



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, January 13, 2015 • 8:00 am

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

**Present:** Linda Ruiz, Angela Simas, Valerie Merklin, Scott Hunter, Tim Mulcahy, Henry Flynn, Arlene Zarou-Cooperman, Robert Hernandez, Lynn Rovai, Chris Bertucelli, Scarlett Myers, Julie Painchaud

**Absent:** Emilie Highley, Tom Trudell, Greg Barr, Steve Rubino, Robert

**Call to Order**

Minutes Approval, November: Henry F. made motion to approve, Lynn Rovai. seconded.

Minutes Approval, December: Henry F. made motion to approve, Lynn Rovai seconded.

**Executive Committee Report:** Arlene gave a verbal report. Here is a summary of the meeting:

Financial Update: Concern about cash flow expressed.

Holiday Activities Review:

Cable Car rides were sold out and were a great money maker

Pictures with Santa were also sold out each day; we get a percentage of each job from the photographer

Ladies' Night Out received lots of donations for Dress for Success

Valentine's Posters will go up

Review of Calendar Events for 2015

Tuesday, January 13 at 8a-Board Meeting

Monday, January 26 at 6p-Annual Meeting and Installation of Officers

Saturday, February 14 from 10a-3p-Blood Drive and Business Expo

Saturday, March 14 from 7p-11p-Taste of Willow Glen

Saturday, March 28 from 10a-12p-Pictures with the Easter Bunny

Saturday, April 25, 2p-6p-Spring Wine Walk

Saturday and Sunday, May 2-3-ArtSpots Willow Glen

Saturday, June 20, 1p-7p-Dancin' on the Avenue

Board Election Update-Ballots are being reviewed by two staff members

Taste of WG Fundraising Event Update

Restaurants participating: The Table, Yuki Sushi, Dolcetto's, Vin Santo, Opa, more pending

Working on flyer

Joe Sharino Band confirmed

Road Diet Trial Update: Not much community feedback to report at this time

Budget Planning for 2015-16

Jess is working on budget with us; it needs to be submitted in April to the City

Founder's Day Parade Update

Founder's Day events went over by \$7400.

Idea to keep feet on the street after the event and also to raise more money: Have Cable Car rides do Historic Home Tours that same afternoon.

**Treasurer's Report:**

Motion to approve financial statements: Lynn R made motion, Henry Seconded. Motion Passed.

Discussion: Recruitment of associate and other membership; increased membership dues last season; follow up with invoicing for dues is set up more effectively; Emil from US Bank is looking at the possibility of a line of credit until our CBID check comes in. We are checking in with the City of SJ regarding our check.

**B2B Committee:** Thanks to Comerica for hosting our Holiday Event.

Committee meeting, Friday, Jan. 18 at 9a, Conference Call.

Blood Drive, Business Expo.

**Our Avenue Committee:** Updates and Plans

**Road Diet:** Updates, discussion about extending the road diet from Minnesota to Pine.

The Community has expressed their concern that this is a permanent decision; need to clarify that this is a trial only. We need to have strategic marketing work on this through flyers to individual businesses, more website management, etc. There will be another community meeting at the WG Elementary School in March regarding this trial.

We need to let folks know that there is a simulation video on the website and be directed to it.

**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:

Providing info about the Road Diet on the WGBA website.

Emphasize the road diet at each big event, ie: Valentine's Day, etc.

They are currently working on graphical banners for the avenue.

They hold meetings the first Tuesday of each month.

**Promotions and Events Update:**

Will be meeting next week to finalize our calendar.

Need to add fall wine walk dates.

Posters going out for Valentine's Day; website will showcase a gift gallery, pictures of what the stores and restaurants have to offer, any specials, highlighting those special days like Mother's Day, Father's Day, Grad Day

**DOTA Update:**

20<sup>th</sup> anniversary for DOTA; we have secured 17K in sponsorship to date.

Security guard focus needs to be changed for this event

Need to secure someone to organize the children's court.

## **WGNA Update:No Report**

**Community Time:** Stacey Madrona, Willow Glen Funeral Home, Emil, Jerrell, US Bank, , Brian Haynes, WG Community Center, Winter programs beginning now and summer camp planning is underway, may also work on Children's Court for DOTA, Sharma, District 6

### **ED Report:**

Heavy event planning time.

March event tickets should be online this week.

We are soliciting for the auction for the event; we would like travel packages, wine, gourmet baskets, jewelry, dinner and hotel packages

Restaurants supplying the food or beverages: The Table, Opa, Yuki Sushi, Dolcetto's, Comartin Wineries

Ticket includes entrance, two glasses of wine, food, band

**Associate Memberships for Review:** Motion to approve, Henry, seconded by Lynn.

Three membership applications; approved.

**Meeting Adjourned at 9a.** Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, February 10, 2015 • 8:00 am

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

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

**Call to Order**

**1. Approval of January Minutes: Emilie Highley, motion to approve, Julie Painchaud, seconded. Greg Barr abstained (due to absence.)**

**2. Executive Committee :**

- Financial Update: Recommendation to look get quotes from other banks for credit card processing to see if we could get better rates for our credit card processing, especially since use of credit card processing is only heavy when we have events.
- Cash Flow impacted by pending CBID funds which should arrive at the end of February.
- Road Diet Update: The DOT will put the trial in place by month's end; a website with info and updates will be set up for the community.
- Taste of WG: All the pieces are in place but we need to push for ticket sales.
- Founder's Day, Parade Update: We are awaiting the decision from the City of SJ regarding the festival and parade grant we applied for to finalize our decision to go ahead with the event.
- A 2015-16 budget draft will be available for review at March's meeting.
- Public Art Update: Pierluigi is making funds available to install more public art in Downtown Willow Glen, possibly on benches, wall murals, etc. There is a possibility that they will give us the funds and then we would direct the art activities and hire the artists; this decision is pending.

**3. Treasurer's Report: Approved Financial Statement: Greg Barr, motion to approve, Chris Bertucelli, seconded.**

- Founder's Day Event was a heavy financial loss.
- August Wine Walk, not a loss but not as profitable due to a variety of factors including an event heavy weekend.
- CBID check will arrive in late February or early March and will help offset the cash flow issues.
  - Cash flow issue combines the loss from Founder's Day, and the lower-than-expected income from Wine Walk in August.

- Will be working on the budget with Jess Gutierrez in preparation of a draft for review at the next board meeting.
4. **Discussion about Founder's Day Parade:**
- Need to decide if this event should be let go since it was a financial loss in both 2013 and 2014.
  - Alternately we could look at opportunities to increase revenue, such as running cable cars for historic tours in an attempt to re-coup funds spent on the parade.
  - We could re-frame the parade as the History Parade, Valley of our Heart's Delight, taking it to a larger level. We can brand it as a San Jose event, not just an WG event.
  - Comparison to Rose Parade which happens on July 4<sup>th</sup> on The Alameda; how does it compare to the parade in WG regarding financial gain/loss?
5. **B2B Committee:**
- 19 businesses will be represented on Saturday, Feb. 14, from 10a-4p at the Willow Glen Community Center along with the Blood Drive.
    - Blood Drive, Business Expo, was in the Resident last Friday, has its own page on the website.
  - Cindy Carey has stepped down as chair of the B2B committee due to an increased work load.
6. **Our Avenue Committee:** Updates
- Fred Oliver has been talking to Stacy Houghton about the Spring Cleaning; this will involve cleaning and painting as needed on some of the public structures.
  - Road Diet: Community Meeting will be conducted at WG Elementary School, 6:30p, Thursday, Feb. 12<sup>th</sup>.
    - This is one of the biggest traffic projects that the DOT with the City of SJ has developed.
    - The RDWG is gathering feedback, which has been fairly positive from businesses on the Minnesota Avenue portion of the project and more negative on the north of Willow Street portion.
    - We need to emphasize that this is a trial and it is about putting a structure into place to create a safer environment.
    - There was some discussion and concern expressed about loading zones and parking spaces.
7. **Strategic Marketing Committee:**
- Meetings are now held on the first Tuesday of each month.
  - 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:
    - Created a website about the road diet. Can be accessed through the WGBA website.
      - For information and updates the website is [willowglenroaddiet.com](http://willowglenroaddiet.com)
      - Have distributed flyers to businesses along the avenue, Minnesota to Willow, and spoken to property owners and business managers. Have

also supplied a poster with FAQ that community members can view at the various businesses and on local bulletin boards.

