

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

Board Members Present: Stan Harris, Dave Machado, Gary Nelson, Trish Newfarmer, Sophia Niu, Fred Oliver, Lynne Rovai, Tom Trudell, Linda Waltrip, Norma Ruiz, Executive Director, and Emilie Highley, Secretary

Board Members Absent: Michael Mulcahy, Rich Sutton, Kevin Swanson, Debby McCarty

Guests: Natalie Lewis, Peak Travel Group, Richard Zappelli, WGNA, Andrew Zielinski, WG Coffee Roasting Company, Scott Giddens, Resident/Member of Our Avenue Committee, Mary Gottschalk, WG Resident Newspaper, Cris Constantino, The WG Collective, Bernie & Robyn Levine, Details Clothing, Stacy Scott, Treehouse in the Glen, Valerie Evens, Grapevine, Susan Grover, Dreams Collectibles, Michelle Soss, Stewart & Soss, Melrose Cacal, Council District 6, Valerie Lewis, Hicklebee's, Shaira Barnes, East Side Union High School District, Jody Tims, ESUHSD, Hartey Mann, ESUHSD, Lorena Villa, ESUHSD

The meeting was called to order at 8:05 a.m. by Vice President Gary Nelson

- 1. Approval of the November Minutes:** A motion was made by Dave Machado and seconded by Tom Trudell to approve the minutes. Minutes were unanimously approved.
- 2. Executive Committee Report:** Vice President Nelson reviewed the Strategic Priorities and how they are prioritized. The Executive Committee has refocused in order to accommodate the new schedule of priorities. Discussion of the WGBA committee structure evolved. A motion was made by Fred Oliver and seconded by Stan Harris for approval of the committee structure as aligned with the priorities. The motion was unanimously approved.
- 3. Committee Reports:**
 - 3.1 Member Relations –** Tom Trudell reported that the retailers seem busy this season and that we are on track for the upcoming Holiday Mixer. Full report is attached.
 - 3.2 Promotions & Events –** Susan Grover gave an overview – Community is pleased with the decorated trees, ribbons on the Avenue trees, parade, etc. Tree lighting was perfect! Susan reported that the Eagles have scheduled a Christmas Party on 12/20 with a DJ, appetizers, refreshments. Susan also reported that the committee has preliminary plans for a January promotional event. Stacy Scott recapped the Wagon Ride times (presales are strong); Santa is there at the same time as the rides. Our City Forest will pick up the trees on the 30th and they will be planted at schools and parks.
 - 3.3 Our Avenue –** Fred Oliver reported that the selection of the service provider is completed and there is a 'push' to get the folks providing these services to act as "Ambassadors" and meet the business owners. Fred and Stan Harris are working together on public relations campaign which will include a handout to be given to the businesses. Graffiti is still an issue. Kits are available to wipe out the graffiti as it happens. Graphics for the map of Our Avenue has been developed and should be available to put in the selected store fronts within the next 30 days. "History Walk" is being worked on by Marv Bamburg through the Willow Glen Beautification Project. Scott Giddens addressed the process for making Our Avenue pedestrian friendly and safe. This is a slow process which includes collaborating with the neighboring communities. Fred also presented that the Committee is working with the City of San Jose on setting design standards for the public right-of-way of our district. The Committee is reviewing the Alex Byers project as part of the setting the standards. This is a welcomed opportunity to WGBA to have input on how the district can look. Stacy Scott asked about whether the large oak tree at Alex's project will stay – Fred agreed to look into this.

4. **Neighborhood Report – Rich Zappelli reported that WGNA will not have a December meeting. On 12/7, there will be a meeting on the High Speed Rail. Some opposition on having it run above ground. Under ground options (like the Embarcadero) are being explored. Also discussed were recent developments regarding proposed land use decisions and its possible impact on Willow Glen.**
5. **Finance Committee Report: Dave Machado reported that currently there is \$126,000 in the bank; \$5,000 more from DOTA monies; sale of Holiday Trees also showing an income increase. Projections were reviewed.**
 - 5.1 **Finance Committee Report/Proposed Expenditures – Dave also reviewed the additional expenditures of (i) \$1,500 from reserves for the cooperative advertising program and (ii) \$800 for a grant writer. The expense for the grant writer will be offset by Gary Nelson preparing the taxes pro-bono saving WGBA \$650 allocated for this service, thus a net expense of \$150 to WGBA. After much discussion and responses to questions from Andrew Zielinski, Robyn Levine and others regarding the WGBA cooperative advertising process and how the expenses of the grant writer was covered, a motion for approval of both expense allocations was made by Stan harris, seconded by Sophia Niu and unanimously carried by the Board. All in attendance also agreed that a section should be added to the WGBA website regarding FAQ’s concerning the cooperative advertising program.**
6. **Members Time/General Discussion – Andrew Zielinski (WG Coffee), Scott Gidden (Our Avenue Committee member), Mary Gottschalk (WG Resident), Stacy Scott (Treehouse), Cris Constantino (WG Collective), Valerie Evans (Grapevine), Susan Grover (Dreams) Robyn & Bernie Levine (Details), Valerie Lewis (Hicklebee’s) Richard Zappelli (WGNA), Mary O’Meara (WG Senior Center), Melrose Cacal (Council District 6) all introduced themselves. Mary O’Meara discussed Christmas plans for the Senior Center. Melrose Cacal discussed “Greenprint” for parks and holiday safety. General discussions ensued concerning holiday safety tips to counter recent home burglaries. Sophia Niu introduced Shaira Barnes from the Eastside Union High School District who requested support from businesses to employ mentally disabled workers; her presentation was well received and generated many expressions of support from the Board and visitors in attendance.**
7. **Nominations Committee Report: Norma Ruiz presented the Nominations Committee list of nominees for vacant Board positions, 2010-2011 term and led the general discussion regarding the proposed nominees for the six vacancies on the Board and nominations from the floor. Nominations from the floor consisted of Susan Grover and Andrew Zielinski. Tom Trudell made a motion to close the floor nominations; Trish Newfarmer seconded, the Board unanimously carried the motion. Subsequently, the proposed election slate consisted of nine persons for the six vacancies; specifically, Valerie Evans, Susan Grover, Robyn Levine, David Machado, Gary Nelson, Lynne Rovai, Stacy Scott, Karen Stevens, Andrew Zielinski. Trish Newfarmer made a motion for Board approval of the proposed slate; Linda Waltrip seconded and the Board unanimously carried the motion. A short discussion followed regarding Board attendance policy and the feasibility of one or more current Board members resigning.**
8. **Executive Director’s Report: Norma Ruiz presented her report and general discussion followed regarding: public standards for future development, CBID implementation status, WGBA website, possible date and layout changes regarding Dancin’ on the Avenue. The dates for DOTA will change to either Saturday, 6/26 or Sunday, 6/27 with earlier hours. Bernie indicated that moving the hours earlier will impact business due to earlier street closure. Norma is reviewing sales data comparing Saturday and Sunday, as well as the information received from the DOTA Town hall meeting and de-brief meetings. Linda Waltrip recommended the establishment of a new ad hoc committee to gather member input regarding**

