

**Minutes of the Willow Glen Business Association
Board of Directors and General membership Meeting
12 January 2010**

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

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

Guests: Karen Stevens, Adira Dance, Susan Grover, Dreams Collectibles, Joe Brown, Coldwell Banker, Richard Zappeli, WGNA, Natalie Lewis, Peak Travel, Valerie Evans, The Grapevine, Stacy & Dan Scott, Treehouse in the Glen, Robyn & Bernie Levine, Details, Andrew Zielinski, WG Coffee Roasting Company, Melrose Cacal, Councilmember Oliverio's Office, Clayton Woodard, Alain Pinel Realtors

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

1. **Approval of December Minutes:** A motion was made by Gary Nelson and seconded by Dave Machado to approve the minutes. Minutes were unanimously approved.
2. **Executive Committee Report:** President Swanson read an e-mail from Our City Forest regarding the trees that were displayed on The Avenue for the Holiday Season and how appreciative they were for the WGBA support. A discussion evolved on the median plants being torn up and the fact that city services continue to be cut back and the importance of the CBID. An e-mail was read from Rich Sutton indicating that he is resigning from the Board (Rich was a Community Member with 1 year left of his term – we will be looking for his replacement). By-Law discussions evolved on the (a) change of WGBID to WGC BID – A motion was made by Tom Trudell and seconded by Emilie Highley to approve this change. The motion was unanimously approved – and - (b) Process (orientation) for new Board Members would fall under Article 4 – Board of Directors, Nominations and Elections – Section 8 (a new section). Orientation is new and will be approximately 2 hours in length covering topics such as Committee Charters, CBID, etc. A motion was made by Stan Harris and seconded by Lynne Rovai to approve the orientation format. Karen Stevens voted 'NO', all other members voted to accept the process for the new Board Members.
3. **Committee Reports:** 3.1 Member Relations – Tom Trudell reported (a) Annual Meeting is set for Thursday, 1/28, 6:30-8:00 at the Senior Center (b) Debby McCarty resigned as Ambassador. More Ambassadors are needed on a regular basis to reach out to the Community (c) Tom gave public recognition to all who helped on the Holiday Mixer. 3.2 Promotions & Events – Karen Stevens (a) acknowledged all that supported the Holiday activities with a special thanks to WGNA. . .the relationship is getting closer. Stacy Scott reported that the wagon rides ended in the 'black'! (b) Committee is working on other events that will be discussed in February such as the "Sweet Stroll". The committee continues to look for other volunteers to chair events. Lynne Rovai asked if we could survey the businesses on what was good/what could be improved for the next Holiday Season. Norma Ruiz asked about a date for a targeted debrief – Karen indicated that it will be done by the month end. 3.3 Our Avenue – Fred Oliver (Norma & Tom) (a) modeled the vests for those individuals hired to maintain the sidewalks; (b) Fred presented the 2009-2010 Our Avenue Committee Charter for board approval (see attached). Stacy questioned the steam cleaning related to "green methods". Fred and Norma reported that the contractor is aware of and maintains adherence to the City's green policy. A motion was made by Fred Oliver and seconded by Gary Nelson to approve the 2009-2010 Charter. The Charter was unanimously passed.
4. **Neighborhood Report:** Richard Zappelli reported on the 2nd SJ building going green and the High Speed Rail project.

5. **Member's Time: Joe Brown, Coldwell Banker & Clayton Woodard, Alain Pinel – this is their first meeting. Bernie Levine of Details commented on how great the Avenue looked for the Holidays. Melrose Cacal, Councilmember Oliverio's office reported that on 1/20, the medical marijuana issue will go before the City Council for a vote; High Speed Rail Meetings are set for 1/12 and 1/14. Karen Stevens, Adira asked about the ballot review process for elections – are they 'secret'? Karen suggested that the ballots come back in a sealed envelope via US Mail. All other guests introduced themselves.**
6. **Finance Committee Report: Dave Machado reported that the committee did not meet during the Holidays. Current Cash on Hand - \$109,570.**
7. **Executive Director's Report: Norma Ruiz (a) thanked everyone who helped clean/clear out the storage last month – this no longer is a cost to WGBA. (a) DOTA is set for 26 June 2010 with modified hours of 4:00-9:00 p.m. Stages and alcohol will end at 8:30 p.m. (soft closing). Raising sponsorships is in process. Norma indicated that there will be better control of outside alcohol (gating with check points, more security); closing earlier will impact beverage sales. "ABC" will monitor restaurants and SJPD will continue monitoring private parties ensuring that the alcohol remains on the premises. Better controls will be put into place ensuring that liquor is not purchased from other businesses, i.e., CVS, Bev Mo, etc. In February, Norma hopes to have projected costs; currently there is a \$10,000 grant approved by the City. Moving DOTA from Father's Day Weekend to one weekend later was requested by businesses. There is a need for more porttoilets and a location for them. Norma reported that more street space will need to be utilized by a stage as well porttoilets.**
8. **New Business: A new café will be going into the Theatre area where Starbucks used to be. The Glen – Kevin has tried to contact them to get an update on what they are doing and when they plan to open.**
9. **The meeting was adjourned at 9:40 a.m.**

