

Berryessa Business Association (BBA)

Panera Bread
Thursday, September 15, 2011
9:00 a.m. – 10:30 a.m.

MEETING NOTES

1. Introduction

- Start: 9:08 a.m.
- Attendees:
 - Steve Sturken, Sturken Automotive
 - Frank Cancilla, Keller Williams Realty
 - Chai Vaidya, Commercial Art Video Production
 - Bao Thien Ngo, V9 Marketing
 - Kara Garcia, Movies A Go-Go
 - Flora Lin, Kumon Berryessa West
 - Clarence Madrilejos, Century 21 M&M and Associates
 - Rose Whitcomb, Lawrence Whitcomb Photography
 - John Luong, Royal Cleaners
 - Mohammed Abdo, Key Point Credit Union Express
 - Gina Rodrigues Cortes, Key Point Credit Union Express
 - Jonathan Posadas, Berryessa Sun
 - Manpreet Mundh, ABC Animal Clinic
 - Bob Stewart, Coldwell Bank
 - Vennessa Arellanes, Kool Reign Productions
 - Hai Dang, GD Commercial
 - Norma Ruiz, Willow Glen Business Association
 - Bernice Alanize, VTA BART
 - Linh Hoang, VTA BART
 - Angie Cardiza, Greater SJ Hispanic Chamber
 - Olga Enciso Smith, Greater SJ Hispanic Chamber
 - Ruben Hernandez, Greater SJ Hispanic Chamber
 - Carlos Figueroa, Greater SJ Hispanic Chamber
 - Linda Locke, Berryessa Citizens Advisory Council
 - Mike Flaughner, Berryessa Citizens Advisory Council
 - Bill Hughes, Berryessa Citizens Advisory Council
 - Dhez Woodworth, City of San José – Office of Economic Development – Work2Future
- Council Staff:
 - Stephanie Fong, District Director
 - Anh Tran, Council Assistant

2. Mike Flaughner – Welcoming Remarks and Agenda Overview

3. Mike Flaughner – Review of Last Meeting

- Garcia requests to amend her title to include “KPIX Writer”.

- *Sturken* motions to approve August 18 minutes with amendments. *Cancilla* seconds. Motions passed by consensus.

4. **Anh Tran – Updates from the City of San Jose**

- *Tran* reminded everyone about *Taste of Berryessa*
- *Tran* introduced ***You Are Here Street Banner Project for Berryessa***
 - As BBA develops, it will have an opportunity to review process for having banners on lamp posts, i.e. “Shop Berryessa”
- *Woodworth* gave updates from the **City of San Jose, Office of Economic Development**
 - Aims to link businesses locally in San Jose via business associations/chambers
 - Spearheading the “Shop San Jose” initiative
 - Coordinating social media deals
 - Hispanic Chamber of Commerce is organizing Festiv’All 2011 on October 12, 2011, a business networking event that estimates 2,000 in attendance.
- *Posadas* reminded about **Berryessa Sun**
 - Vision is to feature businesses in the newspaper, especially BBA members
- *Hoang & Alanize* updates from **VTA on BART Extension**
 - BART station planned to be built near Berryessa/Lundy intersection to replace the San Jose Flea Market.
 - *Flaughter* suggested conducting presentation that gives overview of the impact of the construction and the opening of the BART station on local businesses and traffic patterns.
 - Planned to break ground in early 2012. Meetings are going on at CR Lundy to review grade separation projects.

5. **Mike Flaughter – By-Laws & Elections**

- Question posed: Why Mabury Road?
 - Boundaries were defined for the purposes for Stanford survey project, redistricting, etc. Therefore, we are utilizing precedence for now.
- *Flaughter* suggested once we have final draft of by-laws, that we have it sent to Tyler for legal review.
- By-Law Sub-Committee: *Sturken, Stewart, Hughes*, added *Madrilejo and Cancilla*.
- *Hughes* mentions on the matter of petitions that we cannot forbid petitions in public spaces or else face the potential of being sued. We can probably request petitions not be passed around during meeting sessions, and that petitions could be mentioned on the agenda if it pertains to business.
 - Concern: Petitions/taking positions that can jeopardize non-profit status. When we do present issues, we must be fair and have balanced coverage.
 - Concern: Too much politics can stifle the environment of the association.
 - Suggestion: To have fair representation of issues, we could provide advanced notice to allow for multiple viewpoints.
 - Suggestion: Key point is whether an issue is relevant, i.e. focused on the purpose of the business association.
 - Group voted to take out any petitions from by-laws.
- By-laws amendment/ratification will have minimum 30-day notice but the entire amendment/ratification process is expected to take 2 months.
 - Aimed to release a new draft of by-laws by next week.
- Meetings Schedule: Will including meeting schedules be too restrictive?

- Suggestion: Some parts can be placed in operational guidelines. But we should establish some sort of regularity as a baseline.
- BCAC has been able to have specific day of the month (i.e. second Monday of every month) with no issue.
- Concern: We don't want to have to amend the by-laws in order to run meetings.
- Suggestion: Strike out "third Thursday" and move that provision into the operational guidelines.
- Nominations
 - Need to pass by-laws first in order to conduct nominations since nomination procedures are mentioned in the Elections code.
 - Suggestion: Appoint a temporary nominations committee so people who are interested in running can get more information from this committee.
 - Volunteers to the Temporary Nominations Committee: *Cancilla, R Whitcomb, Sturken, Hughes, Stewart, Madrilejos, and Dang.*
 - *Flaughner* suggests letting volunteers of the Temporary Nominations Committee convene to select their own chair.
 - Nomination Committee will submit recommendations for October election.
- *Tran* suggested having presentation/training on what Robert's Rule of Order is, as some people are unfamiliar with it.

6. Gina Cortes – September Featured Business – Key Point Credit Union Express

- A not-for-profit financial institution to serve your banking needs.
- Contact information: (408) 731-4100 x7504
- Address: 1172 N. Capitol Ave, San Jose, CA 95132

7. Public Comment and Questions

- *Sturken* on **Berryessa Citizens Advisory Council**
 - Attended the last BCAC meeting on Monday, September 12, 2011.
 - Good opportunity to present your business
- New Member Introductions
 - *Hai Dang*, GD Commercial
 - *Venessa Arellanes*, Kool Reign Productions
- *Norma Ruiz*, **Willow Glen Business Association**
 - Invited to this meeting to share experiences and insights on Willow Glen Business Association.
- *Ruben Hernandez*, **Greater San Jose Hispanic Chamber of Commerce**
 - Has programs for businesses interested in exporting internationally.

8. Next Meeting: Thursday, October 20, 2011, 9:00am – 10:30am

9. Adjourn – 10:31am

These notes were prepared by Bao Thien Ngo.