DOTA. A short discussion evolved concerning the expense for CBID financial review; the WGBA is trying to limit to \$3,000 for a compilation statement but the City of San Jose is leaning toward a reviewed financial expense of \$6,000, however the City is open to a third option. Finally, Norma presented the Willow Glen Baptist Church for approval as an associate member. Stan Harris made a motion to approve the Willow Glen Baptist Church as an associate member; Linda Waltrip seconded and the Board unanimously carried the motion.

- 9. Adjournment – There being no further matters to discuss, Linda Waltrip made a motion to adjourn; Dave Machado seconded, the Board unanimously carried the motion and the meeting was adjourned at 10:00 a.m.**

Member Relations Committee Report – November 2009

Chair general comments:

- The first formal Networking session on 11/12 was a success with eighteen attendees; a few of which were last minute walk-ins. Gary Nelson's "What is Networking" presentation was fantastic and well received. The presentation by Servando Perez from City's Anti-Graffiti and Litter Program was very informative and more than a few businesses picked up an anti-graffiti kit (however I still have a problem spelling graffiti without a spell checker, but I doubt anyone can help me there). Many thanks to Michelle Soss and fellow Networkers Sophia Niu and Arlene Zarou-Cooperman for assisting! Last but not least, thanks to Katie at Starbucks for the coffee and Andrew at Willow Glen Roasting for the pastries, I think I may be calling on them again soon!
- I passed out Christmas mixer flyers to all businesses on the west side of Lincoln between Minnesota and Willow on Tuesday 12/1 (Rekha Parmar from Comerica is distributing to all businesses on the east side between Minnesota and Willow). In discussions with businesses, no major issues to report. Most retailers seemed very busy and I had a little trouble getting some "quality time".
- All Ambassadors received the Events and Promotions Committee's calendar of Christmas events to discuss with assigned businesses.
- Domus is under new ownership and I invited her (pardon my memory, but I believe her name is Kathy) to the next Board meeting and, of course, the Christmas mixer.
- All is on track for the Christmas mixer; we should have plenty of food – hopefully we'll have a lot of people "making merry"!
- Due to my new obligations in the "real world" and the apparent inability of all committee members to make it to the monthly meetings on a regular basis, on a trial basis, future Ambassador and Networking Committee meetings will be done via email tasking and feedback (with the occasional phone calls).

Ambassador comments:

Emilie Highley:

Sophia Niu and I walked the Avenue on 12/2 visiting all but a few of the restaurants/eateries. We handed out the flyer for the upcoming mixer, encouraging business owners to join in the Holiday Fun, and donate an appetizer/food item or a door prize. More than a few are donating food and/or door prizes. We encouraged everyone to attend and join in the festivities! Also, we stopped in at US Bank and spoke with Dave Machado - Sophia and her colleague wanted to "scope out" the area for the set up of food tables, bringing in votive candles, etc.

Lynne Rovai:

Nothing new to report, North of Willow businesses continue to feel left out and neglected by the WGBA. [Editorial comment – we need more detail and if we receive it, we should discuss at the Board meeting]

Debby McCarty:

No input received.

Gary Nelson:

No input received.

Dave Machado:

No input received.

Comments/Recommendations:

Same comment as the last two months - the Ambassador Committee needs a document from the Board, which will assist the Ambassadors in answering questions posed by businesses and/or property owners regarding CBID.

Going Forward:

- Pictures of the Ambassadors need to be posted on the WGBA website. **(Executive Director action)**
- All Ambassadors need to continue to urge businesses to be active in use/advantages of WGBA website and the associated chatroom. **(Ambassador action)**
- All Ambassadors need to go "one-on-one" as much as possible with business/property owners regarding their attitudes, concerns and suggestions. **(Ambassador action)**
- Networkers need to work the upcoming Annual Meeting plans and on ideas for the next networking event scheduled for Spring 2010. **(Chair/Networker action)**