

**Minutes of the Willow Glen Business Association
Board of Directors & General Membership Meeting
10 February 2009**

Board Members Present: Michael Mulcahy, Gary Nelson, Fred Oliver, Gary Rovai, Trish Newfarmer, Kevin Swanson, Tom Trudell, Linda Waltrip, Norma Ruiz, Executive Director and Emilie Highley

Absent: Stan Harris, Dave Machado, Rich Sutton, Debby McCarty

Guests: Karen Stevens, Adira Dance & Costume, Richard Zappelli, WGNA, Jim Carter, WGNA, Andrew Soss & Michelle Goddard, Stewart & Soss, Jose Chavez, SJFD, Robyn & Bernie Levine, Details Clothing, Scott Anderson, The Discovery Map, Aaron Quigley, Council District 6

The meeting was called to order at 8:07 a.m. by President Michael Mulcahy.

1. **Approval of Minutes:** Tom Trudell made a motion to approve the January Minutes, motion was seconded by Kevin Swanson. Motion unanimously carried.
2. **President's Report:** President Mulcahy distributed 2 articles . . . one on "De-malling" – the life styles of various malls and how they adapt to changing shopping patterns, and the other on "Traffic" which seems to be a HOT topic related to traffic calming.
3. **Committee Reports:**
 - 3.1 **CBID** which was passed on December and now we are working with the City on the agreement. President Mulcahy reviewed the 'ad hoc' CBID Implementation Committee which was formed by the Board and the oversight of not having Fred Oliver's name included. A motion was made by Emilie Highley to add Fred's name – no second was required because approval was made by the Executive Committee. The purpose of the committee will be to implement the Willow Glen Community Benefit Improvement District Management District Plan, San Jose, CA, dated September 3rd, 2008 prepared by New City America and the Willow Glen CBID Steering Committee. The CBID formation and plan were approved by the San Jose City Council on 12/16/2008. The approved management provide information for the committee to move forward. Motion was unanimously passed. The committee will consist of Chair: Michael Mulcahy and Members: Gary Nelson, Norma Ruiz, Rich Sutton, Kevin Swanson, Tom Trudell and Fred Oliver.
 - 3.2 **Member Relations** – Tom Trudell reported on the WGBA Annual Meeting which took place on February 5th at the Willow Glen Library. Tom also indicated that he continues to look for Ambassadors for Our Avenue and that the Ambassadors continue to reach out to property owners.
 - 3.3 **Our Avenue** – Fred Oliver indicated, that Marilyn Holmes, who we met at the Annual Meeting, has expressed interest on joining the committee – Marilyn is a Community Member working on sidewalk issues. Fred also reported that while he was in Downtown San Jose, he noted a 'service' that was cleaning, scrubbing the sidewalks with a 'mini-zambonie' type machine. Norma indicated that she has opened up discussions with the City of San Jose on these types of services and is exploring various options. President Mulcahy recommended that perhaps we could 'spotlight' Willow Glen business owners/retailers that do something outstanding . . . this will be considered by the Committee. Emilie Highley updated the Board on the Rotary Worldwide Work Day which will take place on April 25th – we will partner

with the Willow Glen Rotary on a project for that day (cleaning of the planters, sidewalks, etc.). Linda Waltrip reported on the planters and the fact that the businesses are paying attention to them and working toward a “uniform look”.

