April 10, 2012 Executive Committee Report

Submitted by: Natalie Lewis

Willow Glen Business Association
Executive Committee Meeting
March 30, 2012

Executive Committee Members present:
Jess Gutierrez, President
Robyn Levine, Vice President
Tim Mulcahy, Treasurer
Natalie Lewis, Secretary

Meeting called to order at 8:10am

ED Update: The Personnel Committee members conducted telephone interviews with 6 potential candidates yesterday, and 3 more are scheduled today. The person hired as the ED will work between 20-32 hours per week, however it was recommended the WGBA office be staffed 40 hrs/week by staff/office manager. The ED will be expected to serve as a liaison with the Committee Chairs, in addition to the duties already defined in the job description.

School Sponsorships: The Strategic Marketing Committee will be asked to create a process for requests from local schools for sponsorships and how they can be best used for marketing of the Avenue.

Mom's Day Out: Scheduled for May 12th, this event will piggy-back with the Willow Glen 5k to maximize the number of visitors on the Avenue to be enticed to shop, dine and enjoy spa services, etc. Posters will be distributed with a scan code for smart phones that when scanned will direct visitors to stores/restaurants/services with specials relating to Mom's Day Out. Robyn is working with Sam Garcia on the flyer and Cynthia will send out a sample poster/flyer to the Board members for their feedback.

WG 5k: The WGBA has been asked to donate $750. This will be decided at the next Board meeting.

Earth Day: Approval was given for ads, posters and businesses to participate in celebrating Earth Day.

Founder's Day: Jess talked with the president of the WGNA regarding the future of Founder's Day and developing a vision for future potential events.

DOTA: Robyn was given the minutes from yesterday's DOTA meeting regarding the current status of DOTA. Adira Dance's request for the main stage to be placed elsewhere was addressed. A proposal has been made to create a walkway direct to her door from the sidewalk.

Committees: Chairpersons for Committees are: Our Avenue/Kevin Swanson, Member Relations/Arlene, Strategic Marketing/Valerie Evans (Interim). Suggestions for other Committee Chairs: City Relations/Sean, Promotions & Events/Mimi

FYE 2013 Budget: Committees should be working on budgets for 2013 to submit for CBID monies. Jess suggested they should create a wish list and submit by the end of April 2012. Jess and Tim to meet regarding the budget.

FYE Change to June 30: Jess to fill out paperwork and submit to IRS for the change of the WGBA's FYE change to June 30.

Meeting adjourned at 9:16am.

Respectfully submitted,

Natalie Lewis
Board Secretary