

**Minutes of the Willow Glen Business Association
Board of Directors and General Membership Meeting
10 March 2009**

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

Absent: Trish Newfarmer, Rich Sutton

Guests: Michelle Goddard & Kasey Stewart, Stewart & Soss, Shani Mikkelsen & Tiffany Carney, Silicon Valley Community News, Manny Diaz, Diaz & Associates, Paul Callary, Center for Spiritual Living, Taisia McMahon, Mark Longshore, Willow Glen Appraisal, Neil Knott, Powell's, Ed Rast & Richard Zappelli, WGNA

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

1. **Approval of February Minutes:** A motion was made by Gary Nelson and seconded by Michael Mulcahy to approve the minutes. Minutes were unanimously approved.
2. **President's Report:** President Swanson reported (a) WGNA being a new agenda item for the WGBA monthly meetings. (b) CBID – Steering Committee dealing with the City in putting the contract in action. Welcome to Lynne Rovai. Birthdays acknowledged.
3. **CBID Committee:** 3/16 is the first CBID meeting – Full report in April
4. **Richard introduced Taisia McMahon on "Save Our Trails" as well as commenting on the "Village Concept"**
5. **Member's Time:** (a) Ed Rast reported on WGNA Committee activity in Transportation with focus on planning, public safety and land use, as well as the WGNA elections coming up and the desire to work with the WGBA on various events (b) Michelle Goddard, Stewart & Soss – wanting to become more involved in the Community (c) Shani Mikkelsen & Tiffany Carney, WG Resident focus, (d) Manny Diaz – Downtown Resident involvement with the plastic bag – liter banning – idea to put a .25 cent charge on plastic bags (Norma Ruiz is part of a committee addressing this), (e) Paul Callary, Center for Spiritual Living – first time to join us (f) Sherry of Alchemy spoke on the WG promotion – Make Over Contest – involvement of 15 merchants participating in the contest where the community can vote on individuals who have done something good! (g) Mark Longshore – WG Appraisals – first time to join us – also indicated that he has a band that plays 50's and 60's music and would be willing to play for our events
6. **Committee Reports:** (a) Tom Trudell reported on Ambassador's communication of the Avenue and the newspaper racks, (b) Fred Oliver – Our Avenue – reported on clarity of the banners and crosswalks, (c) Linda Waltrip reported on the planters – when the City cares for them and when David cares for them. . .big difference! (d) Gary Nelson spoke about the great meeting attended at WGNA, (e) Neil Knott presented the recommendations of the Promotions & Events Committee. Stan Harris reported on co-operative

- promotions. Development of outreach strategies to businesses was also discussed.**
- 7. Treasurer's Report: Majority of monies have been moved to money market account. Event – over due to planter materials; Printing – under due to invoice not being received. Marv Bamburg will be joining the Finance Committee.**
 - 8. Executive Director's Report: Associate member – Gus Lima – voted on. Motion made by Michael Mulcahy and seconded by Tom Trudell. Motion unanimously carried. Norma is looking for additional staffing through internship programs. Attended meeting of business coalition districts which commented on wanting to be like Willow Glen.**
 - 9. New Business: Michael Mulcahy commented on the proposed recycle business, proposition, WG Fitness and the SJ Business Initiative.**
 - 10. Adjournment – The meeting was adjourned at 10:04 a.m.**