

**Minutes of the Willow Glen Business Association
Board of Directors and General Membership Meeting
9 June 2009**

Board Members Present: Stan Harris, Michael Mulcahy, Gary Nelson, Fred Oliver, Lynne Rovai, Kevin Swanson, Linda Waltrip, Norma Ruiz, Executive Director, Emilie Highley, Secretary

Board Members Absent: Dave Machado, Debby McCarty, Trish Newfarmer, Rich Sutton, Tom Trudell

Guests: Mary Gottschalk, Willow Glen Resident, Andrew Soss & Michelle Goddard, Stewart & Soss, Karen Stevens, Adira Dance and Costume, Janine Bray, Willow Glen Community Center, Sue Grover & Cris Costantino, Willow Glen Collective, Nancy Dumas, Dumas & Associates, Todd Chipman, Sprezio, Inc., Lorraine Chretien, Lorraine's Window Washing, Stacy Scott, Treehouse in the Glen, Carol Rosen, Councilman Oliverio's Office, Esther Ludlow, Real Families Coaching, Carol Felice, Thrift Box

The meeting was called to order at 8:10 a.m. by President Kevin Swanson

- 1. Approval of the May Minutes: A motion was made by Michael Mulcahy and seconded by Kevin Swanson to approve the May minutes. Minutes were unanimously approved.**
- 2. Executive Committee Reports: President Swanson reported on (a) Redesign of the Ambassador Program – focus on specialties, (b) Charter of Committees – committees to present plans and budgets next month for Board approval (c) Communication – reviewed avenues for improvement, i.e., Yahoo Group for business owners**
- 3. CBID Committee: Michael Mulcahy & Fred Oliver reported that the focus of the committee is getting the work done for implementation. Introduction of GroundWerks – a resource that would be visible each day for Avenue maintenance – need to put together a plan on how to use GroundWerks and budget accordingly.**
- 4. Neighborhood Report: Richard Zappelli - not present for a report**
- 5. Members Time: Introductions from Carol Felice, Thrift Box, Janine Bray, Willow Glen Community Center, and Carol Rosen, Councilman Oliverio's Office, Lorraine Chretien, Lorraine's Window Washing, Todd Chipman, Sprezio, Inc., Mary Gottschalk, WG Resident, Nancy Dumas has a architectural firm in WG. Karen Stevens, Adira Dance indicated that help is still needed for DOTA and that she is sponsoring HAFLA on 6/13, 7/25. 8/22 and 9/26. Stacy Scott reported that TreeHouse is sponsoring monthly Tea Parties and other programs.**

6. **Committee Reports:** (a) **Member Relations:** Norma reported for Tom Trudell on the new strategy for the Ambassadors Program – focus on bringing business owners together (b) **Our Avenue** – Fred Oliver reported on the Graffiti management (thanks to Michelle Goddard and Andrew Soss) – 45 tags on 6/5/09 – City will come out within 48 hrs... President Swanson recognized Michelle and Andrew for their dedication on the graffiti clean up! (c) **Promotions & Events:** Sue Grover reported for Neil Knott - presented that the committees have been formed for Special Events – lots of new ideas on how to pull visitors 'down the Avenue' – (d) Linda Waltrip reported on the Sidewalk Sale scheduled for 7/25/09 – flyers are ready, some concerns about the economy – 8/14 is the scheduled date for the "Ladies Night Out" on the town from 6:00 to 9:00 p.m. Flyers are ready to go – fun experiences on the Avenue (e) **Festivals** – Norma reported on the survey results - businesses felt that the Festivals were very important. Regarding DOTA – a partnership has been formed with Yellow Cab – "don't drink and drive". . .during DOTA! There has been a 'last minute' rush on sponsorship – 2 more sponsors bringing in 2K each (we still may not reach goal) – in-kind donations are back on track. FESTA is moving ahead with an improved relationship. Tree lighting has been planned at Buffington House with Mayor Chuck Reed and Councilman Pier Oliverio.
7. **Treasurer's Report:** See report highlighting all categories.
8. **Executive's Directors Report:** Norma reported that she attended the "Cal Fest" Training (for Festivals of No. California) – See Executive's Directors Reports highlighting all categories.
9. **Concerns:** Stacy Scott mentioned her concerns regarding the effect of the Farmer's Market over business for the retailers. Her business has been down roughly 20% - people spend their monies at the Farmer's Market and go home – not hanging around on the Avenue to spend other monies. Stacy recommended bringing the Farmer's Market onto the Avenue in front of the businesses. (Per Norma – street closure is costly.) Stacy also mentioned having us explore what was being done on S. 1st Street - temporary reduction of traffic – can we implement what was done?

The meeting was adjourned at 9:45 a.m.