



WGNA Meeting Minutes

Thursday October 17, 2013

Elements Apartments Community Center

1201 Parkmoor Ave., San Jose

Present:

President Richard Zappelli

1st Vice President Nancy Rice

Secretary Erik Fong

Treasurer Chris Roth

Board Member Jeannette Calomeni

Board Member David Dearborn

Board Member Ryan Elliott

Board Member Mayra Flores de Marcotte

Board Member Archie Moore

Not present:

2nd Vice President Scott Knies

Board Member David Machado

Board Member Debbie Cain

Youth Commissioner Brendon Yu

Guests:

Sela Obot (Presentation High School, District 6)

Michael Obot

Janet and Sammy Castillo (District 5)

Johnny Lee (District 7)

Ed Rast (former WGNA President)

Meeting called to order at 6:36pm by Secretary Erik Fong.

Reports

Secretary Report (Erik Fong)

- **Motion:** To approve the minutes for 9/18/13 meeting. *Motion carried.*

Treasurer's Report (Chris Roth)

- The starting balance point is at earliest point available in QuickBooks, which is 7/17/13.
- Chris is working on categorizing 44.97% in uncategorized expenses.
- **Motion:** To approve the financials for 9/18/13 meeting. *Motion carried.*

President's Report (Richard Zappelli)

- **Facebook update and future links:** WGNA's Facebook page has hit the 9,000 mark; at 9,016 people, going for 10,000 by Thanksgiving weekend. Largest group is 25-44 years of age. Seniors are 12% of subscribers. 59% women, 41% men. Circulation is at 89,000 people. Total Facebook expenses: \$2,800 (promoted posts). Also created Seasons in the Glen (993 regular readers) and Eat Here, Willow Glen (297 likes). Also looking at Historical Preservation, Public Safety, and Parks/Trails/Creek sections.
- *Touring Willow Glen* book sales total 589 this year.
- **Founder's Day post-mortem:** Very successful, great participation. Nancy said that per the WGBA/WGNA post-mortem, there were safety issues but overall it went well. There were more parade entries than ever in years past, and the first year that it made a profit. The VIP area at Buffington House was not well-attended and the weather was bad. WGNA will form a Founders' Day committee and will need to stay close to the MOU. Richard, Nancy, Erik, Chris, Jeannette, Mayra, Archie, and Ryan volunteered to participate next year (Richard also requested that we include David Machado). Nancy to find out if WGBA sent a follow-up Founders' Day questionnaire to businesses as they have in the past. Richard would like it to be more historical next year. Jeannette suggested that WGNA post a question about Founders' Day on our Facebook page: Did you enjoy it? Did you attend?

Events

Safe Routes to School (Richard Zappelli, Ryan Elliott)

- Update: Richard working on securing SJPD and gave out 4,800 flyers for students to take home. Jeannette was able to confirm Sharkie's attendance. There will be one mascot per school plus one extra. Meeting at Garden Theater at 7am. Nancy confirmed that posters are complete and banners are arriving on Tuesday. They will be hung post-event for photo opportunities. Walgreen's will offer free flu shots.

WGNA Holiday Event (Archie Moore, Chris Roth)

- Update: **Archie/Chris** to nail down a date. Archie has spread the word with many people at the Villages and requested sponsorship from Villages management. Looking at two buses this year, focusing on Villages, Sommerset, and Sienna communities. Estimate is \$600 per bus, plus dinner, for \$1,500 total (**Erik** to update September minutes to correct the estimated cost). Archie suggested putting a WGNA banner on the buses. **Richard/David Dearborn** to provide some photos from last year's event to Archie. **Richard** to pursue getting turkeys at cost for turkey drive; **Archie/Richard** working on getting turkeys from Safeway. **Ryan** working on finding eBay contacts and find out best way to distribute turkeys. Mayra suggested including Sacred Heart.

WGNA Board Holiday Celebration (Richard Zappelli, Erik Fong)

- Richard suggested Lou's Village. **Erik** to reach out to the board with suggestions for dates and times.

New Business

Participatory Budgeting (Erik Fong)

- Update: No news since September meeting. Suggestion of bringing it up during the next D6NL meeting. Ed suggested using the CAP Grant model as a means of distributing funds.

Bylaws (Erik Fong, Ed Rast)

- Update: Ed has taken the lead on updating the bylaws to show that we are governed by laws of 501c4 organizations. Articles 1-4 have been updated for review. Nancy requested that we update the bylaws to include the amendment that addresses our Youth Commission board member, who is under 18 years of age. Bylaws committee will incorporate changes and present at future board meeting for a vote.

Facebook (Richard Zappelli)

- Discussion and motion to increase Facebook budget to \$300/month: The budget money would go towards sponsoring/boosting posts. David questioned the spending amounts; Richard confirmed that the total for year 2013 is \$2,800. Ed suggested that Chris, as Treasurer, lead budget determinations going forward.
- **Motion:** To increase the Facebook budget from \$150/month to \$300/month. *Motion carried.*

Executive Committee (Richard Zappelli)

- Discussion and motion to create an Executive Committee.
- The proposed committee would be a governance type of organization consisting of five board members.
- **Motion:** To establish an Executive Committee. *Motion carried.*

The meeting was adjourned at 8:45pm.

The next meeting is TBD.