#### **8. Promotions and Events Update:**

- There is a lot of excitement about the sidewalk art show. The committee will be placing balloons and banners on the avenue and on crosswalks and we will have info booths on the avenue.
- Summer LNO will be re-scheduled for the first week of August instead of July.
- Committee is looking at possibly having a July WG Wednesday Night Out with an outdoor movie night, if a parking lot can be secured
- April Wine Walk tickets are already selling.
  - Discussed moving the Fall Wine Walk to December to combine it with Holiday Ladies Night Out.

#### **9. DOTA Update:**

- 20<sup>th</sup> anniversary for DOTA
  - To date we have secured 21,500K in sponsorship
  - The event will run from 2p-8p.
  - 1202 has not been confirmed for the main stage. Alternate main stage location would be at Brace Avenue.
  - Scott has confirmed that the WG Community Center will organize the kids' court.

#### **10. WGNA Update: No Report**

#### **11. Community Time: Carmela, Lindsay the Willow Glen Resident, Katie and Krista from Moving Petals, flower truck on wheels, Jennifer, Republic Recycling Services**

#### **12. ED Report:** Currently working on the following:

- Taste of WG
- Wine Walk
- DOTA

#### **13. Associate Memberships for Review:**

- **Motion to approve all applications, Robert Hernandez, Chris Bertucelli, seconded.**

**Meeting Adjourned at 9:10a.** Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, March 10, 2015 • 8:00 am

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

**Present:** Tim Mulcahy, Arlene Zarou-Cooperman, Chris Bertucelli, Julie Painchaud, Emilie Highley, Tom Trudell, Lynne Rovai, Scarlett Myers, Angela Simas, Valerie Merklin (staff), Scott Hunter (staff)

**Absent:** Steve Rubino, Robert Hernandez, Greg Barr, Henry Flynn, Gregory Hom, Sharlene Pala, Linda Ruiz

**Call to Order**

1. **Approval of February Minutes:** Lynne Rovai made motion to approve, Emilie Highley seconded. Motion approved.

2. **Executive Committee :**

- Road Diet Update: The DOT put the trial in place earlier than anticipated due to the threat of rain. As a result, the police were not available on the first day to direct traffic which caused some confusion. We will continue with info and updates on the website [www.willowglenroaddiet.com](http://www.willowglenroaddiet.com) for the community. The WGBA office and Road Diet Working Group will continue to respond to community questions and concerns.
- We are looking at possibly removing the 2 hour parking signs from the Bank of America Public Parking lot that the WGBA pays for because it is often underutilized. We are also going to create additional signage.
- Taste of WG: Event is this weekend so this is the last big push for ticket sales.
- Founder's Day, Parade Update: More discussion about moving forward with this event however we will wait until the decision from the City of SJ regarding the festival and parade grant we applied for before making a final decision on whether to proceed with this event in 2015.
- Board officer positions for 2015 were confirmed: Tim Mulcahy, President, Lynne Rovai, Vice President, Arlene-Zarou Cooperman, Secretary, and Scarlet Myers, Treasurer.
- Public Art Update: Valerie will be meeting with the Office of Cultural Affairs with regard to the project proposed by Pierluigi's office to create mural art in Downtown Willow Glen.

3. **Treasurer's Report:** Approved Balance Sheet: Lynne Rovai made a motion to approve, Julie Painchaud, seconded. Motion approved.

- A 2015-16 budget draft was available for review-Please note the dates on the hard copy are incorrect; adjust for 2015-16 budget year. The budget will need to be approved at the April meeting, as the CBID portion of the budget is due to the city in May.

- Founder's Day 2014 Event was a heavy financial loss due in part to the parade insurance and other costs. Adjustments to our overall insurance policy have now been made so the insurance should be more affordable for the upcoming event if we move ahead.
  - Concerns were expressed about painting, fixing, and lighting the archways – could the money we would spend on Founders Day cover the cost of these fixtures and are these options a better way to use the money? Also, we would like to invest in landscaping improvements, as well.
- We hope to have another Beer Walk event in 2015 and would like to renegotiate the portion of proceeds donated to WGBA.

#### **4. B2B Committee:**

- We had 18 businesses participate in the February Blood Drive and Business Expo event and the Red Cross retrieved approx. 23 units instead of the 40 units they normally get. The holiday weekend impacted the attendance.
- The next educational event is April 8<sup>th</sup> at Wells Fargo Bank.

#### **5. Our Avenue Committee: Updates**

- Condition of the planter boxes: The City is not maintaining them and the irrigation needs to be replaced. We need to overhaul the sprinkler system for workability and water savings; we received a bid for \$25K to overhaul the system. Currently the boxes are watered by hand. Fred offered to do a survey of the planters, get other quotes for repairs, and get back to the committee.
- The Road Diet Working Group has reached out to the community and is working on the social networking sites to respond to concerns and complaints. Here are some notes:
  - We appear to see a difference on the avenue from a safety standpoint.
  - We asked about the feasibility of making the crosswalks coordinate with the stop lights during times of heavy traffic/commute. We are noting the back-up specifically at the Peet's crosswalk although the crosswalk at Boulanger is also problematic. WGBA may want to review the idea of signage on the crosswalks to encourage pedestrians to cross with the stoplight. Example of the proposed signage was passed around to the board.
  - The DOT is working well with us to improve the flow of traffic.
  - Next Road Diet Working Group meeting is in April.
  - Corner of Minnesota and Lincoln has a yellow zone; when a truck is there it creates a hazard to the crossing, particularly for the kids going to school.
  - Additional discussion of delivery trucks double-parking and blocking access to the street or the bike lanes.

#### **6. Strategic Marketing Committee:**

- No Report this month.

#### **7. Promotions and Events Update:**

- Review of calendared events for the season.

**8. DOTA Update:**

Tim Mulcahy gave an update on DOTA, which is set for Saturday, June 20th. The bands are finalized and over \$30,000 in sponsorship has been raised to date.

**9. WGNA Update:** Chris Roth gave a brief update on WGNA activities.

**10. Community Time:**

Visitors included:

Brian Hames, Willow Glen Community Center

Chris Roth, WGNA

Richard Lee, District 6 staff member

**11. ED Report:** Upcoming event, A Taste of Willow Glen

**Meeting Adjourned at 9:15a.** Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association  
Board of Directors Meeting**

Minutes of Tuesday, April 14, 2015 • 8:00 am

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

**Present:** Chris Bertucelli, Steve Rubino, Arlene Zarou-Cooperman, Henry Flynn, Tim Mulcahy, Lynn Rovai, Tom Trudell, Emilie Highley, Angela Simas, Greg Barr, Gregory Hom, Linda Ruiz, and Scott Hunter and Valerie Merklin (WGBA Staff)

**Absent:** Julie Painchaud, Robert Hernandez, Scarlett Myers, Sharlene Pala

**Call to Order**

1. **Approval of March 10, 2015 Minutes: Henry Flynn, motion to approve. Lynn Rovai, seconded. Motion approved.**
2. **Executive Committee :**
  - Road Diet Update: It was noted that last month's minutes should be amended to say "associate membership north to Coe Avenue."
    - A survey will be sent out to all WGBA members in mid- to late-May. We will review survey at the June meeting.
  - Henry and Valerie will work on confirming if any board members who have not been able to attend meetings will not be able to fulfill the commitment of serving on the board to see if any replacements need to be identified and appointed.
3. **Treasurer's Report:**
  - **Approval of FY2015-16 Proposed Budget: Henry Flynn, motion to approve the draft FY2015-16 budget and April 2015 financial report, Lynn Rovai seconded. Motion approved.**
  - Reviewed special events. We are working to tighten our belts to offset losses on the September 2014 Founders' Day Parade and also because the August 2014 Wine Walk had lower income than anticipated due to the event not selling out.
    - We are continually evaluating costs for events.
    - Taste of Willow Glen: Event was very successful, good community involvement, venue was beautifully decorated. We did have a loss of a couple thousand due to expenses for this first-time event. We hope that the community favor we built will make it more successful as time goes on.
    - We received a \$1K grant from Councilmember Pierliuigi Oliverio to organize a dog walk. We have partnered with the nonprofit Silicon Valley Pet Project to

organize this event and are expecting up to 500 dogs/walkers. Unleashed and others will be providing sponsorships, as well, to the SVPP to support this event.

