

**Minutes of the Willow Glen Business Association  
Board of Directors and General Membership Meeting  
14 July 2009**

**Board Members Present:** Stan Harris, Dave Machado, Debby McCarty, Gary Nelson, Fred Oliver, Lynne Rovai, Kevin Swanson, Tom Trudell, Linda Waltrip, Norma Ruiz, Executive Director, Emilie Highley, Secretary

**Board Members Absent:** Michael Mulcahy, Trish Newfarmer, Rich Sutton

**Guests:** Richard Zappelli, WG Neighborhood Association; Karen Stevens, Adira Dance & Costume; Leticia Villagomez, The Siress Group; Jim Isaacson, WG Lions Club; Andrew Soss, Stewart & Soss; Sheldon Chang, Hyperlinked Web Services; Mary Gottschalk, WG Resident; Valerie Evans, Grapevine; Christina Flores, Wells Fargo; Robyn & Bernie Levine, Details; Carol Rosen Pierluigi Oliverio's Office; Stacy Scott, Treehouse in the Glen

**The meeting was called to order at 8:05 a.m. by President Kevin Swanson**

- 1. Approval of the Minutes:** A motion was made by Gary Nelson and seconded to approve the June minutes. Minutes were unanimously approved.
- 2. Executive Committee Report:** President Swanson brought to our attention some of the concerns that were mentioned during the last Executive Committee Meeting – narrowing of Lincoln, Online Forum, Posting of WGBA Meeting Minutes on the web-site, bus stop located at the Yogurt Shop (Willow & Lincoln). The Business Association is putting monies toward movie night as well as Music in the Glen.
- 3. CBID –** Norma and Fred reported that the scope of work is being developed as well as an infrastructure REP for maintenance of planters & street monitoring. Baseline of Services – Tree trimming costs being gathered for budget purposes. Sheldon Chang (willowglen.org) presented an overview of a forum where merchants can post messages to one another (protected web-site). Discussions evolved on who would monitor the web-site.
- 4. Neighborhood Report:** Neighborhood Association is reviewing the logistics of the safety at the bus stop (passengers having to get off the bus and walking in the line of traffic) Richard Zappelli reported that Alex Byer has a good plan for the bus stop issue. Overall traffic on Lincoln was discussed – with smart growth practices, we can generate more walking & biking (a grass roots project) – i.e., taking Lincoln to 2 lanes with 15' sidewalks.
- 5. Member's Time:** Jim Isaacson, WG Lion's Club – reported they have the required number of members to charter a new club. A flyer was distributed for a 7/21 Lion's Club Community Mixer. Valerie Evans, Grapevine, brought up the posters taped to her windows for the

**“Checkered Flag’ and what she has done to date on trying to stop the posters from being taped to her windows.**

- 6. Committee Reports: Member Relations (Tom Trudell) – refer to Tom’s report – attached. Our Avenue (Fred Oliver) – Graffiti continues to be an issue – there is a need for ‘feet on the street’ monitors. Bids are being gathered for tree trimming (one received at 12K) – need for tree trimming continuity (some landlords are trimming trees themselves). Promotions & Events – Sidewalk Sale scheduled for 7/25 – Linda Waltrip has 23 participants signed up to date. Lawn signs will go up in the planters promoting the event. 8/14/09 is scheduled for “Ladies Night”. Norma reported on DOTA – the Avenue has gotten too big for the ‘footprint’ – still collecting data before a full report can be given. Very positive feedback on the Dance Stage & Kids’ Court. DOTA attendance was estimated at 35,000+. We netted 20K less than projected income.**
- 7. Treasurer’s Report: Projects are being reviewed for funding purposes. DOTA expenses were down. 110K cash in bank; donations overall are down from last year.**
- 8. Executive Director’s Report: Norma reported that she and Cynthia are tracking very closely all hours they spend on various projects as well as time spent outside of CBID activities. A timesheet was presented to the Board. Norma also reported that more residents/merchants, etc. are visiting the web-site making it a very valuable tool. She recommended that we continue investing in the website, updating, enhancing, etc.**

**Meeting was adjourned at 10:05 a.m.**