

**Minutes of the Willow Glen Business Association  
Board of Directors & General Membership Meeting  
10 November 2009**

**Board Members Present:** Stan Harris, Dave Machado, Michael Mulcahy, Debby McCarty, Gary Nelson, Lynne Rovai, Sophia Niu, Kevin Swanson, Tom Trudell, Linda Waltrip, Norma Ruiz, Executive Director and Emilie Highley, Secretary  
**Board Members Absent:** Fred Oliver, Trish Newfarmer, Richard Sutton  
**Guests:** Karen Stevens, Adira Dance, Michelle Soss & Andrew Soss, Stewart & Soss, Keith Weissglass, State Senator Joe Simitian's Office, Mary Gottschalk, WG Resident, Susan Grover, Dreams Collectables, Andrew Zielinski, WG Coffee Roasting Company, Valerie Evans, The Grapevine, Scott Giddens, Gary Rovai, Goosetown, Robyn & Bernie Levine, Details, Valerie Lewis, Hicklebee's, Stacy ^ & Dan Scott, Treehouse, Richard Zappell, WGNBA

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

- 1. Approval of the October Minutes:** A motion was made by Gary Nelson and seconded by Stan Harris to approve the minutes. Minutes were unanimously approved.
- 2. Executive Committee Report:** (a) Norma Ruiz reviewed the Nominating Process and requested approval for the Nominating Committee which consists of: Emilie Highley, Marv Bamburg, Valerie Lewis and Norma Ruiz. A motion was made by Tom Trudell to approve the committee and seconded by Dave Machado. The motion was unanimously approved. (b) Priority Setting & Strategic Planning Meeting – a mini Board retreat has been set for November 18<sup>th</sup>
- 3. Committee Reports – (a) Our Avenue –** Scott Giddens reported on the selection process for the sidewalk maintenance. Norma and Scott reviewed the process – Scope of Work – meetings with the contractors. – refer to the Contractor Selection Matrix. SJ General Bldg Maintenance was selected. Their services will be in effect 1/1/2010. Days & times of maintenance TBD; noise factor to be managed; planters are a separate maintenance task. (b) Member Relations – Tom Trudell - 15 Community Members + Board have RSVP'd to the upcoming Networking and Graffiti Abatement Seminar; Christmas Mixer at the US Bank is planned for 12/15 and the Ambassadors Report is attached for review. (c) Promotions & Events – Karen Stevens reported that the Halloween Event produced very positive feedback – Michelle Soss reported on the changes that were implemented. Susan Grover presented an overview of the Holiday Program; Stacy Scott presented an overview on the Adopt a Tree Program and Wagon Rides.
- 4. Neighborhood Report –** Richard Zappelli reported on the Tree Trimming at 1600 Hamilton Avenue, WG Trail, new park off Curci Drive and the high sped rail (underground transportation)

5. **Community Time: Keith Weissglass spoke on the Senator's Town Hall Meetings – topics being Income Tax on Services, Legislation on the water supply and Annual Contest "Ought to be at Law". Other areas of concern: Education, Health and the Economy. Keith commented that the Senator has "reached out to the Willow Glen Community". Karen Stevens acknowledged 'Willow Glen in Motion'. Stacy Scott mentioned the upcoming events at Treehouse as well as the coupon book designed by Sophia focusing on shopping in Willow Glen this Holiday Season. Dan Scott commented that Willow Glen needs to be a destination spot! Valerie Lewis commented on the importance of working together. Welcome to Andrew Zielinski of the Willow Glen Coffee Roasting Company. Michael Mulcahy commented on possible additions to the Avenue – it is a struggle, but we remain optimistic.**
6. **Finance Committee – Dave Machado reported on the status of cash in the budget. A grant was received for 10K from the City of San Jose for DOTA. Cash flow projection on CBID through September 2010 – First CBID monies will 'kick in' March 2010. A suggestion was made to consider purchasing a laminator.**
7. **Executive Director's Report – Norma Ruiz acknowledged Starbuck's for donating the coffee. The loss of Fleurish will be felt on the Avenue. Web-site – redesign on track – the majority of the redesign is functionality of the web-site. Two applications were presented as Associate Members – a motion was made by Gary Nelson to approve the associate members, the motion was seconded by Emilie Highley. The motion was unanimously passed.**
8. **New Business - (a) President Swanson indicated that there will be a "Log of Action items" taken at each meeting which will document action items that come from the floor. (b) Nominating Committee – Norma put together a Board Member Matrix on skill sets, types of businesses, etc., Currently there are 2-3 slots open. Michael Mulcahy is 'termed out'. Will the incumbents run again?**
9. **Meeting was adjourned at 10:03 a.m.**