- 3.4 Promotions & Events – Trish Newfarmer reported on Halloween activities for 2009 and passed out a survey to attending members. One idea that is being explored is a “Harvest Festival” which would focus on fall and bring more feet on the street. Norma reported for Neil Knott on a “Thursday Activity/Promotion” that is being discussed which would involve the restaurants & retailers, and that Karen Stevens is leading this effort. Also, the Kids’ Flea Market will return.
4. Community Time: Scott Anderson, who publishes the Discovery Map for Los Gatos and Saratoga, joined us for the first time to introduce himself and the service that he provides. (We will look into the cost of such a map for Willow Glen). Jim Carter, a Willow Glen Resident who is very involved in the Heart Safe Program introduced Captain Jose Chavez of the SJ Fire Department, EMS Division, who discussed the Heart Safe Program and the fact that SJFD is working with the American Heart Association on becoming a “Heart Safe City” – educating the public/businesses on recognizing the signs of cardiac issue, making the schools ‘heart safe’. Funding for these programs will come through grants and FEMA. Richard Zappelli, WGNA, reported on a CPR Demo for Heart Safe that will take place on May 13th. There will be a membership drive - \$10 for singles/\$20 for families where \$5 will go toward the cost of defibrillators’. Lastly, Richard reported on crosswalks and the fact that Lincoln Avenue may be losing their guards as well as a possible cutback on Mounted Police activity. Aaron Quigley discussed the permit for the Banner Program, the Community Budget Meeting on 3/12 that will be hosted by Councilmember Oliverio and the fact that Aaron will be leaving his current position, and an announcement will follow on his replacement. Andrew Soss & Michelle Goddard, Stewart & Soss, continue to offer their support in community involvement. Bernie & Robyn Levine were complimented on the “Support Local Businesses” sign on their store window.
5. Treasurer’s Report – Dave Machado was not present. Norma Ruiz reported for Dave. The Finance Committee has revised the budget given the (1) CBID, and (2) reduction of sponsorships due to the economic downturn, (3) the “Phase Out” of the BID (billed monthly) and (4) “Phase In” of the CBID which is tied to property tax bills (we would not receive our monies until about 1-2 months after the City receives the monies). Sponsorship – Key sponsors (banks, contractors, etc.) have already declined – we now need to determine how much can be filled in by others. Strategy – smaller sponsorships. Also, the elimination of the Brace Street Stage will be a cost cutter.
6. Board Recruitment – Emilie Highley presented (1) the Slate of Officers for Board approval: President: Kevin Swanson, Vice President: Gary Nelson, Treasurer: Dave Machado, Secretary: Emilie Highley, Member-at- Large: To be appointed by the Executive Committee AND (2) Community Member Appointments: The following community members’ term expires in January 2009. Board approval required for appointment for second two-year terms for: Emilie Highley & Rich Sutton. A motion was made by Tom Trudell to accept the Slate of Officers and Community Members (Highley & Sutton), two year terms. Motion seconded by Fred Oliver. Motion unanimously carried. Emilie also indicated that Gary Rovai has made a decision to not continue his Board Term – he would, however, continue as an Ambassador. Lynne Rovai, Goosetown (and Gary’s wife) has indicated her desire to come on the Board replacing Gary. Norma and I have met with Lynne on two occasions reviewing with her Board responsibilities/commitment, etc. A motion was made by Gary Nelson to accept

Lynne's appointment to the Board – Trish Newfarmer seconded the motion. Motion was unanimously carried. A Board packet will be sent to Lynne and she will join us for our March Meeting. Lastly, Norma and Emilie collaborated on other ways to peak the interest of restaurant owners to become part of our organization – either by participating on a committee, or willingness to join our Board. Packets were put together and personally hand delivered to each of the restaurants. We are hoping that this will generate additional interest in the WGBA from the restaurants.

7. Executive Director's Report: While I am going to recap many of the items that Norma discussed, refer to attached report (Attachment A).

(a) DOTA (scheduled for 6/20) is ramping up. Karen Stevens to assist on the Community Stage – expand from child type dance acts to adult like – salsa, hula hoop, ethnic, etc.,

(b) FESTA (scheduled for 9/26) - Norma, Kevin and Michael have had meetings with the FESTA Group over the last several months discussing issues, conditions, etc. and the suggestion of employing a professional management company to oversee the FESTA. The committee is close to presenting a proposal to the Board.

The proposal would also show a separate parade from the FESTA which would then put all the FESTA booths down the middle of the Avenue. Logistics on the parade, etc., are still being worked out.

Norma also spoke to the need for MOU approval (Memo of Understanding) and (a) how it would bring tremendous value in breaking the events apart (the FESTA, Founders Day) – (b) how this would be a compliment to the Avenue and business community (c) implementation of Read's time to both the events (d) Norma's bandwidth review. The leadership at the Italian Heritage Foundation has changed – we see now more of a partnership and the event being a 'co-production'. Norma put the motion on the floor asking for the Board's approval and authorization of saying 'yes' to the FESTA date and finalizing the MOU. Trish Newfarmer moved to approve the proposal, Fred Oliver seconded the approval. The Board unanimously approved the proposal.

