

**Minutes of the Willow Glen Business Association
Board of Directors & General Membership Meeting
8 September 2009**

Board Members Present: Stan Harris, Dave Machado, Fred Oliver, Lynne Rovai, Kevin Swanson, Rich Sutton, Tom Trudell, Linda Waltrip, Norma Ruiz, Executive Director, Emilie Highley, Secretary

Board Members Absent: Debby McCarty, Michael Mulcahy, Gary Nelson, Trish Newfarmer,

Guests: Richard Zappelli – WGNA, Mary Gottschalk, WG Resident, Sophia Niu, Taiwan Restaurant, Andrew Soss, Stewart & Soss, Karen Stevens, Adira Dance, Gary Rovai, Goosetown, Valerie Evans, The Grapevine, Elias Deherrera, D & C Legal, Lara Tran Council District 6, Karen Fillmore & Ellen Krystal, WG Lions, Bernie Levine, Details, Stacy Scott, Treehouse in the Glen

The meeting was called to order at 8:03 a.m. by President Kevin Swanson.

1. **Approval of the August Minutes:** A motion was made by Dave Machado, 2nd by Stan Harris to approve the August Minutes. Minutes were unanimously approved.
2. **Executive Committee Report:** President Swanson commented on the fact that Goosetown struggles to stay open after midnight and that Councilmember Pierluigi Oliverio recommended that the Board write a letter of support.
3. **Fiscal Year 2009-2010 Corporate Budget Presentation:** President Swanson reviewed the Corporate Budget which was developed by the CBID Implementation and Finance Committee. Through a 'power point type presentation' President Swanson discussed which activities will and will not be funded in the budget. President Swanson indicated that activities can be added to the budget as funding is identified. The goal is to add activities which are self-supporting.

Treasurer, Dave Machado presented the budget for board approval. A motion was made by Tom Trudell and 2nd by Fred Oliver to approve the budget as presented. Budget was approved.

Issues which were identified during the budget discussion:

- It was pointed out that in order to be more proactive with sponsorship, we need someone more aggressive to solicit.
- We have not even 'tapped' into grant monies that are available. (Gary Nelson has a contact for a professional grant writer that he is pursuing.).
- Discussions also evolved on partnering with the WG Neighborhood Association (Richard Zappelli) for 'CAP Grants'.

- Karen Stevens brought up the idea of the Promotions Committee raising monies (thru sponsorship) that would be restricted for future “Promotions & Events”.
 - Stan Harris asked about alignment with the current strategic plan. President Swanson committed to forming a committee that would review the current strategic plan.
4. **Neighborhood Report:** Richard Zappelli reported that WGNA has developed position letters to support the GreenPrint, Vision 20/20 related to bike lanes and trails.
 5. **Member’s Time:** All members attending the meeting introduced themselves.
 6. **Committee Reports:** Tom Trudell – Ambassador’s Report (copy attached). Tom reported that businesses which were visited by ambassadors have indicated that the economy is their main concern. The Socials/Networking Committee is working on the Casino Night member social which will feature light music, wine and beer (provided by Goosetown) Fleurish will help with the décor. A good turn out is expected. Fred Oliver – “Our Avenue” – Report attached. Fred addressed the graffiti “Attack Plan”. Karen Stevens – Promotions & Events – Sidewalk Sale went well, best participation ever. Ladies Night Out has been postponed until early 2010. Halloween – Survey went out with more business participating and voting for split time – 10:00-12:00 and 2:00-4:00. There is a need for more volunteers to manage the flow of traffic. There will be posters and signs. Great plans for the Christmas Holidays – tree lighting at the Buffington House, decorating contest for trees to light up the Avenue. Karen also approached the idea of “if funds are raised by her committee, can they be restricted for use specifically by Events & Promotions”. . .a discussion evolved. It was recommended that Karen bring a recommendation approved by the Events & Promotions Committee for board consideration.
 7. **Finance Committee Report** – Treasurer Dave Machado presented – reports (provided in the meeting packet). A motion was made to bring the Reserve Account up to \$20,000 by Stan Harris and 2nd by Fred Oliver – motion was unanimously carried.
 8. **Executive Director’s Report:** Norma Ruiz indicated that data is still being collected on DOTA for a debrief meeting. Regarding the FESTA – a survey will go out ensuring that we are accomplishing the purpose and goals for this event. Founder’s Day is approaching – the rolling parade ends at 12:00.
 9. President Swanson requested a motion to appoint Sophia Niu to the vacant restaurant board position. Fred Oliver moved to appoint Sophia Niu of Taiwan Restaurant into the vacant board position. Tom Trudell seconded. Motion passed. President Swanson welcomed Sophia Niu back on the Board.
 10. Meeting was adjourned at 10:09 a.m.