- DOTA has received \$36,500 in sponsorships to date.
- Office of Cultural Affairs has approved grant for the 2015 Founder's Day Parade; amount of grant is pending panel review.
- Landscaping should incorporate drought tolerant plants for cost savings; however, the irrigation system will still need to be upgraded before planning a major overhaul of the planters.

#### 4. **B2B Committee:**

- We are still looking for a committee head for the B2B committee.
- Last event had better attendance; we opened it up to non-members to attract prospective members. Wells Fargo did a presentation on credit cards for events, etc.
  - The next event is the Blood Drive at the Farmer's Market on July 18<sup>th</sup>.
  - We also have a mixer scheduled for October, 2015.

#### 5. **Our Avenue Committee:** Updates

- Bus Bench Art on the Avenue: Stacy will be using the art work of the local, community children painting benches on the avenue.
- Fred is going to look into the possibility of gray water for use in irrigation of the planter boxes.
- A walk through was done by Eric at Splashworks, Valerie, Tom, and others in review of loading zones and bus stops on the avenue. The recommendations are preliminary and need more discussion. Once these recommendations are finalized, we will make a recommendation to the DOT. This is a separate issue from the Road Diet.
- Additional signage related to pedestrian safety for the crosswalks is pending.
- Minutes from the last RDWG meeting are pending. The next RDWG meeting is April 29<sup>th</sup> and we will receive the results from the metrics taken by the DOT and the feedback at that meeting.
  - A WGBA member survey will be conducted for the WGBA Board to help determine if the WGBA should recommend to the DOT making the Road Diet permanent or not. The DOT will be holding a community meeting on June 11<sup>th</sup> to share the DOT data metrics with the community. The feedback from the community, the metrics and all of the other pieces need to be considered at a special meeting of the board before we move ahead with the recommendation. The DOT is giving the WGBA and the WGNA until June 30<sup>th</sup> to make a recommendation. The DOT will be taking the formal recommendation to the City Council in August.
  - We plan to have two Town Hall meetings for WGBA members to give additional feedback to the Board in mid- to late-May; one in the afternoon and one in the evening.

- We will be re-scheduling the June Board of Directors meeting from the regularly scheduled date of June 9<sup>th</sup> to June 16<sup>th</sup> so the WGBA Board can take community feedback from the June 11<sup>th</sup> meeting into consideration before making a decision about whether to recommended making the Road Diet permanent or not.
- WGNA does not have plans to do a community survey. The DOT has asked both WGNA and WGBA to make a recommendation about the Road Diet to the DOT; if the sentiment from either the WGBA or the WGNA is to not make the Road Diet permanent, the DOT will not move ahead with a recommendation to city council to make it permanent.
- **Motion: Greg Barr, motion to move the June Board meeting to June 16th. Angela Simas, seconded. Motion approved.**

#### **6. Community Time:**

- District 5 and District 6-Senior Walk, Friday, April 17<sup>th</sup>-Richard Lee, Intern
- Brian Haynes, WG Community Center:
  - Spring Break Camp currently running.
  - Had Volunteer Appreciation Event and honored approx. 65 volunteers who are committed to serving the community.
  - May 2, Jump into Summer Event (summer camp vendors) with Spring Boutique.

#### **7. Strategic Marketing Committee:**

- Working on kiosk posters and banners. Exploring specifications and costs for banner poles and banners that would span the street. Once we get that info we can pursue approval.

#### **8. Promotions and Events Update:**

- Upcoming Wine Walk and Dog Walk in April.
- 5K Walk/Run, Arts Spots, and Bike to School in May.

#### **9. Associate Memberships:**

**Approval of Associate Memberships. Greg Barr, motion to approve the following Associate Member applications: Silicon Valley Pet Project and Valley Wellness. Angela Simas, seconded. Motion approved.**

- 10. **ED Report:** WGBA office work is currently focused on preparation for upcoming events.

**Meeting Adjourned at 9:45a.** Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, May 12, 2015 • 8:00 am

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

**Present:** Tim Mulcahy, Lynn Rovai, Tom Trudell, Emilie Highley, Gregory Hom, Robert Hernandez, Linda Ruiz, Angela Simas, Chris Bertucelli, Steve Rubino, Valerie Merklin, Scott Hunter

**Absent:** Julie Painchaud, Scarlett Myers, Sharlene Pala, Greg Barr

**Call to Order**

1. **Approval of April Minutes: Emilie Highley, motion to approve. Tom Trudell, seconded.**

2. **Executive Committee :**

- Road Diet Update: Survey will be sent out to all WGBA members mid-late May. Due to a new date for the community meeting we will re-adjust the June WGBA board meeting so it is held after that meeting so board members can hear that feedback.
- Lots of volunteer development with recent and upcoming events.
- Wine Walk was sold out and very successful.
- PAWS Event was also very successful; lots of excitement and involvement from the community.
- DOTA: We will be using a new security company that has extensive experience with large-scale events this year.

3. **Treasurer's Report:**

- **Approval of Budget: Tom Trudell, made motion to approve the budget and financial report, Lynn Rovai seconded.**
- Taste of Willow Glen shows profit but all expenses aren't entered yet.
- Wine Walk shows greater profit because all expenses have not come in yet.
- We are currently in the black for this year \$46K.

4. **B2B Committee:**

- The next event is the Blood Drive at the Farmer's Market on July 18<sup>th</sup>.
  - We also have a mixer scheduled for October, 2015.

5. **Our Avenue Committee: Updates**

- Art on the Avenue: Stacy will be distributing a sponsorship form to businesses and individuals. The project will identify and decorate 10 bus stops on Lincoln Avenue.
- Fred spoke to folks regarding gray water for industrial uses; we would have to try to figure out how to get the water to the planters so it may not be feasible.

- We are reviewing freight loading and bus stop zones on Lincoln Avenue to see if improvements or changes can be made to help create fluid traffic flow and potentially gain a few parking spots.
- Minutes from the Road Diet Working Group:
  - Data collected from the DOT will be sent out to board for review.
  - We will hold two sessions in which board members will be available to talk to any WGBA member about their feedback on the road diet trial
  - Survey from the WGBA is going out mid-late May.
  - Feedback from Pedestrians: Feedback to the RDWG form and email doesn't differentiate between drivers and pedestrians.
  - Feedback regarding the signage on the crosswalks: Many people haven't noticed the signage due to the flags, or otherwise. Signs might need to be larger.
  - Comparison regarding accidents at this time of year from last year: We should be able to find that info.
  - Congestion at the traffic light on Willow Street is problematic
- Proposed mural project funded by Councilmember Oliverio: We would contract with the artist, and pay to prep and graffiti coat the wall after it is painted. The property owner will have to agree to maintain the mural for five years. We would decide which areas would work and we would connect property owners with artists. The art work will be approved by each property owners.
- **Motion to approve the contract for the Mural Project: Lynn Rovai made motion to approve, Gregory Hom seconded.**
  - Concerns expressed by Tom about the contract included how much responsibility the office will take, whether or not it will be a much larger commitment and how soon we have to contract the artists.
  - A subcommittee of Arlene Zarou-Cooperman, Gregory Hom, and Lynne Rovai will meet to review the contract in detail and make suggestions for any edits they feel are needed before it is signed.

