Willow Glen Business Association
Board of Directors Meeting
March 13, 2012

Board Members Present:
Jess Gutierrez, Natalie Lewis, Arlene Zarou-Cooperman, Tim Mulcahy, Sean Hanley, Scott Howell, Valerie Lewis, Robyn Levine, Lynne Rovai, Mimi Braatz, Lisa Morris, Valerie Evans, Mark Orr, Henry Flynn Cynthia Gutierrez (Administrative Assistant)

Board Members Absent:
Greg Barr, Sherry McGuire

Guests:
Mary Gottschalk; Willow Glen Resident Newspaper, Emilie Highley; WG resident and Realtor, Bob Doerr; Doerr Studios, Jeffrey Reichert; Chiropractic Health Care-Willow Glen, Nancy Rice; WGNA/Konnect Marketing, Mike Quintal; State Farm Insurance, Gary Rovai; Goosetown, Don Shin; Citibank, Kelly Osborne; WGElem PTA VP & 5k race director, Bob Shelby; WG Elem 5k, Dianne Alesse; Citibank, Jessica Duenas; Citibank, Bernie Levine; Details Clothing, Brigitte Jones; WG Times, Bryan VanWagner; Full Color Promotions, Steve Kline; Attorney, Jong Cao; Office of Supervisor Ken Yeager, Kevin Swanson; Integrated Wealth Management, Catherine 'CeCe' English; Red Dot Fitness, Joe Pollifrone; Sereno Group

The meeting was called to order at 8:07am by Jess Gutierrez, President.

Approval of Minutes: Scott made a motion to approve the February 14 Board Meeting Minutes. Lynne seconded. Motion passed unanimously.

Executive Committee Update: Jess reported the Board met February 23 to select new Board members including Community members (see attached Minutes). The new Executive Committee members were chosen at the March 8th Board Orientation (see attached Minutes).

Treasurer's Report: Tim presented the Balance Sheet as of Feb 29, 2012 and P&L from July 2011-Feb 2012. Arlene made a motion to approve the finance report. Scott seconded. Motion passed unanimously. Jess suggested establishing a Finance Committee – volunteering as members: Henry, Jess, Tim, Robyn & Scott.

Board Introductions: Board members introduced themselves to the guests. As there are new members who are unfamiliar with the CBID, Natalie suggested Michael Mulcahy be invited to make a presentation explaining the CBID and how it benefits the WGBA. Jess will email Michael's admin Sherry to check his availability for next month's meeting.

Member Relations Committee: Arlene presented the Calendar of Activities…See attached report.

Promotions & Events Committee: Next meeting scheduled for Wednesday March 21 at 8am in the WGBA conference room.

Willow Glen Neighborhood Association: Nancy Rice presented the WGNA report for Richard Zappelli. See report submitted by Richard. One correction: New date for Founder's Day is September 29, 2013, not 2012 as stated.

Open Forum/Community Time: Community members and guests introduced themselves.

Our Avenue Committee: Kevin Swanson presented a letter to Councilman Pierluigi Oliverio regarding newspaper racks and asked the Board for approval to present the letter and start conversation with the City of San Jose and Pierluigi. Valerie Lewis made a motion allowing the Our Avenue Committee to proceed. Tim seconded. Motion passed unanimously.

City Relations Committee: Jess and Tim asked for additional members to work with area schools and WGNA. Joe Pollifrone volunteered. Jess would like to see Board members attend school PTA/Home & School club meetings to gather info regarding what their needs are.

Strategic Marketing Committee: Next meeting is March 15 at 7pm in the WGBA conference room.

DOTA: Some changes to DOTA are being discussed such as:

-Event time will be 3pm-8pm instead of 4pm-9pm
-Increased security
-More family focused: Add a petting zoo to the Kid's Corner, bring in the Wells Fargo stagecoach, feature more youth-oriented acts on the Community Stage such as Papa Hugs.
-Enhancing the adult experience: Adding a Premium Wine and Beer Garden, pre-selling tickets on-line with possibly a WG resident discount
-Change radio stations for promo ads, adding a country band, increasing sponsorships, increasing volunteers

Chairperson(s) are needed for: volunteers, ads & promotions, DOTA bank. Arlene to contact Rekha at Comerica Bank regarding volunteers.

Associate Member Applications:
An application was submitted to the WGBA for Associate Membership by South Bay Farmer's Market. Arlene made a motion to approve the application, Valerie Lewis seconded. Motion passed unanimously.
An application was submitted for Associate Membership by Duran Design. Valerie Evans made a motion to approve the application, Scott seconded. Motion passed unanimously.

Meeting was adjourned by President Jess Gutierrez at 9:59am.

Respectfully submitted,

Natalie Lewis
WGBA Board Secretary