Committee Charter '09 – '10

Committee Name: Our Avenue

Purpose: Appearance of sidewalks, business education of graffiti, pedestrian safety, landscape maintenance/planter maintenance, newspaper racks and other related infrastructure and beautification projects approved by board and committee.

Strategic Alignment: Corporate purpose “to make downtown Willow Glen a desirable destination to shop, eat and locate a business by engaging in... the maintenance and beautification of the appearance of downtown Willow Glen.” Corporate 2004-2010 strategic plan – “Make the Downtown Willow Glen more pedestrian and customer friendly.”

Committee Chairperson: Fred Oliver, Prudential

Chairperson Responsibilities:

- Recruits volunteer team members
- Conducts effective committee meetings
- Provides focus and direction
- With the ED’s assistance, develops and manages an implementation plan to support the board approved committee charter.
- Report to the board and membership at the monthly meeting the status of committee’s work plan(s)

Committee Member Responsibilities:

- Attend meetings
- Participate at meetings
- Complete assignments

Committee Meeting Schedule: Third Tuesdays – 5:00 – 7:00 p.m. at WGBA Conference Room

Objectives for 2009-2010:

- Implementation and management of the Community Benefit Improvement District (CBID) Sidewalk Operations, Beautification, Order and Parking (SOBOP)
- Develop and maintain a schedule for the maintenance of the street planters and trees.
- Develop and implement a directional sign program, exploring funding opportunities as well as phases (short to longer term implementations)
- Monitor progress of ordinances related to news racks and banners
- Develop design standards for public right-of-way improvements, e.g. sidewalks, planters, lighting
- Implement board approved process to explore opportunities to make the Willow Glen business district safer, more accessible and pedestrian friendly.
- Report progress at membership/board meetings and in WGBA e-newsletter

Committee Charter – Our Avenue

Key Milestones/Dates for '09/'10:

- September 18th SOBOP Priorities and Job Descriptions -- completed
- September 25th Receive and review RFPs from Service Providers -- completed
- November 10th Service Provider Recommendations to Board for approval -- completed
- December 4th Have Staff sign contracts with Service Providers – in process
- January 1st Implementation of SOBOP operations – in process
- March 1st Review of SOBOP implementation
- Jun-Dec Develop design standards for District public right-of-way areas
- TBD Improve safety, accessibility and pedestrian friendliness of business district

Resources Needed: Lists equipment, supplies, materials, venue, rentals, etc. required to support plan. Also listed are people resources required such as staff time, volunteers, technical assistance (sponsorships, PR, advertising, graphics, etc.)

Key Stakeholders: Staff, Service Contractors, Building Owners, Business Owners, Community Members

Communication Plan:

- Monthly report to the membership and board at monthly meetings, preferably written
- If written reports are not provided monthly, a quarterly written report which will be sent to the membership and stakeholders via e-newsletter

Considerations (Assumptions/Constraints/Obstacles/Risks): Describes both positive and negative factors.

- ✓ Assumptions: We are budgeting and prioritizing services by contract with property owners administrated by the City of San Jose.
- ✓ Constraints: We have a limited budget and more opportunities to improve the Avenue than money for operations. We have to meet contractual guidelines by contract.
- ✓ Obstacles: Contractors need to be managed, revenues must be processed through City so we don't have control of collections
- ✓ Risks: Business owners may be dissatisfied with SOBOP services levels and priorities

Available Resources: Financial resources are capped, looking for revenue opportunities will be critical to leveraging our resources. The Executive Director will work with the Committee to identify possible revenue opportunities, such as, pro-bono goods and services, grants, coop ads and sponsorships to help implement lower priority initiatives, e.g. kiosks.

The board will review and approve committee annual plans to determine resource priorities (staff and financial). Work plans will be provided to the Finance Committee for incorporation into the corporate budget.