#### **6. Community Time:**

- Allan Rice, Community Member –Expressed concerns about the Road Diet. He feels that the WGBA needs to make our process clear. Angela will be sending the email regarding the specifics from Allan Rice.
- Richard Lee-Reporting for Pierluigi Oliverio's Office: Passed out surveys at the Art Walk.

#### **7. Strategic Marketing Committee:**

- Working on the specifications so that we can move toward approval for new banners on the light posts.

#### **8. Promotions and Events Update:**

- Wine Walk: Great success.
  - No incidents except for someone tripped and fell on a tree grate on the way to check in for the event. The grate is on private property.

- Art Walk was well attended; although the turn out was good the sales were low. The feeling is that it takes about 3 years with an arts event to have people coming who are not just looking but also buying art. There were no additional areas where artists could be set up due to need to have all areas of sidewalk ADA compliant, but that meant that some areas of the avenue looked less populated than others if there was no room on that part of the sidewalk to set up an artist.
- PAWS brought a lot of people to the avenue; restaurants did well.
- DOTA: Sponsorships are now up to \$45-46K.
  - We need to find a new security company this year.
  - We will be using a person we have used before from the fairgrounds to handle the cash.
  - 2p-8p-Hours for DOTA; keeping the hours down has affected the income slightly.
  - We already have a grant from the city for next year's DOTA of \$17K.
- Ladies Night Out, August 6 (Thursday after the last music in the park). This will take the place of the Wine Walk in September.
- Founder's Day: We have received a grant from the Office of Cultural Affairs, City of SJ- \$6K
  - Add Cable Cars and do a Historic WG Ride; plan to partner with a historical group to work as docents on the cars.
  - The Parade insurance will now be covered under our policy and we have cut Ray's contract as well so we hope to succeed in putting on this event without a loss.
- Holiday Events: We have Santa and the cable car booked.
  - We will do a Ladies' Night Out and call it a bubble walk, December 6<sup>th</sup>, first Saturday in December.
- Additional Event: Pierluigi's office may be willing to fund closing Lincoln for an event but we need to clarify what the options are.

## 9. Associate Memberships:

**Approval of Associate Memberships for Provident Property Management and Always Transcending. Lynn Rovai, made motion to approve. Emilie Highley, seconded.**

10. **ED Report:** Getting ready for events.

**Meeting Adjourned at 9:27a.** Minutes submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, June 23, 2015 • 8:00 am

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

**Present:** Tim Mulcahy, Lynne Rovai, Tom Trudell, Emilie Highley, Gregory Hom, Robert Hernandez, Linda Ruiz, Angela Simas, Chris Bertucelli, Steve Rubino, Julie Painchaud, Scarlet Myers, Henry Flynn, Arlene Zarou-Cooperman, Valerie Merklin (WGBA Executive Director), Scott Hunter (WGBA Business Development Manager)

**Absent:** Sharlene Pala, Greg Barr

**Call to Order**

1. **Approval of May Minutes: Emilie Highley, motion to approve. Lynn Rovai, seconded.**

**Motion passed.**

2. **Treasurer's Report:**

- **Approval of Financial Report: Lynn Rovai, made motion to approve the financial report, Henry Flynn seconded. Motion passed.**
- DOTA: Beverage ticket sales were up, final financial summary is pending
- WGBA is still running in the black for FY14-15

3. **Road Diet Presentation:** Jim Ortbal from the Department of Transportation has been working with the Road Diet Working Group to conduct a road diet trial on Lincoln Avenue to improve safety for pedestrians and drivers and incorporate bike lanes on Lincoln Avenue. The WGBA and WGNA were asked to give recommendations about the project and we are currently trying to work through the process.

- What has been done: The DOT did data collection and conducted a few community meetings. The DOT is looking for feedback from the WGBA and WGNA in order to conduct the final analysis of this process and, if the WGBA and WGNA are in favor of making it permanent, prepare to take it to the September council meeting. The final paving process will take place in October. The paving work will happen at night to lessen the impact of the traffic.
- What has been identified as a problem that needs to be fixed: Most significant concerns include the congestion at Lincoln, Willow and Minnesota and concern about traffic on the remaining side streets. DOT now has funding available from the new fiscal year budget for FY15-16 to make a change to the signal at Willow and Lincoln; however, this modification would improve traffic flow only if it remains as the current 2-lane configuration.

- Additional modifications will include adjustments at the parking garage at Willow and Lincoln to increase traffic flow. Also WG Elementary School has requested that DOT eliminate the two turn lanes from Lincoln to Minnesota to help with school drop off and pick up.

**Question/Answer Session with Jim Ortbal, open to board:**

Lynne Rovai: What about the traffic stop up at Coe and Lincoln?

Jim Ortbal: We may need to adjust the lane so that it merges north of that intersection.

Lynne Rovai: Is the neighborhood association still in the equation to make a recommendation?

Jim: They sent a letter that indicated that they may or may not take a position.

Gregory Hom: Is WGNA going to take a position?

Chris Roth: We have received some historic perspective and context regarding the by laws which may make a difference in how we precede.

Gregory Hom: Our understanding is that a yes vote means the council moves forward and a no vote means we go back to four lanes.

Jim Ortbal: That is not the specific understanding that I have. Our process is to evaluate the situation. If this situation has clear, strong opposition then we will not take this to the council.

Gregory Hom: Our perception is that if we vote no this goes no further. I just want to make this issue clear and make sure there are no loopholes.

Jim Ortbal: This board (WGBA) needs to take whatever action it will and let us know.

Lynne Rovai: Our understanding is that the DOT wanted the decision by June 30<sup>th</sup> originally.

Henry Flynn: We are moving ahead with any other unanswered questions.

Steve Rubino: Still have questions about the parking situation, the walkers, the cyclists.

Chris Bertucelli: When this first happened, as a business owner, I asked folks to give it a chance. But my business is down, as are other businesses and my responsibility is to represent the businesses.

Angela Simas: The businesses do come first and we want to support the downtown community.

Robert Hernandez: When the road diet was announced I liked the idea due to the school in the area. I did the website for the Road Diet and responded to the community.

Gregory Hom: I was very reluctant to support the RD because I live on Settle Avenue and thought the RD would affect the traffic on my street. It actually hasn't made a discernible difference however after reading the WGBA bylaws statement it is clear that we are responsible for the success and vitality of the business district. Also, safety is a factor and we have had more accidents.

Linda Ruiz: I have been on the avenue for 32 years (business owner) and heard lots of discussion about this RD. I asked people to go into this with an open mind.

Julie Painchaud: My business has been impacted, the banks and Bev Mo have told me that they are impacted. This is the first year that my business has not had an increase.

Emilie Highley: I live in WG and we spend lots of time here and feel that the road is safer however we do not want to compromise the business district.

Tom Trudell: We got the ball rolling because there is a safety issue. The traffic will not be less if we go back.

Lynne Rovai: I don't think we need to wait a month to make a decision while our business continues to be down. Business is down for the majority of businesses.

Scarlett Myers: I have worked in WG for 27 years, and seen a lot of changes. Delivery trucks are parking the middle lane but that is a SJPD issue which is not being handled.

Tim Mulcahy: We need to keep in mind that we are making a decision for the entire community. The DOT report was promising and so I had hoped we would make a decision to go further. 90 days is not enough time to make a comprehensive study. We should be looking to spend more time following up with the Dept. of Economic Development.

Only 37% of the WGBA responded to the survey but 50% of the businesses who responded said their business is down. Results are based upon a minority.

Henry Flynn: We should recognize Tom Trudell for the work he has done as the representative for the Road Diet Committee. This was a trial.

Linda Ruiz: Willow Street is going to be problematic no matter what.

Angela Simas: (In response to information about other Road Trials): We cannot compare our RD to others in other parts of the county, we are not those cities.

Gregory Hom: We have to support our anchor stores.

