorum.
3. Executive Committee Report: Tim Mulcahy recapped the minutes of the June 26, 2014 Executive Committee meeting. He noted that he and Henry are looking at the possibility of organizing a “taste of Willow Glen” type fundraising event in November.
4. Treasurer’s Report: Deferred - due to the July 4th holiday the bookkeeper was unable to complete financial reports in time for the meeting.
5. B2B Committee Report: Scott Hunter gave an update. Upcoming events include a blood drive at the Farmers’ Market on Saturday, July 19th and a happy hour mixer at the Grapevine on Wednesday, August 6th.
6. Our Avenue Committee Report: Tom Trudell gave an update on the city’s bike projects and reviewed the committee report, including an email from Hans Larsen regarding the WGBA request for parking tips and striping on the crosswalks. Also, Henry announced that he is obtaining bids on painting and replacing lights on the crosswalk arbors.
7. Strategic Marketing Committee Report: No update, committee did not meet.
8. Promotions and Events Report: Lynne Rovai gave an update on upcoming promotions and events:
 - Ladies Night Out will be Wednesday, July 16 - this event was moved to a Wednesday this year so it would not conflict with Music in the Glen on Thursdays
 - Late Summer Wine Walk will be Saturday, August 23
 - Founders’ Day Parade will be Saturday, September 20 – also working on ideas for post-parade activities
9. DOTA Update: Final financial report not yet available but overall beverage sales were down this year due to overcast weather and other competing events. Committee will begin meeting soon to work on next year’s event, which will be the 20th year.
10. WGNA Update: Chris Roth gave an update from the WGNA. He noted that they have received positive comments about this year’s DOTA. WGNA would also like to be involved with organization of the Founders’ Day Parade again this year but need to address some concerns from last year before proceeding.

11. Community Time:

- Resident Karen Hoffert expressed concern about activity and broken glass in the WG Elementary school parking lot during DOTA and throughout the summer months.
- Jeff Cimoli from La Villa announced that their annual car show will take place on Sunday, September 7th. This event benefits 2nd Harvest Food Bank and to date has brought in over 10,000 lbs of food.
- Carole Demkowski from Three Sisters announced that she is organizing an Under One Tent event to take place in the vacant storefront behind Le Boulanger on Saturday, August 23.
- Dawn Morrow with Best Version Media announced that they will soon be publishing a magazine called Willow Glen Spotlight.
- Peter Allen announced that the Campbell Rotary represents the Willow Glen area, as they merged three clubs together. All are invited to attend and consider joining this Rotary Club – meetings are on Tuesdays at 12 pm at EMQ Families First, 251 Llewellyn in Campbell.
- District 3 Councilmember and mayoral candidate Sam Liccardo introduced himself and answered questions.

12. Associate Memberships for Review: Sam's Downtown Feed's associate member application was deferred due to lack of quorum.

Meeting Adjourned at 9:30 am.

Minutes submitted by: Valerie Merklin, Executive Director



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, August 12, 2014 • 8:00 am

Willow Glen Community and Senior Center-2175 Lincoln Avenue, SJ, 95125

Present: Tom Trudell, Greg Barr, Julie Painchaud, Emilie Highley, Linda Ruiz, Scott Hunter, Valerie Merklin, Lynn Rovai, Tim Mulcahy, Arlene Zarou-Cooperman

Absent: Angela Simas, Sharlene Pala, Robert Hernandez, Henry Flynn, Chris Bertucelli, Steve Rubino, Scarlett Myers, Gregory Hom

1. **Call to Order: 8:07a. No Quorum; minutes were not approved.**
2. **Executive Committee Report: Re-cap of minutes**
 - Pending; Sponsorship Request-La Villa Car Show
3. **Treasurer's Report: No Approval**
4. **B2B Committee:** Information and Events (Scott Hunter gave the update):
 - **Educational Event:** October 6th, SEO, on-line marketing panel will be an evening event at BOA or Citibank 6-7:30pm or other location that wants to host.
5. **Our Avenue Committee:**
 - Re-cap of info about the repainting of bus benches
 - Proposed bike lanes from San Carlos to Willow: Tom will attend a city meeting on August 13th and report to Exec. Comm.
 - Refurbishment of crosswalk portals: bid was received from a local contractor for \$15,078.49
 - Mailbox re-painting: Meridian branch has a new postmaster and he finally responded to Emily saying that the City will remove the graffiti. Emilie will follow up with the City.

