

Berryessa Business Association (BBA)

Panera Bread
Thursday, June 16, 2011
9:00 a.m. – 10:30 a.m.

MEETING NOTES

1. Introduction

- Start: 9:05 a.m.
- Attendees:
 - *Kansen Chu, District 4 Councilmember*
 - *Dr. Robert Dominguez, DDS – Dominguez Dental*
 - *John Luong, Royal Cleaners*
 - *Manpreet Mundh, ABC Animal Clinic*
 - *Del Broberg, California Senior Cares*
 - *David Liem, Berryessa Pure Water*
 - *Bob Stewart, Coldwell Bank – The Real Estate People*
 - *Larry Whitcomb, Lawrence Whitcomb Photography*
 - *Poonam Gupta, Fantastic Sams Hair Salon*
 - *Steve Sturken, Sturken Automotive*
 - *Frank Cancilla, Keller Williams Realty*
 - *Faye Luong, Living Room Acupuncture*
 - *Hobbie Cao, Living Room Acupuncture*
 - *Jonathan Posadas, Berryessa Sun*
 - *Marc Liebman, Berryessa Union School District*
 - *Steve Friend, Realty World – Friend & Associates*
 - *Vinh V. Ngo, Nails 39*
 - *Steve Tutt – Meacham Oppenheimer*
 - *Gina Cortes – Key Point Credit Union Express*
 - *David Chui – Pen Cal Corporation*
 - *Mohammed Abdo – Key Point Credit Union Express*
 - *Quyen Mai – V9 Marketing*
 - *Mike Flaughner, Berryessa Citizens Advisory Council*
 - *Rose Whitcomb, North Valley Community Association*
 - *Bill Hughes, Berryessa Citizens Advisory Council*
 - *Sharon Ngo-Tran, City of San José – Office of Economic Development – Work2Future*
- Council Staff:
 - *Stephanie Fong, District Director*
 - *Anh Tran, Council Assistant*
 - *Jeffery Yu, Council Intern*

2. Mike Flaughner – Review of Last Meeting

- *Flaughner* made a presentation about the last meeting. No one had questions and the last meeting notes were accepted by the group.

3. Mike Flaughner – Roundtable Discussion

- BBA needs an outreach event.
- BBA should develop phone calling database to call other businesses.
- What is the Berryessa area?
 - 101/880, Milpitas border, City limit on the hills, Alum Rock Park, Penitencia Creek Road, and Mabury Road.
 - 83,000 people in the Berryessa area.
- *Flaughner*: Collect more members.
- *Cancilla*: Support each other, events, and support community organizations.
- *Flaughner*: Business districts and associations can advocate for businesses.
- *L Whitcomb*: We should be productive as a collective group with advertisements, sponsorships, events, and similar needs (speakers, trainers, etc.).
- *R Whitcomb*: As part of the Mayor’s Gang Task Force, I can bring back any issues to the group.
- *Flaughner*: BBA can advocate code enforcements with other businesses.
- *Sturken*: Support each other because everyone has experience.
- *Flaughner*: Planning process and development timeline can be shared.
 - *Fong*: SyWest property update: Phase 1 (to be completed by the end of summer), Phase 2 (with grocery store and sit down restaurant), and school is a historical landmark so it will not be removed.
 - *Councilmember Chu*: Flickinger Road/Jackson Road development will reserve 5,000 square feet for commercial sit down restaurant
 - *Sturken*: What is happening with the Berryessa Flea Market?
 - *Councilmember Chu*: Homes will be built on the East and businesses to the West.
- *F Luong*: We can utilize the online traffic; write reviews for each other on Yelp, Google, City Search, etc.
- *Friend*: Statistics are actually high for online traffic and reviews bring in customers. BBA also needs afternoon and evening meetings.
- *Gupta*: Agree with the idea of Yelp and reviews do bring in more customers.
- *Stewart*: Agree with comments about Yelp. Social media concept is growing uncontrollably.
- *Ngo-Tran*: BBA members have already signed up to attend the Social Media Conference. I will check if BBA can have a table there. In October, our “Shop San Jose” campaign will be launched.
- *Liebman*: Demographic in Berryessa is very unique and BBA can come in collectively to serve the different clientele.
- *Friend*: How do we communicate with each other rapidly, such as a communication system?
- *Hughes*: I want to see a sit-down restaurant that is non-ethnic, a bigger grocery store, BBA steering committee, and develop a BBA board (1 person from Councilmember Chu’s office, 1 BCAC member, and the rest business owners).
- *Hughes*: We should get the development properties to go to the meeting.

4. Steve Sturken – June Feature Business – Sturken Automotive

- Sturken Automotive has been in business for more than 50 years and was first in the nation to go online in 1995.

- *Sturken* is politically active in this field as the President of the California Autobody Association.
- Sturken Automotive does everything except for upholstery. Keep your vehicles in the best running condition with regular maintenance and careful care. To keep your vehicle in top running condition, bring your van, truck, car, or RV to us.
- For BBA members only, complimentary car inspection.
- Business location: 855 Mabury Road, San Jose, CA 95133

5. Public Comment and Questions

- *Flaughter*: Should BBA have a signature event?
 - *Stewart*: Easter Egg Hunt from my business provides networking opportunity.
 - *Ngo-Tran*: East Santa Clara Business Association has the BBQ cook-off.
- *Posadas*: Berryessa Sun is very supportive. Remember, 15% off and free color!
- *Cortes* is from Key Point Credit Union Express.
- *Chui's* company, Pen Cal Corporation, owns many properties in San Jose. One property is the North Valley Business Plaza on Berryessa Road.
- *Ngo* is from Nails 39.
- *Friend* is from Realty World – Friend & Associates.
- *Tutt* is from Meacham Oppenheimer.
- *Abdo* is from Key Point Credit Union Express.
- *Mai* is from V9 Marketing.
- Next Meeting: July 21, 2011 from 9:00 a.m. to 10:30 a.m. Please bring a friend.

6. Adjourn – 10:20 a.m.

For more details, contact Anh Tran.