Lynne Rovai: Let's not go back to the 80s when downtown WG was a ghost town.

Tim Mulcahy: It has felt safer and the traffic has calmed.

Henry Flynn: Whatever decision is made we will be moving forward. Get involved with the WGBA and think about your fiduciary responsibility to our community.

#### **Question/Answer/Comments during Community Time:**

Leeta Rose Ballister, WG Resident newspaper: I just want to be clear that if this board votes no this process does not go further.

Jim Ortbal: We will make no recommendation if there is a lot of opposition.

Margaret Neighbors: I am disappointed that the council member has relinquished control of this process. If we undue this RD, what possibility do we have if we continue to have road safety issues?

Martha Lazarakis: The Board Chair needs to be impartial. The DOT report did not show economic effects, revenues are down, there is a bias being shown in the RD task force. The traffic figures are going to move. In WG we are landlocked.

Mike Gaines: Business owner.

Jim Dumas: Business owner. I have seen an accident in the bike lane. The bike lane is in the worst possible place that it could be. We should return to four lanes.

Pierluigi Oliverio, Councilman: If we reject this then we will no longer have recourse to fixing the traffic issues on Lincoln Avenue and the neighborhood streets.

(Pierluigi had to go to a closed session of a union negotiation with the PD.)

Ed Rath: I support the RD but worry about the future possible traffic issues.

Richard Zappelli: Question about safety at River Glen Elementary and whether or not the DOT will address this.

Jim Ortbal: I cannot address this issue at this time.

Chris Kouretas: Owner of John's XLNT Foods. We were rooting for the RD but after two weeks with the backlash by customers and an obvious drop in business, we are no longer in favor. Surprisingly the customers are not as loyal as you would think and if they are impacted they will find another place to go.

Janice Ribbins: Seen lots of changes and I have been frustrated because I can't travel in WG the way I have in the past. WG is a unique community and the RD does not work in this community.

Karen Stevens: The RD has affected the businesses all over the community, not just those on the avenue.

Jerry Ganz: There is an increase in pain and suffering traveling down Lincoln. More Police presence is needed for the safety and speeding issues.

Bernie Levine: I have been on Lincoln Avenue in business for 43 years. We did want to slow down traffic, loved the idea of the RD and would have liked to see the process spend more time working on the issues, ie: add more parking.

Michael Mulcahy: As a property and business owner, I think we could have leveraged these issues and should take more time to make a decision with input from the City of SJ Department of Economic Development.

Phyllis Rennie: Business owner of Sewbedazzled. One customer crossed the bike lane into the driveway a little too soon and got a ticket.

Gary Rovai: Percentages don't factor in; lots of folks have been voted into office with smaller percentages (than what responded to the WGBA survey).

Intern with Oliverio's office: Announcement of the event on July 19<sup>th</sup> at Willow Street Park, Opera in the Park with Opera San Jose.

Allen Rice: No comment.

Chris Roth: WGNA did a survey with 1100 respondents, slightly over 50% voted to keep, 49% to go back. Numbers are very close from the community for and against.

Robyn Levine: Pedestrian numbers were in conflict; businesses say the numbers are down but the DOT report said the numbers were up. It seems that the issues with bike lanes are being pushed from a special interest group.

**Continue with Board Process:**

Valerie Merklin: I am going to clarify the process for today. We never could have foreseen that so many businesses would report lower revenue and attribute it to the road diet. We still have the option of having the Director of Economic Development come in to speak with you about this issue. Unfortunately she was not available for this meeting but she could come in July.

**Henry Flynn: MOTION: I would like to make a motion to postpone the vote from today to consider inviting the Dept. of Economic Development to consult with us in the next few weeks. Scarlet Myers seconded the motion.**

**Motion did not pass.**

**The board then conducted a vote by paper ballot to determine the WGBA's recommendation to the DOT regarding the Road Diet.**

**Robert Hernandez collected the votes for recommendation of the Road Diet.**

Meeting adjourned: 10am.

**Follow Up Information after the meeting was adjourned:**

**The executive committee of the board reviewed all fourteen ballots submitted.**

**Outcome of the vote: 10 votes to recommend that the DOT not move forward with the Road Diet, 4 votes to recommend that we move ahead with the Road Diet.**

**Final Recommendation to DOT: Do not move ahead with permanent Road Diet implementation.**

Minutes Submitted by: Arlene Zarou-Cooperman



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, July 14, 2015 • 8:00 am

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

**Present:** Tim Mulcahy, Lynne Rovai, Emilie Highley, Gregory Hom, Linda Ruiz, Chris Bertucelli, Steve Rubino, Julie Painchaud, Scarlett Myers, Henry Flynn, Arlene Zarou-Cooperman, Gregory Barr, and Valerie Merklin and Scott Hunter (WGBA Staff)

**Absent:** Sharlene Pala, Angela Simas, Robert Hernandez

**Call to Order**

1. **Approval of June 23, 2015 Minutes: Lynne Rovai, motion to approve. Greg Barr, seconded.**

**2. Executive Committee Report**

- Board Development-Tom Trudell has resigned from the board of directors but will stay on as chair of the Our Avenue Committee.
  - Arlene Zarou-Cooperman has transitioned from Associate Membership status to Community Member. All Community Member positions have been filled.
  - Henry Flynn will begin recruiting for the 2016 election.
    - 8 slots will be open for the 2016 election. Lynne Rovai will term out but everyone else whose term will be up is eligible to run for reelection for another two-year term. Please consider seriously the commitment to the board and the requirement to attend each meeting.

**3. Treasurer's Report:**

- **Approval of Financial Report: Henry Flynn, made motion to approve the financial report, Lynne Rovai seconded.**
- We are changing CPAs for our annual financial review as recommended by our accountant. This will also be a cost savings.
- Received the P & L for DOTA: We are still waiting for a detailed listing of costs from the accountants.
  - DOTA and the Wine Walk have helped us keep a healthier bottom line.
  - Beverage sales were up at DOTA.
- Founder's Day: Discussion on reducing the cost and making some changes.
- Ladies' Night Out info is published and out to the businesses.

**4. B2B Committee Report**

- The Blood Drive is coming up on July 18<sup>th</sup>. We will have a table with info from the businesses at the Farmer's Market also.
  - Next meeting is Tuesday, July 21<sup>st</sup> at 9a in the WGBA Conference Room.

## 5. Our Avenue Committee:

- A complaint was received about the weeds at 1203 Lincoln Avenue. We are going to talk to the property owner about the weeds.
- SJ Conservation Corps cannot continue with our planter maintenance. They don't have the staff to keep up with the needs of the maintenance.
  - SJ General Building Maintenance has given us bids to continue with the street maintenance and planters.
- The bid for the tree trimming has come in slightly higher than it was two years ago when the trees were last trimmed.
- One estimate has been secured to upgrade the sprinkler system and it was over \$20K; we are trying to figure out if the city carries any responsibility for fixing/maintaining the sprinklers.
- Two bus stops need to be removed to help with the flow of traffic as per a discussion with the VTA and DOT. It is likely that they will remove the one at Plaza Inn and the other is still unknown. We also need more loading zones on the avenue.
- Stacey Houghton from Valley Painting Parties presented the updates regarding the bench art on the avenue: There are sponsors for 5 of the 9 benches. Volunteers will be asked to help with the project. The timeline to finish the project is September.
  - **Emilie Highley made a motion to have the WGBA sponsor a bench, Julie Painchaud seconded. Discussion: Where will the money come from?** The money can come from CBID funds because it contributes to community building and district identity. **Motion was approved.**
  - A few other businesses at the meeting also offered to sponsor benches and all benches are now sponsored.
  - If the bus stops are removed the benches will still remain on the avenue.
- Wall Murals: Mike's Bikes and OPI have agreed to have wall murals done on each of their buildings.
  - The mural committee is in place and will have their first meeting this week.
  - We have signed a contract with the City and will be awarded the grant for the wall mural art. We are receiving \$5K for administration of this project.