Items still pending: Cleaning/sealing of concrete benches, automatic defibrillators (AED's) for the business district, Relocation of historic posters, OAC recruiting, new bike racks, curb painting.
6. **Strategic Marketing Committee:** No Report. There is a meeting later this month.
7. **Promotions and Events Update:**
 - Wine Walk: We have storage challenges. The last wine walk was sold out and we had to turn away walk ups.
 - Founder's Day: Publication with ads are due today.
 - Parade workshop is on Thursday, August 14th
 - Grand Marshall: Frank Fiscalini has agreed to serve.
 - Approx. 60 groups are registered to march in the parade.
 - Trick or Treat: Working to recruit safety personnel.
 - Holiday Event: The ornament is on the way and will feature the Buffington House.

8. Community Time: Attendees-

Michael Lerner, Homebodies of Home Repair

Carole Demkowski, Three Sisters

Rachel Reyes, Council Member District 6

Richard Zappelli, Community Member

Laura Mills, Dolcetto

Stacy Madrona, Willow Glen Funeral Home

Brian Hanes, WG Community Center

Torie O'Reilly, WG Community Center

Peter Allen, Arts Commissioner, Peter Allen Media, WGNA

Richard Zappelli, Community Member-Report from R. Zappelli:

- Bike Lanes from San Carlos to Willow Street are being discussed at the next DOT meeting
- Building of Fire Station 31 has been postponed. As a result requests have gone out for additional fire and EMS trucks to serve this area of San Jose.
- This area has seen an increase in home burglaries.

9. WGNA Update: No report today.

10. **ED Report:** Ladies Night Out appeared to have been a good night for the businesses. The feedback was positive.

Meeting Adjourned at 9a.

Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, September 9, 2014 • 8:00 am

Willow Glen Community and Senior Center-2175 Lincoln Avenue, SJ, 95125

Present: Tom Trudell, Emilie Highley, Scott Hunter, Valerie Merklin, Lynn Rovai, Tim Mulcahy, Arlene Zarou-Cooperman, Angela Simas, Sharlene Pala, Henry Flynn, Chris Bertucelli, Steve Rubino, Gregory Hom, Julie Painchaud

Absent: Robert Hernandez, Scarlett Myers, Linda Ruiz, Greg Barr

Meeting was called to order at 8:05 am by Tim Mulcahy, President

1. Minutes Approved

Lynne Rovai made a motion to approve the minutes of the August 9, 2014 meeting. Emilie Highley seconded. Motion approved.

2. Executive Committee Update: Re-cap of minutes

3. Treasurer's Report: Approval of Financials

- a) Made a small profit on the Wine Walk
- b) Founder's Day has received more sponsorship than last year
- c) Lynne Rovai made a motion to approve the financial reports. Tom Trudell seconded. Motion approved.

4. B2B Committee: Information and Events (Scott Hunter gave the update):

- a) Educational Event: October 9th, SEO, on-line marketing panel will be an evening event at Bank of America from 6-7:30pm.

5. Our Avenue Committee:

- a. Re-cap of info regarding the bike lanes. Questions came up regarding whether or not we can control the decision to create bike lanes in Willow Glen if a law has been passed to create bike lanes state-wide.
 - i. Bike Lanes are a piece of a larger project by the City of SJ to reduce car traffic and encourage bike to work.
 - ii. Guest, Jim Lightbody, has worked with the city as a consultant. He stated that the city should have conducted a parking study. There are some situations where bike lanes can be helpful and work to calm traffic. A suggestion would be to put bike lanes from San Carlos to Glen Eyrie to see the impact.
- b. Concern was expressed about the lack of city help with traffic on Lincoln Avenue. Lincoln Avenue was designed to be a through-way, a commute corridor for morning and evening traffic. Despite this, we are on record as recommending the 3-lane initiative.
 - i. The school parking and parents jay walking are ongoing issues at Minnesota and Lincoln.
 - ii. Richard Zappelli talked about another large housing project underway at Curtner and Almaden Expressway which will increase traffic to Willow Glen.

6. Strategic Marketing Committee:

- a) Met and decided to work on the design of a new set of banners for the avenue.

