Willow Glen Business Association
Board of Directors & General Membership Meeting
January 10, 2012

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

Board Member Absent:
Andrew Zielinski

Guests:
Bob Nakano; Willow Glen Funeral Home, Karen Stevens; Adira Dance & Costume, Susan Grover; Dreams Collectibles, Mary Gottschalk; Willow Glen Resident Newspaper, Richard Zappelli; WG Neighborhood Association, Kevin Swanson; Integrated Wealth Management, CeCe English & Scott Howell; Red Dot Fitness, Nancy Rice; WGNA/Konnect Marketing, Sandra Burkitt; Round Table Pizza, Gary Rovai; Goosetown, Don Shin, Jessica Duenas, Dianne Alesse & Erin Nelson; Citibank, Lisa Morris; Bella James, Lisa Friesner; EZ Solutions, Steve Kline; Attorney at Law, Valerie Evans; Grapevine, Bernie Levine; Details, Jennifer Zeitler; Craving Health Crumbs, Yvette Sandez; Technology Credit Union and Willow Glen resident, Emilie Highley; Willow Glen resident, Holly Barr; Intero Real Estate & Willow Glen Charm, Lisa Friesner; EZ Solutions, Terry Beckett; First Discoveries Christian Preschool, Frances Reyes; Councilmember Oliverio's office,

The meeting was called to order at 8:07am by President David Machado

1. **Approval of December Minutes**: Jess made a motion to approve the Minutes, Tim seconded. Motion passed unanimously.
2. **Item added to the agenda**: David added a letter from the Our Avenue Committee to Mayor Chuck Reed, which confirms the support of the WGBA in regards to the "Complete Streets" concept. Jess made a motion to approve the letter to Mayor Reed, Valerie seconded. Motion approved unanimously.
3. **Treasurer's Report**: Jess presented the Treasurer's Report including a Profit/Loss Statement from July – December 2011, and Balance Sheet as of December 31, 2011. Tim made a motion to approve Jess' Treasurer's Report, Lynne seconded. Motion passed unanimously. Jess also reported to the members a new account at Citibank has been opened with a deposit of $10,000.
4. **Executive Director's Job Description**: Jess to finalize job description, email it to the Board for review, comments and/or changes, and then post it on Craigslist. Cynthia to post on WGBA website. Jess has received one application to date; Valerie Evans presented another one to Jess during the meeting.
5. **Nominating Committee**: Natalie reported the ballots were sent out to the membership with a return deadline of January 22.

6. **Neighborhood Report:** Richard Zappelli presented the WGNA report and will send a copy to Cynthia to post on the WGBA website.
7. **Member Relations Report**: No activity to report.
8. **Promotions and Events Committee**: Karen Stevens presented the report from the Promotions and Events Committee, included with the Board packet. Members were reminded of the meetings scheduled on the 3rd Wednesday of the month, 8am at the WGBA office meeting room.
9. **Community Members Time:** Community members introduced themselves and were welcomed by the Board.
10. **Other Committees**:
    a) IT: No news to report
    b) Strategic Marketing: No news to report
    c) City Relations: No news to report
11. **DOTA Committee**: Event is scheduled June 23, 2012. Some ideas from committee members were presented to the Board. No final decisions were made by the committee, just ideas that were taken from the survey comments, the Neighborhood Association, community members, Read Zaro and businesses most impacted by the event.
    a) Change event times from 4-9pm to 3-8pm
    b) Street closure at 12 noon, to allow extra time for set up
    c) Focus on bringing Willow Glen residents back to DOTA by: Pre-selling tickets w/resident discount and adding a will-call booth; adding a beer/wine garden w/premium wines and micro-brews; adding more security during the event; asking SJPD to patrol the community immediately following the event

Meeting was adjourned by David Machado at 9:12am.

Respectfully submitted,

Natalie Lewis
WGBA Board Secretary