## 6. Founder's Day Report:

- Marv and Bonnie Bamberg have been asked to act as Grand Marshalls for the event and will get back to us to let us know if they accept.
- The Founder's Day committee will be meeting this week.

## 7. Strategic Marketing:

- Strategic Marketing Committee will be talking about how to include a greater push to market the businesses in WG and will bring some recommendations to the board for approval.

- Regarding the Road Diet: Do we need to put our decision on the website?
  - Valerie has put a factual statement about the board's decision on the website. Gregory Hom and the Strategic Marketing Committee will draft a document with more detail about the WGBA Board's position on the road diet which could also be posted on the website and submitted to the city. This information should answer any community questions going forward.

## **8. Promotions & Events:**

- Next event is Ladies' Night Out. Flyers and posters have been distributed.
- Founder's Day: Saturday, September 19<sup>th</sup>.
  - We are working with the Preservation Action Council who will provide docents for the Cable Car rides which will give historic tours of Willow Glen starting at 1p. The docents/guides will share historic tidbits about WG.
  - We are considering setting up food, music, etc. in the Bank of America parking lot to earn some extra income.
  - We have historically lost money on this event each year so we need to come up with ideas to help us generate income.
    - Can we pass the hat and collect donations on the day of the event?
- La Villa's Car Show: Sunday, September 13<sup>th</sup>.
  - Street will not be closed since the city had concerns about opening and closing the street to allow cars in and out during the event since there would be pedestrians on the street.
- Beer Walk: October 24, 2p-6p.
- Holiday events are lined up already: Santa's schedule, pictures, cable car rides, etc.
  - In addition, December will also have a special Ladies' Day Out, which we are calling a Bubble Walk. This will be combined with a special Saturday shopping day. We hope that this will become popular and take the place of the needed second income producing event.
  - We talked about combining a Wine Walk with the Founder's Day Event but there are too many competing events that weekend, as well as logistical challenges.
- We re-visited the idea of special signage/banners which will hang across the avenue. These would be permanent fixtures and allow us to change the signs for each of the events throughout the year. We need to look into the restrictions and regulations regarding this type of signage. Little Italy got an arch which took quite a bit of work. If we charge people to put banners up it should become cost effective.
- DOTA: Next year we already have a grant for \$17K. The event garnered approx. \$10K more than in years past.

## **9. Community Time:**

- Carole Demkowski, Three Sisters
- Stacey Houghton, Valley Painting Parties
- Michael Mulcahy, SDS NexGen
- Brendon Perelli, District 6 Council Office: Canvassing the area regarding the Road Diet. Opera in the Park is coming up on July 19<sup>th</sup> at 7p.

- Samantha Dowdall , Psychologist, PhD
- Allen Rice, Community Member
- Dawna Caldwell, Canine Corral Dog Daycare-Applying for Associate Membership
- Sandra Burkitt, Round Table Pizza
- Stephen Gonzalez, Printer-Applying for Associate Membership
- Tom Trudell, Our Avenue Committee
- Gary Rovai, Goosetown Bar
- Joe Pollifrone, Sereno Group
- Robyn Levine, Details
- Brian Haynes, WG Community Center

Additional discussion regarding the Road Diet came up during the Community Time. A recommendation was made that we move ahead with another committee to clarify with the city what the process will be between now and October when the re-paving occurs. The message should be based on fact and facilitated by the Strategic Marketing Committee.

**10. Associate Member Applications: Lynne Rovai made motion to approve all associate member applications, Scarlett Myers seconded. Motion Approved.**

Meeting Adjourned: 9:10a.

Minutes recorded by Arlene Zarou-Cooperman



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, August 11, 2015 • 8:00 am

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

**Present:** Tim Mulcahy, Lynne Rovai, Emilie Highley, Gregory Hom, Linda Ruiz, Chris Bertucelli, Steve Rubino, Julie Painchaud, Scarlet Myers, Henry Flynn, and Valerie Merklin and Scott Hunter (WGBA Staff)

**Absent:** Greg Barr, Sharlene Pala, Angela Simas, Robert Hernandez, Arlene Zarou-Cooperman

**Call to Order**

**1. Approval of July 14, 2015 Minutes:** Emilie Highley, motion to approve. Henry Flynn, seconded. Motion passed.

**2. Executive Committee Report** ○ Tim Mulcahy reviewed the minutes of the July 31, 2015 Executive Committee meeting: ■ Gregory Hom has been drafting a letter to the city re: the WGBA Board's recommendation about the road diet. This letter is to first be submitted to the Executive Committee for initial review and after their input it will be provided to the entire board for review and comment. Gregory has not yet submitted the draft letter to the Executive Committee but stated that he would submit it to the Executive Committee for review today.

■ Gregory Hom requested that the Executive Committee ask Councilmember Pierluigi Oliverio for a special meeting with the WGBA Board and Membership regarding the road diet trial and next steps. The Executive Committee decided at the July 31, 2015 to ask the entire WGBA Board to decide if they would like to do this. Gregory Hom made a motion to ask Councilmember Pierluigi Oliverio for this special meeting. Scarlet Myers seconded. Eight board members voted yes. Two board members voted no. Motion passed.

■ Tree trimming will begin the week of August 17. Chris Bertucelli asked if he could give input to the contractor. Valerie will get Chris their contact info.

**3. Board Development Report** ○ Henry Flynn gave an update on Board Development: ■ Eight board members' terms are ending 1/31/2016

■ Henry is talking with all board members whose term is ending 1/31/16 to see if they are interested in running for reelection. Only one of the eight, Lynne Rovai, is termed out (after 3 consecutive terms) and is not eligible for reelection.

■ All prospective board members, both new and those seeking reelection, will be required to complete a board member application form.

**4. Treasurer's Report:**

○ **Approval of Financial Report:** Henry Flynn, made motion to approve the financial report, Steve Rubino seconded. Motion passed.

**5. B2B Committee Report** ○ The Blood Drive was held on July 18th.

○ An educational mixer for WGBA members will be held on October 8th.

- 6. Our Avenue Committee:** ○ Tom is starting to work again on the issue of possibly consolidating newspaper racks to make them more pleasing in appearance.
- The weeds at 1203 Lincoln Avenue have been cleaned up.
  - San Jose General Building Maintenance has taken over maintaining the planters again, since the San Jose Conservation Corps did not want to continue after their contract ended.
- All benches for the Sassy Seats are now funded by donors and this project will be completed this fall.
- Murals: The first two murals will be at Mike's Bikes and OPI and both have selected the same artist. Work on these murals should begin in the next few weeks. Sites for other murals are still being confirmed.
- 7. Founder's Day Report:** ○ Sponsors and parade entries are still coming in.
- Many volunteers are needed for this event so all were asked to help recruit volunteers.
- 8. Strategic Marketing:** ○ Strategic Marketing Committee will be working on creating more awareness about public parking. A representative from the office of Economic Development attended the last SMC meeting so we are also looking at opportunities to work with them, as well.
- Also looking at opportunities to help businesses market to out-of-town visitors who will be here for the Super Bowl.
- 9. Promotions & Events:** ○ Ladies' Night Out was held on Aug. 6 and committee has decided to move it back to July next year
- Upcoming events include:
  - Founder's Day: Saturday, September 19<sup>th</sup>
  - La Villa's Car Show: Sunday, September 13<sup>th</sup>
  - Fall Wine Walk: Saturday, October 3<sup>rd</sup>
  - Beer Walk: October 24<sup>th</sup>
  - Trick or Treat: Friday, Oct. 30
  - Holiday Bubbly Walk – Saturday, Dec. 5
- 10. Community Time/Visitors:** ○ Allen Rice, Community member
- Erin Sheridan, Councilmember Oliverio's office
  - Terry Reilly, Councilmember Oliverio's office
  - Gary Rovai, Goosetown Bar
  - Tom Trudell, Our Avenue Committee Chair
  - Annette Waters, IMC Women's Fitness Center
  - Carole Demkowski, Three Sisters – announced that she will have an "Under One Tent" event the same day as La Villa's car show on September 13<sup>th</sup>
  - Michael Mulcahy, SDS NexGen – announced that a driveway change is planned for the ally by the Garden Theater to make it an exit on to Lincoln to address parking and circulation issues in the Garden Theater parking lot; if anyone has questions please call him directly
  - Robyn Levine, Details
- 11. Associate Member Application:** Henry Flynn made motion to approve IMC associate member application, Scarlett Myers seconded. Motion Approved.