7. Promotions and Events Update:

- a. Wine Walk Review: This event was not as well attended however most businesses were generally happy with the function and process.
 - i. Some comments were shared about the time: Folks thought it was too early (2p-6p) and should be moved to a later time slot to encourage more sign ups.
 - ii. Folks thought there was too much red wine and not enough white wine.
- b. Work is underway on the following events:
 - i. Founder's Day
 - ii. Halloween - Trick or Treat
 - iii. Ladies' Night Out with Tree Lighting
- c. The Beer Event in October needs to be re-structured so that we make more money on this.

8. Founder's Day:

- a. Everything is set for the following components of this event:
 - i. Sponsorship Event
 - ii. VIP Event
 - iii. Full Parade-added the Cable Car which should hopefully lead to bookings
- b. We still need volunteers to work the event.

9. Community Time: Attendees-

- a) Michael Lerner, Homebodies of Home Repair
- b) Melrose Cacal, Council Member District 6
- c) Richard Zappelli, Community Member
- d) Stacy Madrone, Willow Glen Funeral Home
- e) Brian Hanes, WG Community Center
- f) Peter Allen, Arts Commissioner, Peter Allen Media, WGNA
- g) Jim Lightbody

10. **WGNA Update:** The WGNA is working on re-structuring their organization and connecting with the community to learn about the needs.

11. ED Report:

- a. The planters have sprinkler problems but we are working with the Conservation Corp. to make the planters look good without overusing water.
- b. We have to replace the lights with LED and we need to keep the boxes maintained.
- c. There have been complaints about the maintenance crew blowing leaves during business hours. Now they come earlier so there are complaints that they are not seen and therefore appear to not be working on the avenue.

12. New Business

- a. La Villa Deli is interested in closing Lincoln Avenue for future Car Shows and wanted to review the possible costs involved with WGBA staff.

13. Associate Member Approval

Three new associate members were unanimously approved: Sam's Downtown Feed, Homebodies Total Home Repair, and Community of Infinite Spirit

14. Meeting Adjourned at 9:25a.

Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, October 14, 2014 • 8:00 am

Willow Glen Community and Senior Center-2175 Lincoln Avenue, SJ, 95125

Present: Tom Trudell, Emilie Highley, Scott Hunter, Valerie Merklin, Lynn Rovai, Tim Mulcahy, Arlene Zarou-Cooperman, Robert Hernandez, Henry Flynn, Chris Bertucelli, Steve Rubino, Julie Painchaud

Absent: Gregory Hom, Sharlene Pala, Scarlett Myers, Linda Ruiz, Greg Barr, Angela Simas

Call to Order

1. **Minutes Approved. Emilie Highley made a motion to approve the minutes of the September 9, 2014 meeting. Lynn Rovai seconded. Motion approved.**
2. **Executive Committee Update:** Review of minutes.
 - a) **Founder's Day:** Confirmed 2 year contract with Claudette to continue solicitation for sponsorship for Founder's Day and DOTA.
 - a. Claudette receives a commission of 25% of all sponsorships.
 - b) **Nominations Committee:** Recommending an amendment to the by-laws to change or clarify the terms of office for community members.
 - c) **Planter Boxes:** Discussion about the Conservation Corp's inability to care for the planter boxes and the inaccessibility of water.
 - d) **Archways:** Decision pending about the proposals for maintenance, painting and new lighting for each of the archways. Need to look at cash flow since this project was not in the approved budget.
3. **Treasurer's Report:** Due to the power outage on Lincoln Avenue, the Treasurer's report could not be run.
 - a) Since we had an approx. loss of \$5K for Founder's Day and the Wine Walk was not as successful as in the past, we need to introduce another option as a fundraising alternative.
4. **B2B Committee:** Information and Events (Scott Hunter gave the update)
 - a) **Educational Event:** In October we had an event at Bank of America and had 12 community members attend. It went well and those that attended appreciated the social media info that was shared.
 - b) **Holiday Party:** Our upcoming holiday party is slated for Wednesday, December 10th, from 6p-7:30p at Comerica Bank.
 - i. We will need volunteers to help us solicit food, drink and raffle items from our community businesses.
5. **Our Avenue Committee:**
 - a) **Planter Boxes, continued:** Conservation Corps has not been able to keep up with our planter box needs and are frustrated with the sprinkler system issues
 - b) **Construction graffiti on sidewalk** needs to be removed.
 - c) **Coney Island light fixtures** are not working. This seems to be related to a panel which is not working near Bank of America.

