



WGNA General Meeting Minutes

Wednesday September 18, 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

Elected Board Member Debbie Cain

Elected Board Member Jeannette Calomeni

Elected Board Member David Dearborn

Elected Board Member Ryan Elliott

Elected Board Member David Machado

Elected Board Member Archie Moore

Not present:

2nd Vice President Scott Knies

Elected Board Member Mayra Flores de Marcotte

Youth Commissioner Brendon Yu

Meeting called to order at 6:46pm by President Richard Zappelli.

Reports

Secretary Report (Erik Fong)

- **Motion:** To approve the minutes for 8/21/13 meeting. *Motion carried.*

Treasurer Report (Chris Roth)

- Savings: \$13,500.83. Checking: \$3,038.88.
- **Motion:** To approve the financial report. *Motion carried.*

President's Report

- **Touring Willow Glen update:** 100 more books were ordered, bringing the account to 489 books. Facebook page has been key in sales. Debbie agreed to Share WGNA's Facebook posts regarding *Touring Willow Glen* and also suggested we put them on consignment in the Elements front office.
- **Facebook update:** WGNA page is at 7,300 likes and headed quickly towards 8,000. Goal is to hit 10,000 by end of 2013. Seasons in the Glen page has been launched and will be tied to things people can do (school events, restaurants). Two companies have expressed interested in sponsoring the WGNA page. Richard suggested increasing the Facebook budget from \$150/

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month to \$300/month. David Dearborn suggested that Facebook expenses should be adjusted based on the sponsorship that we can pull in.

- **CAP Grant update:** Richard received the \$1,500 check and has handed it off to Chris to start tracking allowable receipts.
- **Suggestion for October Agenda:** Discussion and motion to approve a WGNA Advisory Committee. Suggestions for the committee: Tai McMahon (Save Our Trails), Steve Holmes (Friends of Los Gatos Creek), Roger Castillo, Pam Foley. No voting powers, strictly advisory.
- **Motion:** To approve the President's Report. *Motion carried.*

Willow Glen Trestle (Erik Fong)

- Erik shared a PDF of the presentation given by Yves Szutty during the 9/9 community meeting.
- Richard said that in response to a recent fire within 20 feet of the trestle, Matt Cano and Councilmember Oliverio discussed the possibility of taking part of the trestle down sooner than later.
- Ryan asked if there's anything around the trail that we can sponsor. Nancy mentioned that the city will do a plaque with info about the trestle. Chris suggested we allocate some funds toward restoring the WGNA water fountain dedication on the Los Gatos Creek Trail near Blackford Elementary.

Founders Day Parade Report/Update (Richard Zappelli, Nancy Rice)

- **Date/Time:** Saturday 9/21, 10:30am.
- There are over 70 parade entries (more than past parades).
- At the WGNA booth after the Parade, there will be a WGNA membership form that donates one-half of the \$20/year individual membership to the PTA.
- Board members volunteered to help distribute Founder's Day programs around Willow Glen.

Participatory Budgeting (Erik Fong)

- Erik shared the one-pager created by the outreach group. Will be a recurring agenda item. Nancy volunteered to assist with outreach.

Safe Routes to School (Richard Zappelli)

- **Date:** Thursday 10/24.
- \$2,500 collected so far. Nine schools are participating. Working with the community center on Woodsy the Owl and Smokey Bear. No sports mascots confirmed yet; Jeannette working on Sharkie. No answers on in-kind from Mike's Bikes yet.
- Jeannette is working on golden sneaker awards to rotate through each of the elementary schools.
- Need a press release.

WGNA Holiday Plans (Erik Fong)

- **Archie** agreed to lead the holiday event plans, with **Chris** assisting.

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- WGNA will work with the Villages and walk seniors through Christmas in the Park as we did last year. Estimated cost is \$1,500 per bus total.
- **Chris** suggested reaching out to Sal Pizarro or other media for press.
- Richard will seek contributions in-kind for turkeys from Smart & Final to give away to Willow Glen families, similar to what we did last year.
- Debbie Cain discussed the Improv fundraising program as something that could be combined with our holiday efforts. We can sell Improv tickets and keep all proceeds (contributions are not tax deductible). At Jeannette's request, **Debbie** will provide a calendar of upcoming Improv events. **Richard** to pursue a fundraiser partnership with Willow Den.
- Jeannette suggested working with schools. Richard suggested working with churches. David Dearborn suggested working with PTA.

2014 Fundraising (Erik Fong)

- Erik suggested preparing some paperwork to solicit 2014 fundraising for all WGNA events/activities. Possibly a sponsorship packet listing previous events, core values/goals, and using it as a supplement to the tri-fold.

WGNA Website (Erik Fong)

- Website is in progress, with Nancy on design and Mayra on copy. Maintaining continuity of voice will be key. The site should be like a "bookcase" or welcome wagon.

The meeting was adjourned at 9:01pm.

The next meeting will be held on 10/17/13 in the Elements Community Center at 6:30pm.

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