Adjournment: Tim Mulcahy made a motion to adjourn the meeting. Lynne Rovai seconded. Meeting adjourned at 9:02a.

Minutes recorded by Valerie Merklin, Executive Director (due to absence of Secretary



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, September 8, 2015 • 8:00 am

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

**Present:** Tim Mulcahy, Lynne Rovai, Emilie Highley, Gregory Hom, Chris Bertucelli, Julie Painchaud, Henry Flynn, Robert Hernandez, and Valerie Merklin (WGBA Staff)

**Absent:** Greg Barr, Angela Simas, Scarlet Myers, Steve Rubino, Linda Ruiz

**Call to Order**

1. **Approval of August 11, 2015 Minutes:** Henry Flynn, motion to approve. Lynne Rovai, second. Motion passed.

**2. Executive Committee Report**

- Tim Mulcahy reviewed the minutes of the August 27, 2015 Executive Committee meeting. Gregory Hom asked for a correction to the minutes to reflect that Henry Flynn made a motion to not send a letter to the city regarding the WGBA Board's position on the road diet trial and the motion did not pass.
- A letter regarding the WGBA Board's decision at the June meeting about the road diet trial was submitted to the city from the executive director on August 31, 2015.
- Board Development: Henry Flynn asked that all board members whose terms will be ending and who are eligible to run for another term let him know by October 1<sup>st</sup> if they would like to be on the ballot for election to a 2016-18 term.

**3. Treasurer's Report:**

Financial reports were not received from the bookkeeper due to Labor Day holiday. Reports for the months of August and September will be reviewed at the October meeting.

**4. B2B Committee Report**

The B2B Committee is currently planning an educational event that will focus on educating small businesses about how to use social media in their marketing efforts.

**5. Our Avenue Committee:**

Tom Trudell gave an update on OAC activities:

- VTA will be removing bus stops and benches at 1213 Lincoln (Kayla Nails) and at Plaza Inn. The area near 1213 Lincoln will become parking and the area near Plaza Inn will be a loading zone.
- Sassy Seats bench painting will take place on October 4<sup>th</sup>
- Tom is looking for someone to replace him as chair of OAC next year

## 6. Strategic Marketing Committee

Robert Hernandez gave an update on committee projects:

- a new set of vertical banners is being developed to add to the rotation of banners
- committee is looking at increasing parking awareness efforts
- launched new social media campaign - #whyiwilloglen

The SMC is also recruiting more volunteers to serve on the committee.

## 7. Promotions & Events:

Lynne Rovai gave an update on upcoming P&E activities:

- La Villa's Car Show: September 13
- Founders' Day Parade: September 19
- Fall Wine Walk: October 3
- Beer Walk: October 24
- Gussied Up Dog Parade: October 25
- Trick or Treat: October 30
- Small Business Saturday: November 28
- Holiday Bubbly Walk: December 5

Lynne and Valerie have also met with Team San Jose and someone with the San Jose Concierge Association on how to get the word out to hotel concierge staff about Willow Glen, particularly when visitors are in town for the Super Bowl.

## 8. Community Time – Visitors Present:

- Allen Rice
- Brendan Perrelli, District 6 Council Office
- Sandra Burkitt, Round Table Pizza – commented that road diet has had a negative impact financially and has also had an impact on their staff, who have had to deal with a lot of hostility from individuals in the community who are upset about the road diet
- Dawna Caldwell, Canine Corral Dog Daycare
- Tom Trudell, Our Avenue Committee
- Gary Rovai, Goosetown Bar - commented that revenue continues to be down because of the road diet, because people do not want to fight traffic

## 9. Associate Member Application: **Emilie Highley made motion to approve associate member application for Peterson Plumbing, Lynne Rovai seconded. Motion Approved.**

Meeting Adjourned: 9:25am.

Minutes recorded by Valerie Merklin, Executive Director (due to Secretary position being vacant)



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, October 13, 2015 • 8:00 am

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

**Present:** Tim Mulcahy, Lynne Rovai, Emilie Highley, Greg Barr, Julie Painchaud, Scarlet Myers, Steve Rubino, Linda Ruiz, Angela Simas, and Valerie Merklin and Scott Hunter (WGBA Staff)

**Absent:** Henry Flynn, Gregory Hom, Chris Bertucelli, Robert Hernandez

**Call to Order** – Tim Mulcahy called the meeting to order at 8:05 am.

**1. Approval of September 8, 2015 Minutes:** Lynne Rovai, motion to approve with one correction: Scott Hunter was not present at the September 8, 2015 meeting. Angela Simas, second. Motion passed.

**2. Executive Committee Report**

- Tim Mulcahy reviewed the minutes of the October 1, 2015 Executive Committee meeting (attached in board packet).
- Discussion of Board Development was tabled due to absence of Board Development Chair, Henry Flynn.

**3. Treasurer's Report:**

Treasurer Scarlet Myers reviewed the financial reports of both August and September. She noted that not all of the bills have been paid for Founders' Day yet but should be by next month to evaluate feasibility of continuing that event. Lynne Rovai made a motion to approve the financial reports. Emilie Highley seconded. Motion passed.

**4. B2B Committee Report**

Valerie Merklin noted that the member mixer originally scheduled for October 8<sup>th</sup> will be rescheduled to a later date and will focus on Google's "Get Your Business Online" information.

**5. Our Avenue Committee:**

Tom Trudell gave an update on OAC activities:

- 3 of the 9 Sassy Seats benches will be painted on October 4<sup>th</sup>. He noted that it has been difficult to find a date that works for all of the winners whose art was selected to do the painting, but another date will be set soon to finish the rest of the benches.
- Tom is still trying to find someone to replace him as chair of OAC next year

## **6. Strategic Marketing Committee**

Robert Hernandez and Gregory Hom were not present but minutes of the SMC October 7, 2015 meeting were included with the board packet. Highlights include:

- Artwork was selected for a new set of vertical banners to add to the rotation of banners
- Committee is planning to get logo-branded doggie poop bag containers to install on the avenue
- Discussed upcoming events and volunteer needs

The SMC is also looking for more volunteers to serve on the committee.

## **7. Promotions & Events:**

Lynne Rovai and Linda Ruiz gave an update on the Promotions & Events Committee activities:

- The Fall Wine Walk had a lot of last minute ticket sales so was a successful event
- Holiday Bubbly Walk is set for December 5<sup>th</sup> and tickets are already selling well
- Would like the WGBA Facebook page to focus more on specific businesses, recently it has focused on WGBA events

## **8. Community Time – Visitors Present:**

- Nathan Perez, David Taussig & Associates
- Chris Tenny, Dwell Church
- J.P. Jones, District 6 Council Offices
- Tom Trudell, Our Avenue Committee

**9. Associate Member Applications:** Greg Barr made motion to approve associate member applications for Dwell Christian Church, Pilates V, and Studio Sharise; Lynne Rovai seconded. Motion Approved.

Meeting Adjourned: 8:48am.

Minutes recorded by Valerie Merklin, Executive Director (due to Secretary position vacancy)



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, November 10, 2015 • 8:00 am

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

**Present:** Tim Mulcahy, Henry Flynn, Lynne Rovai, Chris Bertucelli, Robert Hernandez, Emilie Highley, Gregory Hom, Julie Painchaud, Linda Ruiz, and Valerie Merklin and Scott Hunter (WGBA Staff)

**Absent:** Greg Barr, Scarlet Myers, Steve Rubino, Angela Simas

**Call to Order** – Tim Mulcahy called the meeting to order at 8:08 am.

**1. Approval of October 13, 2015 Minutes:** Lynne Rovai, motion to approve. Emilie Highley, second. Motion passed.

**2. Executive Committee Report**

- Tim Mulcahy reviewed the minutes of the October 30, 2015 Executive Committee meeting (attached in board packet). Valerie Merklin noted there is one correction to the minutes: Emilie Highley has also submitted a board application for an appointed community member position next year.

