Willow Glen Business Association
Board of Directors & General Membership Meeting
November 8, 2011

Board Members Present:
Jess Gutierrez, Kathy Haren, Lynne Rovai, Natalie Lewis, Valerie Lewis, Arlene Zarou-Cooperman, Andrew Zielinski, Robyn Levine, Tim Mulcahy, Cynthia Gutierrez (Administrative Assistant)

Board Member Absent:
David Machado

Guests:
Karen Stevens; Adira Dance & Costume, Susan Grover; Dreams Collectibles, Mary Gottschalk; Willow Glen Resident Newspaper, Richard Zappelli; WG Neighborhood Association, Kevin Swanson & Cindy Johnson Schmidt; Integrated Wealth Management, CeCe English & Scott Howell; Red Dot Fitness, Nick Slersema; CPA, Mike Gaines & Joe Pollifrone; Sereno Group, Stacy Stafford Scott; Treehouse in the Glen, Nancy Rice; WGNA/Konnect Marketing, Sandra Burkitt; Round Table Pizza, Linda Ruiz; Park Place Vintage, Gary Rovai; Goosetown, Mary Kay Weerth; Community member, Emilie Highley; Community member, Stan Harris; Etc. Group, Trish Newfarmer; Community member, Michael Mulcahy; SDS NexGen Partners, Babs Doyle; Coldwell Banker, Keon Vossoughi; Property Owner, Tom Trudel; Property Owner, Don Shin, Dianne Alesse & Erin Nelson; Citibank, Yvelle Greer & Andrea Divine; Wattzon, Carol Burns; Willow Glen Resident, Tyler Peak; Peak Travel Group, Cindy Carey; Starburst Construction

The meeting was called to order at 8:11am by Vice-President Andrew Zielinski

1. **Approval of October, 2011 Minutes**: Lynne made motion to approve the October Minutes, Jess seconded. Motion passed unanimously.
2. **Approval of September, 2011 Minutes:** Kathy made a motion to approve the September Minutes with the modification to reflect the Lions Club was not approached by the Promotions & Events Committee. Lynne seconded. Motion passed.
3. **Emergency Board Meeting**: Jess reported there was an Emergency Board Meeting held October 24th. See Minutes in Board packet. There will be a separate Board meeting to discuss the job description to be used to hire a new Executive Director. Cynthia to send meeting dates and times to Board members and General Membership.
4. **Treasurer's Report**: Jess presented the Treasurer's Report including a Profit/Loss statement and Balance Sheet. Lynne made a motion to approve Jess' Treasurer's Report, Tim seconded. Motion passed unanimously. Linda Bowman, CPA is reviewing the audit and Jess will file with the City.
5. **Nomination of Community Members**: Jess made a motion to appoint Dave Machado to continue as President until the end of his term January 31, 2012. Lynne seconded. Motion passed. Other interested Community Members will be presented at the December Board Meeting. Suggestion for next month's Executive Committee agenda: Discussion of the 2x2 model for Board members.
6. **Nominating Committee**: Natalie presented the Nominating Committee report, included in the Board packet.
7. **Member Relations Committee:** Arlene presented the Member Relations committee report.
   a. The holiday mixer is Wed. December 7th 7:00pm-8:30pm at Comerica Bank.
   b. Cindy Carey is a new committee member
   c. The committee is accepting food and raffle donations. Also Arlene will be asking community members to greet guests at the door.
   d. Ambassadors are still needed.

8. **Promotions Committee**:
    a. Valerie Evans resigned from the committee.
    b. Ladies Night Out is scheduled Dec. 1.
    c. Holiday budget was presented to the Board. Motion made to approved budget as submitted. Motion denied.
        1. Promotions committee was told to present the number of businesses who would buy trees but the committee did not have the report prepared. Jess proposed to remove the tree sales from the budget and the management fee to Treehouse in the Glen.
        2. Arlene made a motion to approve the budget without tree sales, wagon rides, route and management fee. Tim seconded. Motion approved.
9. **Neighborhood Report**: Due to the length of time taken to discuss Promotions, the WGNA Report was not introduced.
10. **Member's Time**: Guests present introduced themselves and were welcomed by the Board.
11. **Our Avenue Committee:**
    a) Kevin Swanson reported wire in front of the Bergmann building needs to be replaced at a cost of $900.00. The wire supplies lighting to 5 sycamore trees. Jess made a motion to approve the expenditure, Andrew seconded. Motion passed.
    b) Kevin also requested to Board's approval to renew the street cleaner's contract with a 3% increase for 2012-2013. Jess made a motion to approve, Lynne seconded. Motion passed.
    c) Street banners will be up before December 1.
12. **Neighborhood Association Report**: Richard Zappelli presented his report, which is available on the WGBA website. Next meeting of the WGNA is scheduled October 19.
13. **Other Committee**s:
    a) IT: No actions
    b) Strategic Marketing: No actions
    c) City Relations: No actions

Meeting was adjourned by Andrew Zielinski at 9:50am

Respectfully submitted,

Natalie Lewis
WGBA Board Secretary