

**Minutes of the Willow Glen Business Association
Board of Directors and General Membership Meeting
12 May 2009**

Board Members Present: Stan Harris, Dave Machado, Debby McCarty, Michael Mulcahy, Trish Newfarmer, Lynne Rovai, Kevin Swanson, Tom Trudell, Linda Waltrip, and Emilie Highley

Absent: Gary Nelson, Fred Oliver, Rich Sutton and Norma Ruiz, Executive Director

Guests: Mary Gottschalk, Willow Glen Resident; Marlene Duffin, Willow Glen Lions Club; Karen Stevens, Adira; Mary O'Meara, Community Center; Misty Lonardo, Willow Street/Eye Spy; Kasey Stewart, Stewart & Soss; Bernie & Robyn Levine, Details; Richard Zappelli, WGNA; Stacy Scott, TreeHouse in the Glen

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

- 1. Approval of April minutes: A motion was made by Trish Newfarmer and seconded by Stan Harris to approve the minutes. Minutes were unanimously approved.**
- 2. Executive Committee Report: President Swanson reported: (a) that there will be "Town Hall Meetings" beginning the end of May. The Avenue will be divided into 3 sections for the meetings – each section having their own concerns. (b) A discussion evolved on how to best communicate key points from the Committee Meetings, recognizing the importance of communication and to provide accountability. (c) A letter was received from Senator Simitian's Office giving 'accolades' to Willow Glen after the Senator and his staff visited us.**
- 3. CBID Committee: Michael Mulcahy reported that 3 meetings have been scheduled over the next several months strategizing on the implementation of the CBID. By-laws are being reviewed, some adjustments will be reflected as CBID is firmed up. A motion was made by Michael for the Board's approval to delay implementation of the CBID to 1/1/2010 and Sunset Fee Collection of BID to 12/31/2009. Trish Newfarmer seconded the motion. Motion was unanimously approved.**
- 4. Neighborhood Report: Richard Zappelli reported that there will be a General Meeting on Heart Safe scheduled for 5/13/09. Mayor Reed & the Fire Chief will be in attendance.**
- 5. Member's Time: (a) Mary Gottschalk will now be covering news for the WG Resident (b) Marlene Duffin, District Governor of the Lion's Club reported that a WG Lion's Club is now being formed (c) Mary O'Meara from the WG Community & Senior Center shared programs that are on the horizon (d) Karen Stevens, Adira is in need of Community Stage volunteers for DOTA (e) Misty Lonardo from "Eye Spy" specializing in restaurant reviews and public relations (f) Bernie & Robyn Levine put**

in a “plug” for a restaurant in the Casa Casa vacant space (g) Stacy Scott, TreeHouse in the Glen spoke of the private tea parties & documentaries they will be having (h) Kevin Swanson presented “Willow Glen in Motion”

6. **Committee Reports:** (a) Member Relations - Tom Trudell reported that he is in need of more Ambassadors (b) Our Avenue – Tom Trudell reported that there are 45 light posts, possible for banners. Emilie Highley reported that a letter from the WG Rotary was received thanking us for their participation in the 4/25 Rotary Worldwide Work Day (c) Promotions & Events – Survey was re-sent, 52 responses were received. Linda Waltrip reported that she is working on “Ladies Night Out on the Avenue” (d) No report on Festivals – Norma Ruiz out ill.
7. **Treasurer’s Report:** Dave Machado reported: (a) donations are down (b) expenses are being watched closely on a month-to-month basis (c) in-kind donations are being reviewed.
8. **Executive Director’s Report** – no report this month due to Norma being out ill. President Swanson presented 2 Associate Member applications for Board approval – (a) Serio’s Custom Auto Detailing and (b) Marty & Tina Gillum – The Hired Chef, Catering & Dinner Delivery. Board approved both applications

Meeting was adjourned at 9:50 a.m.