**3. Board Development Update**

Henry Flynn thanked everyone who has served on the board and those that have applied to be nominated for a 2016-18 term. He noted that there are 9 board positions open for 2016-18 and 9 applications have been received, with a good diversity among the applicants. Henry also explained that two board positions are currently vacant. He made a motion to appoint Nate Perez to fill one of these positions for the remainder of the term (through end of January 2016). Emilie Highley seconded. Motion passed.

When the newly elected board is in place a strategic planning session will be scheduled to determine priorities for the coming year. Linda Ruiz requested that prior to the strategic planning session that we request a speaker from the City of San Jose to talk to the Board about the 2040 plan for the city, so the Board can keep the broader goals of the city in mind when working on the WGBA strategic plan.

**4. Treasurer's Report:**

Financial reports for October were reviewed. Lynne Rovai made a motion to approve the financial reports. Henry Flynn seconded. Motion passed.

## **5. B2B Committee Report**

Scott Hunter noted that the B2B Committee will be meeting next week to work on the Dec. 9<sup>th</sup> Holiday Party. A mixer will also be scheduled for early next year to focus on Google's "Get Your Business Online" information.

## **6. Our Avenue Committee:**

Valerie Merklin gave an update:

- Tree trimming should be complete soon since permit issues are now resolved
- Tom is still trying to find someone to replace him as chair of OAC next year; Mike Gaines may be willing to consider chairing this committee so Valerie and Tom will meet with him to review the responsibilities and current goals of the committee

## **7. Strategic Marketing Committee**

Robert Hernandez gave an update:

- Regular meetings of Strategic Marketing Committee will now be held on the first Wednesday of the month at 8:00 am
- Focus is on social media marketing, especially to bring more awareness to the free public parking at Bank of America
- Discussed other parking issues; Valerie will ask owner of 1213 Lincoln if he may be willing to lease the parking lot just for the holiday season to be public parking

## **8. Promotions & Events:**

Lynne Rovai and Linda Ruiz gave an update on the Promotions & Events Committee activities:

- Trick or Treat – due to overwhelming number of attendees this year Julie Painchaud suggested that the WGBA purchase candy wholesale so businesses can purchase candy at a discounted price next year
- Fall Wine Walk was well-attended and profitable (raised about \$19,000)
- Holiday Bubbly Walk is set for December 5<sup>th</sup> and we anticipate that this event will be sold out in advance
- Holiday plans are set - Santa will be located at Bella Carta for pictures and the rest of the time he will stroll the avenue
- 

## **9. Community Time – Visitors Present:**

- Mike Gaines, Sereno Group
- J.P. Jones, District 6 Council Offices
- Kay Mascoli, Studio Sharise

## **10. Founders' Day Parade 2016**

Discussed Founders' Day Parade for 2016. Henry Flynn made a motion to approve moving forward with recruiting sponsors for the 2016 event. Lynne Rovai seconded. Motion passed.

**Associate Member Applications:** No applications this month.

Meeting Adjourned: 9:20am

Minutes recorded by Valerie Merklin, Executive Director (due to Secretary position vacancy)



**Willow Glen Business Association  
Board Meeting**

Minutes of Tuesday, December 8, 2015 • 8:00 am

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

**Present:** Tim Mulcahy, Greg Barr, Henry Flynn, Scarlet Myers, Lynne Rovai, Robert Hernandez, Emilie Highley, Gregory Hom, Julie Painchaud, Linda Ruiz, and Valerie Merklin and Scott Hunter (WGBA Staff)

**Absent:** Chris Bertucelli, Steve Rubino, Angela Simas

**Call to Order** – Tim Mulcahy called the meeting to order.

**1. Approval of November 10, 2015 Minutes:** Henry Flynn, motion to approve. Lynne Rovai, second. Motion passed.

**2. Executive Committee Report**

Tim Mulcahy noted that no Executive Committee was held in December.

**3. Board Development Update**

Henry Flynn thanked everyone who has served on the board and those who have applied to be nominated for a 2016-18 term. Henry made a motion to nominate the following individuals to be on the ballot for election to a 2016-18 term:

Henry Flynn -- Miramar Hospitality  
Mike Gaines – Sereno Group  
Robert Hernandez – Squiber  
Gregory Hom – Fishbowl Design  
Bobbie Johnson - Wells Fargo  
Chris Kouretas – John’s of Willow Glen  
Julie Painchaud - Our Secret  
Nate Perez – David Taussig and Associates  
James Stump – The Table, and Stumpy’s Burgers, Fries and Dogs

Motion seconded by Emilie Highley. Motion passed. WGBA staff will prepare and mail ballots to members.

**4. Treasurer’s Report:**

Financial reports for November were not available; these will be provided with December reports.

## **5. B2B Committee Report**

Scott Hunter announced that the Holiday Party will be Wednesday December 9<sup>th</sup>. Donations of food and door prizes are still needed.

## **6. Our Avenue Committee:**

Tim Mulcahy thanked Tom Trudell for all his work as OAC chair the past couple of years. Tom will continue as OAC chair through February 1<sup>st</sup>. Tom and Executive Director Valerie Merklin have met with Mike Gaines, who will be taking over as chair of this committee February 1<sup>st</sup>. Mike will be working to recruit more members of this committee in the coming year.

Tom also noted that the Sassy Seats project is now complete, except for a few benches that still need anti-graffiti coating since weather had delayed completing that part of the project.

## **7. Strategic Marketing Committee**

Robert Hernandez gave an update:

- SMC will work on preparing an annual report early next year, after all new board members are in place and a strategic planning session has been held
- Focus continues to be on social media marketing, especially to bring more awareness to the free public parking at Bank of America and to reach visitors that will be in town for the Super Bowl
- A new set of vertical banners is also in development, to add to the existing three sets so there can be another set in the rotation

## **8. Promotions & Events:**

Lynne Rovai and Linda Ruiz gave an update on the Promotions & Events Committee activities:

- Holiday Bubbly Walk was sold out in advance and feedback from attendees and participating businesses has been very positive
- Holiday cable car rides are mostly sold out; other holiday activities will include two puppet shows, two Snow White story times, and Santa pictures at Bella Carta Studio
- A “Ladies’ Day Out” promotion is planned for Sunday, January 24<sup>th</sup>
- Dates for major events in 2016 are set:
  - Spring Wine Walk – April 23
  - Fall Wine Walk – October 1
  - Holiday Bubbly Walk – December 3
  - Beer Walk – October 29
  - Dancin’ on the Ave – June 18
  - Founders’ Day Parade – September 17

## **9. Willow Glen Neighborhood Association Update**

Chris Roth gave a brief update on Willow Glen Neighborhood Association activities, including the Holiday bus tour for seniors which they brought back this year.

## **10. Community Time – Visitors Present:**

- Mike Gaines, Sereno Group
- Bobbie Johnson, Wells Fargo

- Kay Mascoli, Studio Sharise
- Chris Tenny, Dwell Church
- Tom Trudell, OAC Committee Chair
- Peter Allen, Peter Allen Media
- Rachel Reyes, District 6 Council Offices
- Chris Roth, Willow Glen Neighborhood Association

### **11. Strategic Planning**

Nate Perez has volunteered to facilitate a strategic planning session for the board after the new members are elected. The focus will be on outlining goals for the upcoming 1, 3 and 5 years.

**Associate Member Applications:** No applications this month.

Meeting Adjourned: 9:00am

Minutes recorded by Valerie Merklin, Executive Director (due to Secretary position vacancy)