- d) **ACTION ITEM:** Public Art Project, Benches: Stacy Houghton, with Valley Painting Parties, is facilitating a project for children to design scenery for each of the benches on the avenue. 11 designs will be chosen and then they will be paired with a sponsor.

Motion to approve the Bench Art Project was made by Lynn Rovai. Emilie Highly seconded and the board approved the motion.

- e) Bike Racks: Businesses will be asked for approval before placing bike racks in front of their businesses.
- f) **Presentation by the Department of Transportation (DOT)**, John Brazil and Paul Smith, Deputy Directors: Proposal is to connect downtown San Jose to Willow Glen via bike lanes that will run from San Carlos Avenue to Willow Street. This would complete the 400 mile street network that is the goal of the DOT. Lincoln Ave. would lose approx. 50 street spots as a result of this project. The DOT noted that there are 300 parking spaces available however they recognize that these are private parking lots and will not necessarily be accessible to the customers of the businesses that are losing their street parking. The DOT also noted that bike lanes impact traffic by slowing it down and the addition of the lanes will make it safer for all cyclists.
- i. Views were expressed by the board and community about the impact of adding bike lanes to Lincoln Avenue. Given the current lack of parking spaces on Lincoln Avenue, a concern that private parking lots may be compromised and the impact on adjacent streets, the Our Avenue Committee was not convinced that bike lanes would be a positive change for Lincoln Avenue and will not support the proposal at this time.
 1. Lincoln Avenue has other needs which include traffic mitigation; slowing down traffic with traffic lights or stop signs and pedestrian safety through more clearly visible crosswalk signage or lights.
 2. We need to form a joint committee with the DOT to find a solution for these and other traffic issues.
 - ii. Pierluigi Oliviero addressed the board to add that if we want to do a road diet study, let's implement that now and judge the impact on the avenue. This is based on prior discussion of a Road Diet.
 - iii. Richard Zappelli talked about the increase in traffic to Willow Glen.

ACTION ITEM: A motion was made by Lynn Rovai to reject supporting the proposal to add bike lanes from Willow Street to San Carlos Avenue due to the loss of parking and impact on the businesses. Emilie Highley seconded the motion. Motion passed.

6. Community Time: Attendees-

- a) Gary Rovai, Goosetown Lounge
- b) Pierluigi Oliverio, Councilman, District 6
- c) Richard Zappelli, WG Stakeholders, Community Member
- d) Stacy Madrone, Willow Glen Funeral Home
- e) Chris Roth, WGNA
- f) Parisa Shelton, Morning Crane Health Center
- g) Donald Prolo, Property Owner
- h) Stacey Houghton, Valley Painting Parties
- i) Paul Smith, SJ DOT
- j) John Brazil, SJ DOT
- k) Saloni Sharma, District 6
- l) Doug Soden, Willow Web

7. **Strategic Marketing Committee:** No updates.

8. Promotions and Events Update:

- a. Holidays: Santa is set and the ornament is ready.
- b. Events Calendar is set for 2015.
 - i. An Arts Show is calendared for May 2-3.
- c. Founder's Day: Make a change to the time frame so that we can keep people on the street after the parade.
 - i. Possible options: Offer an art and wine festival, children's activities, a harvest festival.
- d. Look into having the WGBA take more of a role in organizing the beer event next year

9. **Associate Membership: No Quorum for approval of new applications**

Meeting Adjourned at 9:45am

Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association
Board Meeting**

Minutes of Wednesday, November 12, 2014 • 8:00 am

Willow Glen Community and Senior Center-2175 Lincoln Avenue, SJ, 95125

Present: Tom Trudell, Emilie Highley, Julie Painchaud, Linda Ruiz, Angela Simas, Scott Hunter, Valerie Merklin, Tim Mulcahy, Henry Flynn, Greg Barr, Arlene Zarou-Cooperman, Robert Hernandez, Steve Rubino
Absent: Gregory Hom, Sharlene Pala, Scarlett Myers, Chris Bertucelli, Lynn Rovai

Tim Mulcahy called the meeting to Order. Valerie welcomed the guests and thanked them for being here.

