Willow Glen Business Association
Board of Directors & General Membership Meeting
February 14, 2012

Board Members Present:
Jess Gutierrez, Lynne Rovai, Natalie Lewis, Arlene Zarou-Cooperman, Tim Mulcahy, Sean Hanley, Scott Howell, Cynthia Gutierrez (Administrative Assistant)

Board Members Absent:
Valerie Lewis, Robyn Levine

Guests:
Bob Nakano; Willow Glen Funeral Home, Karen Stevens; Adira Dance & Costume, Susan Grover; Dreams Collectibles, Mary Gottschalk; Willow Glen Resident Newspaper, Richard Zappelli; WG Neighborhood Association, Kevin Swanson; Integrated Wealth Management, CeCe English; Red Dot Fitness, Nancy Rice; WGNA/Konnect Marketing, Sandra Burkitt; Round Table Pizza, Gary Rovai; Goosetown, Jessica Duenas, Dianne Alesse & Erin Nelson; Citibank, Steve Kline; Attorney at Law, Jennifer Zeitler; Craving Health Crumbs, Yvette Sandez; Technology Credit Union and Willow Glen resident, Emilie Highley; Willow Glen resident, Frances Reyes; Councilmember Oliverio's office, Linda Ruiz; Park Place Vintage, Jeff Balfus; Willow Glen Bicycles, C. Jeffrey Stanley; Bad Boys Bail Bonds, Robin Feinman-Marino; Community Member, Eleanor Deeney; Willow Glen resident, Babs Doyle; Coldwell Banker, John Piscane; Willow Glen Dentistry.

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

1. **Approval of January Minutes**: Lynne made a motion to approve the Minutes, Tim seconded. Motion passed unanimously.
2. **Executive Committee Report**: Minutes from the January 27th meeting are available on the WGBA website.
3. **Treasurer's Report**: Jess presented the Treasurer's Report including a Profit/Loss Statement and Balance Sheet. Total cash: $126, 250. Tim made a motion to approve Jess' Treasurer's Report, Scott seconded. Motion passed unanimously, with Jess abstaining**.**
4. **Nominating Committee**: This is an open committee, with all Board members actively seeking candidates for 3 open positions and 4 community member positions. Monday February 20 is the deadline to submit bios for potential candidates to Cynthia. There will be a special closed Board meeting held February 23 for discussion and voting for new Board members. A Board Orientation Meeting will be held for all 16 Board members March 8th.
5. **Member Relations Committee**: No new business to report.

6. **Promotions and Events Committee:** Currently working on advertising with the Willow Glen Resident and other nearby community papers. Karen stressed the need for volunteers for the P & E committee. Cynthia to send an email blast to the General Membership asking for volunteers. Meetings are held on the 3rd Wednesday of the month in the conference room of the WGBA office. The goal for the next meeting is to choose dates for this year's events.
7. **Willow Glen Neighborhood Association**: Richard Zappelli reported on the Trail Project and the recent rise in gang and crime activity in both Willow Street Park and North Willow Glen. The WGNA is currently working the city to address these issues.
8. **Our Avenue Committee:** Robin Fineman-Marino presented the new Spring banner designs. After much discussion, several suggestions were made and it was decided the banner committee and Kevin Swanson will meet again to discuss possible re-designs. Kevin also addressed the kiosk design and presented samples, specs and material. Emilie Highley is working on "Pride of Willow Glen", which will ask businesses to clean outside their buildings. More information will be available at the next Board meeting. The Our Avenue Committee meetings are held on the 3rd Tuesday of the month, 5-6pm at the Integrated Wealth Management office.
9. **Community Members Time:** Community members introduced themselves and were welcomed by the Board**.**
10. **Other Committees**:
    a) Strategic Marketing: Jess to meet with the City of San Jose regarding an intern to work with the WGBA
    b) City Relations: No news to report, but will schedule a meeting soon
11. **Safety on Our Avenue:** There have been several reports of break-ins and attempted break-ins along the Avenue, and Jess reminded members to report all activity to Cynthia for distribution to General Membership.
12. **DOTA Committee**: First meeting will be held February 16 at 9:30 in the WGBA conference room. Jess briefly discussed some of the proposed changes to DOTA and asked community to spread the word regarding the need for volunteers for DOTA. Event is scheduled June 23, 2012.
13. **Associate Member application**: An application was submitted for Associate Membership from Craving Health Crumbs, a new business on Meridian Avenue, by Jennifer Zeitler. Scott made a motion to approve the application, Tim seconded. Motion approved unanimously.

Meeting was adjourned by Jess Gutierrez at 9:19am.

Respectfully submitted,

Natalie Lewis
WGBA Board Secretary