Founder's Day – as stated, focus is on having a Founder's Day Parade. The goal would be to have a 'rolling street closure' for the Parade – bring feet on the Avenue, have a pancake breakfast, restaurant and retailer focus, self-guided walking tours, music, Karen Stevens would coordinate the stage and dancers, etc..

Make Founder's Day a 'hometown type event'! Richard Zappelli will take our calendar of events and put it on the WGNA e-mail/web-site. Robyn Levine has volunteered to assist Norma with the promotions for this event.

Attachment of Norma's report/Proposal for the Italian FESTA

Prior to adjourning, the Board took a moment to thank President Mulcahy for his WGBA guidance and leadership over the last 2 years!

Meeting was adjourned at 10:00 a.m.

Approved at 2/10/09 Board Meeting
Proposal for Italian Family Festa

Background:

In 2007 the Willow Glen Business Association and the Italian American Heritage Foundation formed a partnership for the Italian Family Festa – a two-day festival – held in downtown Willow Glen. Roles and responsibilities were outlined in a mutually agreed to Memorandum of Understanding (MOU). The partnership was continued in 2008 with a renegotiated MOU for that second year based on membership and community feedback collected by both parties. As with any new relationship, there have been challenges. However, each year we have learned how to do things differently so that each organization can better achieve its goals. For the past two festivals WGBA agreed to pay the SJPD and street closure costs — not to exceed \$15,000. The average cost over the last two years is \$13,000.

WGBA's goal for events is to bring feet-to-the-street, especially new visitors to showcase our unique downtown and to increase our visibility and exposure to a broader base. Increasing same day sales is important – but we are most interested in creating impressions in order to widen our net and grow our customer base. The Festa is a regional event that attracts 30,000 people of all ages – creating at least that many impressions for our businesses. An ongoing lesson learned is that we need to help our businesses understand how to be creative in capturing the attention of these visitors, both on event days and thereafter.

At the end of each festival, we have conducted a survey with our businesses to obtain feedback. In 2008, the survey results identified two major issues – layout and management. The Executive Committee identified a third issue – a difficulty in selling sponsorships to recoup its investment due to a lack of sponsor incentives and exposure opportunities. These issues, along with copies of the survey, were provided to the IAHF during the festival de-brief in Q3 & Q4 2008. WGBA also outlined conditions which IAHF would need to meet in order to proceed with another festival. Conditions related to the festival layout, management and sponsorships.

The 2008 WGBA membership survey indicated that 93.2% of the respondents (48 total) supported bringing Founder's Day and the Italian Family Festa back in 2009. With this clear mandate, Norma, Kevin and Michael proceeded to meet with the IAHF to determine if it was possible to come to agreement for a 2009 Festa.

After several productive meetings, we are bringing a proposal forward for the Board's consideration and support.

It is requested that the WGBA Board of Directors approve the WGBA/IAHF partnership for the 2009 Italian Family Festa and give full authorization to the Executive Director, working as needed with the Executive Committee, to enter into a Memo of Understanding (MOU) with the IAHF which will include at a minimum the following deal points:

- **WGBA will partner with IAHF in the layout process beginning immediately and will have final approval of the layout, of which final approval will not be unreasonably withheld or delayed.**
- **TEC Productions (R. Zaro) will be contracted as the event management firm whose services will include logistics, layout, day-of management and setup/takedown.**

- **WGBA will provide staff time to manage relationships and communications with business and property owners, serve as a member on the Festa Committee, represent WGBA on the festival layout and overall festival operations and other such areas that will directly affect the overall quality of the event (valued at \$5,000).**
- **WGBA agrees to share the expense of TEC Productions up to \$2,500 (in no event more than 50% of a fully negotiated contract).**
- **WGBA will have the right to raise sponsorships to offset WGBA expenses for the Festa. One hundred percent (100%) of sponsorship funds raised will be applied to WGBA expenses first, and the first \$10,000 of any surplus thereafter will be set aside by WGBA as seed funding for the 2010 Festa. Any funds over the first \$10,000 will go toward the general operating budget of WGBA.**

Other Important Information:

The Italian Family Festa will be held on Saturday, August 29 & Sunday, August 30, 2009

The Founders Day Parade will be held separately on its own date, Saturday, September 26, 2009

The Festa layout will intentionally work to spread from Minnesota to Willow down Lincoln Avenue, using as much of the center of the street as possible, providing greater storefront visibility.