1. **Minutes of October 14, 2014 Meeting Approved. Henry Flynn made a motion to approve, Emilie Highley seconded.**
2. **Executive Committee Update:** Review of minutes.
 - a) 990 has been completed.
 - b) CBID financial review will be presented at this meeting. (See note below).
 - c) All Board members that have finished their terms have agreed to continue for another term of office.
 - d) Fundraiser is set for March 14, 2015; committee will meet to determine the details of venue, food, entertainment, etc.
 - e) Ladies Night Out is set for Wednesday, Dec. 3.
 - f) Shop Small Business Saturday will also have a donation barrel for food for Second Harvest Food Bank.
 - g) Road Diet Trial: More info below.
 - h) Archway Maintenance proposal is on hold pending review because it was not part of the budget.
 - i) Other Business:
 - a. USA Today stands have not been filled so follow up on the delivery of paper or removal of the boxes.
 - b. Crosswalk lights are out on the avenue.
 - c. We have received more complaints about the violinist.
 - d. Additional issues have arisen with the unstable behavior of one of the homeless.
3. **Treasurer's Report:** Valerie reported that our taxes have been completed and we had a presentation by Linda Boman who is our CPA on the annual financial review.
 1. We are required to have a formal review pertaining to the CBID funds that come from the City of SJ. The report satisfies the requirement for the City of SJ review. The important piece is the second to last paragraph which tells the city that our processes are in order. We will be required to have a full audit in 2021.
 2. **A motion was made by Henry Flynn to approve the formal review report from Boman Accounting Group; Tom Trudell seconded the motion. Motion was approved.**
4. **A Test Plan for the Road Diet was presented by Our Avenue Committee:**

1. The WGBA directed Tom Trudell and the Our Avenue Committee to get input from the community regarding the Road Diet. They met with Chris Roth, WGNA, Tim Mulcahy, and Hans Larsen and John Brazil with the DOT and Pierluigi Oliviero.
2. This process will take a few months to define, and will include a work plan to show how this project would be implemented. There is some funding from District 6 to implement this project and the projected time frame for the test plan would be Spring, 2015.
 - i. Hans Larsen, with the DOT, presented and expressed his pleasure at working with the businesses and community to develop and design a Multi-Modal safety project in the business district which will calm traffic and create a safer environment for pedestrians.
 1. Concerns were expressed about the diversion of traffic; where it would go and what kind of impact it would have on the remaining streets. A reference point is the road diet that was done in downtown SJ.
 2. The work plan will clarify what we are testing and what the end project looks like, including the start and end points of the pilot. It will also involve soliciting feedback from the community.
 - a. Lincoln Avenue is due for street maintenance work in fall 2015 so this may be the perfect opportunity to test this out.
 - b. WGBA staff showed a video about Road Diets and public discussion followed the video.

Pierluigi O. summarized by saying that the DOT is following up on an idea that has been expressed for years about bringing Lincoln Avenue to two lanes in the downtown. So this is the time to move ahead, do the test case and make a decision.

Concerns/Recommendations from Community Attendees:

- If the neighborhood streets become an alternative thoroughfare, look at synchronizing the lights/crosswalks for safety.
- A neighbor who lives on Willow Street expressed concern about getting in and out of his driveway and the fumes from the traffic.
- Take a look at the impact of deliveries on businesses. Perhaps a letter to the businesses and property owners to recommend delivery times that are off of the regular commute hours.
- Send an educational/informational letter that should go out to the neighborhood followed up by a meeting in the neighborhood to explain what a Road Diet is.
 - Chris Roth announced that there will be a Community Meeting on November 20th at Willow Glen Elementary School, 7p-9p.

Greg Barr made a motion to recommend that the WGBA support the DOT moving forward with a Road Diet pilot; Henry Flynn Seconded. Motion was approved.

Next step is to form a working group to provide feedback and support to the DOT in developing the plan for the pilot. Tom Trudell will lead the development of this working group.

5. **B2B Committee: Information and Events** (Scott Hunter gave the update)
 - a) Holiday Party: Holiday party planning is underway; Wednesday, December 10th, from 6p-7:30p at Comerica Bank.
 - i. We still need volunteers to help us solicit food, drink and raffle items from our community businesses.
6. **Our Avenue Committee:**
 - a) Conservation Corps and Henry are working with a nursery to fill the planter boxes.

