

**Minutes of the Willow Glen Business Association
Board of Directors & General Membership Meeting
11 August 2009**

Board Members Present: Stan Harris, Dave Machado, Debby McCarty, Michael Mulcahy, Gary Nelson, Fred Oliver, Lynne Rovai, Kevin Swanson, Emilie Highley, Secretary

Board Members Absent, Trish Newfarmer, Rich Sutton, Tom Trudell, Linda Waltrip, Norma Ruiz, Executive Director

Guests: Karen Stevens, Adira Dance & Costume, Andres Soss, Stewart & Soss, Scott Giddens, Recon Global, Rachel Hill, Willow Street Financial, Yvette Sandez, Resident, Angelica Garcial, Willow Glen Community Center, Sophia Niu, Taiwan Restaurant, Robyn Levine, Details, Melrose Cacal, Council District 6 Office – Councilmember Pierluigi Oliverio

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

- 1. Approval of the July Minutes: A motion was made by Gary Nelson, 2nd by Michael Mulcahy to approve the July minutes. Minutes were unanimously approved.**
- 2. Executive Committee Report: “Our Avenue” Fred Oliver and Scott Giddens presented a proposal outlining a strategy to enhance our downtown area. (Attached) Michael Mulcahy requested that the verbiage be added to the purpose which would read :For the WGBA Board of Directors to approve a process to enable the “Our Avenue Committee” to explore opportunitites to make the Willow Glen business district safer, more accessible, pedestrian and bicycle friendly” Motion was made by Fred Oliver to accept this verbiage and seconded by Michael Mulcahy. Motion was unanimously carried.
Events & Promotions Committee – Neil Knott has stepped down and Karen Stevens from Adira has taken on the responsibility of chairing this committee.
A ‘thank you’ was made to Mary Gottschalk, WG Resident for her continued support of articles on our community.
On Line Forum is now up and running – the link will be e-mailed to us.
Town Hall meetings were conducted to review DOTA (see notes).
President Swanson reviewed the summary – we need a more effective way to promote sponsorship.**
- 3. CBID Committee: Michael Mulcahy gave quick review of what the committee has been working on – i.e., budget, etc. The budget needs to fit priorities. Budget to be presented at the September Board Meeting. Michael indicated that a conservative approach is being taken on allocation of funds.**
- 4. Neighborhood Report: Richard Zappelli was not present**

5. **Member's Time:** All guests introduced themselves. Robyn Levine commented on the Halloween traffic and how hurtful it is to the retail business. The WGBA Ambassadors need to monitor comments.
6. **Committee Reports:** (a) **Member Relations** – Tom Trudell was not present, President Swanson reported. Everything is on track for the September 16th Casino Night for the WG businesses. The Ambassadors are visiting the businesses and spreading the word. A flyer/handout is being distributed. The restaurants are being asked to donate an appetizer of choice – all businesses are being asked for a raffle give away. (b) **Our Avenue** – Fred Oliver. Fred presented earlier in the meeting. (c) **Promotions and Events** – Karen Stevens – Karen's first meeting is next Thursday. Ladies Night Out has been postponed until Spring to get more businesses involved. Promotion & control of our Halloween Event is being worked on. Upcoming Thanksgiving & Christmas Holidays – great ideas on 'the plate', promoting some new events – window decorating, tree lighting. . .stay tuned!
7. **Finance Committee Report** – Dave Machado presented – report attached. Dave did report that DOTA netted approximately 17K.
8. **Executive Director's Report** – Norma Ruiz was not present – no written report this month.
9. President Swanson commented that he will continue to 'push' community concerns back to the respective committees. The Town Hall meetings that he has introduced are a forum for businesses to voice concerns.
10. Meeting was adjourned at 9:30 a.m.