

**Minutes of the Willow Glen Business Association  
Board of Directors & General Membership Meeting  
13 January 2009**

**Board Members Present: Stan Harris, Dave Machado, Debby McCarty, Fred Oliver, Gary Rovai, Trish Newfarmer, Rich Sutton, Kevin Swanson, Tom Trudell, Norma Ruiz, Executive Director and Emilie Highley**

**Absent: Michael Mulcahy, Gary Nelson, Linda Waltrip**

**Guests: Richard Zappelli, Willow Glen Neighborhood Association, Michelle Goddard & Kasey Stewart, Stewart & Soss, Lynne Rovai, Goosetown, Holly Barr, Intero Real Estate, Lucy Witl, Center for Spiritual Living, Tim Getzoff, New England Financial/Met Life, Aaron Quigley, Council District 6, Cris Constantino, Willow Glen Collective, Stacy Scott, Treehouse in the Glen**

**The meeting was called to order at 8:05 a.m. by Vice President Kevin Swanson (President Mulcahy was unable to attend due to a business commitment)**

- 1. *Approval of the Minutes:* Tom Trudell suggested that the Slate of Officers/Board Members be attached to the minutes. With this amendment, a motion was made by Trish Newfarmer and seconded by Rich Sutton to approve the minutes. Motion unanimously carried.**
- 2. *President Report:* (a) Vice President Swanson reported on the By-Law Changes as well as adding the Member-At-Large position to the Board. The amendment would be to extend the terms of the officers from 1 to 2 years and the Member-At-Large would be an appointed position – by the Board for 1 year.**

**A motion was made by Dave Machado and seconded by Emilie Highley to extend the term of the Board Officers from 1 to 2 years. Motion unanimously carried. A motion was made by Emilie Highley and seconded by Tom Trudell to add the Member-At-Large position to the Executive Committee (to be appointed by the Executive Committee). Motion unanimously carried.**

**A motion was made by Tom Trudell and seconded by Trish Newfarmer to change the By Laws to incorporate 2 year terms for the Officers and a 1 year term for the Member-At-Large. Motion unanimously carried.**

**(b) CBID did pass on at the 12/16/08 meeting. Implementation (Transition) Team has been defined as: Gary Nelson, Michael Mulcahy, Kevin Swanson, Fred Oliver, Tom Trudell, Rich Sutton and Norma Ruiz, Executive Director. A discussion will take place with Tom Borden, City Staff Person and the Implementation Team – key questions to be brought up: (1) Agreement with the City of San Jose to manage the**

CBID/outlined responsibilities. (2) WGBA remains as it currently stands as the agreement is entered into. (3) Review of the WGBA's By Laws and CBID Management Plan (available on City web-site). Tom Borden is working with City Staff to move the process along. (4) When do billings go out – Tom Borden has indicated that it is up to WGBA (this will need to run through our Finance Committee). (5) Disbanding of the current BID – this is a detailed process on the timing. A smooth transition is key. A general discussion evolved regarding any impact, etc. . . . Vice President Swanson indicated that the Board will be kept in the loop on key dates and that we will have a full understanding of the implementation dates, process, etc. . . .

3. *Committee Reports:*

**Member Relations** – Tom Trudell: Tom reported that there has been little input from the Ambassadors, mainly because of December being such a busy month. The Annual Meeting is scheduled for February 5<sup>th</sup> from 6:30-8:00 at the Willow Glen Library. This would be a great time to present what all the Committees are planning to do in 2009. All businesses are encouraged to attend.

**Safe & Clean** – Fred Oliver: Fred reported that the committee will meet the 3<sup>rd</sup> Monday of each month at 5:00 p.m. – meeting place is the Prudential Office on Lincoln Avenue. Fred is optimistic that we will draw more people into this committee.

**Promotions & Events** – Neil Knott: Neil reported that at the committees next meeting they will begin to firm up 2009 plans and be prepared to report to the Board at the February meeting. Neil's committee meets the 3<sup>rd</sup> Wednesday of each month at the WGBA's conference room.

4. *Treasurer's Report:* Dave Machado reported that Membership fell short the last month. ~94% of the income was met. A motion was made by Tom Trudell and seconded by Emilie Highley to approve the Monthly Financials presented. Motion was unanimously carried.

5. *Board Recruitment* – Emilie Highley: Emilie reported that she and Norma were continuing to review possible Board candidates. The Board is lacking retail and restaurant presence as well as property owners – this continues to be our focus. Lynne Rovai has expressed interest of becoming active on the Board/Committee and is visiting today as an observer.

6. *Executive Director's Report* – Norma Ruiz: Norma made us aware that the coffee was supplied by Monsieur Beans. Norma reported on the 2008 Holiday Season indicating that there had been lots of events and the focus was getting 'feet on the street'. . . there were amazing activities with business participation and considerable advertising. Looking ahead to 2009, Norma indicated that we need to anticipate challenges with bringing in sponsorships for Events especially with the economic downturn. A challenge that we face is whether or not the Italian FESTA will continue – if it does not, what do we replace it with? Debby McCarty brought up the need for more integration of businesses into the Events.

Norma pointed out that surveys are conducted at the end of the events and the business input is considered into subsequent events. New tenants to the Avenue: A Sushi restaurant will be moving into the space that was occupied by Mio Vicino. Prudential Real Estate has moved into their new location (formerly Sugar Magnolia) and that Prudential's old space is now empty.

7. ***Member's Time:*** Timothy Getzoff, New England Financial/Met Life joined us again. Aaron Quigley, Council District 6 made us aware of the Mayor's Community Breakfast that would be taking place on January 14<sup>th</sup> and at which time, Councilman Oliverio will be honoring the "Friends of the Rose Garden". Stacy Scott of Treehouse in the Glen announced that on January 24<sup>th</sup>, Papa Hugs, a local musician, will be performing kids music in the courtyard at 11:00 a.m. Cris Constantino brought up concerns regarding the small print on the holiday calendars as well as bringing the carriage rides all the way down the Avenue for next year. Stacy Scott also recommended that for 2009 Holiday Season, all businesses on the Avenue have a tree to bring the Willow Glen neighborhood tradition into downtown Willow Glen! The comment was made that "if the businesses do not participate, the Holidays will not be a success". Lucy Witl, Board for the Center of Spiritual Living joined us as well as Michelle Goddard & Kasey Stewart of Stewart & Soss. Lynne Rovai of Goosetown joined us as an observer. Holly Barr, Intero Real Estate inquired about the development at the corner of Willow and Lincoln where the yogurt shop is – Debby McCarty was able to bring Holly up to date on the development. Stacy Scott brought up the idea/thought of "Greening the building". Richard Zappelli expressed his appreciation of WGBA on the CBID. He also indicated that WGNA has 3 new committee members. Headway was made on the Heart Safe Program where 911 response time was being reduced from 8.5 minutes to 6 minutes and that the Land Use Committee was getting very active in the planning process of major projects impacting traffic, etc.

Meeting was adjourned at 9:30 a.m.