- i. Valerie is looking into a possible grant with the water district to procure more drought tolerant plants.
- b) Public Art Bench Painting project has been extended to the spring due to low submissions.
 - i. Emilie is also working with Pierluigi's office to re-paint the curbs and mailboxes.
- c) Coney Island light fixtures have been fixed.
- d) Archway project is still pending.
- e) Concerns/Recommendations:
 - Issues with the homeless on private property have come up; business owners should call the police if this is a problem.
 - The debris box on Minnesota and Lincoln needs to be cleaned, Valerie will talk to the maintenance crew about cleaning it.

7. Strategic Marketing Committee: No Report

8. Promotions and Events Update:

- a) Ladies' Night Out is set for Wednesday, Dec. 3 so it will not conflict with the tree lighting. It will also include an accessory drive for Dress for Success.
- b) Holidays with Santa and Cable Car Rides are scheduled.
- c) Small Business Saturday will be November 29th and will include a canned food collection for Second Harvest.
- d) DOTA's 20th Anniversary is moving forward. We will use an updated version of one of the old logos.
- e) Beer Walk went well.
 - a. One comment was that the Check In was too far away from the businesses located nearer to Minnesota Avenue. Recommendation is to add a second check on the other end of the avenue as has been done previously.
- f) A Sidewalk Art Show was added to the calendar in May.
 - a. This event will be coordinated by someone else so we will have minimal work. Also the city has confirmed that there will be no additional costs.

9. Community Time: Attendees-

- a) Samantha Dowell, Psychologist located at Lincoln Avenue and Willow Street
- b) Dale Bryant, Willow Glen Resident
- c) Saloni Sharma, Intern, Council Member District 6
- d) Stacy Madrona, Willow Glen Funeral Home
- e) Brian Hanes, WG Community Center
- f) Roz Will, Veterinarian. Recently opened Willow Glen Pet Hospital
- g) Tom Gurske, Get Insurance
- h) Michael Mulcahy, SDS NexGen
- i) John Brazil, City of San Jose DOT
- j) Hans Larsen, City of San Jose DOT
- k) Lynda Boman, Boman Accounting Group
- l) Richard Zappelli
- m) Dan Dyer, resident
- n) Jim Lightbody, resident
- o) Bill Bengiveno, resident
- p) Jan Bengiveno, resident
- q) Dale Bryant, Willow Glen Resident
- r) Pierluigi Oliverio, D6 City Council Member
- s) Rory Moore, Strikeforce Energy

- t) Torie O'Reilly, Willow Glen Community Center
- u) Terry Reilly
- v) Chris Roth, WGNA

10. **ED Report:**

- a. Trick or Treating went well.
- b. November 22nd is the last Saturday for the Farmer's Market.

11. **New Business**

- a. **Associate Membership Applications: Henry F. made a motion to approve the Willow Glen Resident and Willow Glen Pet Hospital as associate members. Emilie H. seconded. Motion was approved.**

Meeting Adjourned at 9:23a.

Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association
Board Meeting**

Minutes of Tuesday, December 9, 2014 • 8:00 am

Willow Glen Community and Senior Center-2175 Lincoln Avenue, SJ, 95125

Present: Chris Bertucelli, Tom Trudell, Emilie Highley, Julie Painchaud, Angela Simas, Scott Hunter, Valerie Merklin

Absent: Gregory Hom, Sharlene Pala, Scarlett Myers, Lynn Rovai, Tim Mulcahy, Henry Flynn, Greg Barr, Arlene Zarou-Cooperman, Robert Hernandez, Steve Rubino, Linda Ruiz

1. Meeting was called to order at 8:15 am.
2. Tom Trudell gave an update on the Road Diet Working Group (RDWG). He noted that the minutes of all RDWG meetings will be posted on the WGBA website along with an online feedback form.
3. Scott Hunter gave an update on B2B events. The holiday party is December 10, the annual meeting will be Monday, January 26, and a blood drive and business expo is planned for Saturday, February 14.
4. Community Time Attendees:
 - Saloni Sharma, District 6 Intern
 - Anne Hansen, City of San Jose
 - Jennifer Garrison, Republic Services

Due to lack of quorum no business was conducted. Meeting Adjourned at 9:00 am.

Minutes submitted by: Valerie Merklin, WGBA Executive Director