

# ***Berryessa Business Association (BBA)***

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Panera Bread  
Thursday, March 17, 2011  
9:00 a.m. – 10:30 a.m.

## **MEETING NOTES**

### **1. Introduction**

- Start: 9:05 a.m.
- Attendees:
  - *Kansen Chu, District 4 Councilmember*
  - *Mike Flaughner, Berryessa Citizens Advisory Council*
  - *Marc Liebman, Berryessa Union School District*
  - *Bill Hughes, Berryessa Citizens Advisory Council*
  - *Dhez Woodworth, City of San José – Office of Economic Development – Work2Future*
  - *Jonathan Posadas, Berryessa Sun*
  - *John Luong, Royal Cleaners*
  - *Del Broberg, California Senior Cares*
  - *Manpreet Mundh, ABC Animal Clinic*
  - *Ed Olivera, Olivera Egg Ranch*
  - *Chuck Mondave, Versant Business Team, Inc.*
  - *Bob Stewart, Coldwell Bank – The Real Estate People*
  - *Ava Thanh, Coba's Cleaner*
  - *Rebecca Stene, Tutor Doctor of San Jose*
  - *Rose Whitcomb, North Valley Community Association*
  - *Linda Locke, Berryessa Citizens Advisory Council*
- Council Staff:
  - *Stephanie Fong, District Director*
  - *Anh Tran, Council Assistant*

### **2. Mike Flaughner – Review of Last Meeting**

- *Flaughner* verbally reviewed our last meeting and distributed BBA window signs. No one had questions and the last meeting notes were accepted by the group.

### **3. Bob Stewart – Coldwell Bank – The Real Estate People**

- Initially, *Stewart* was introduced to the BBA by *Hughes*. *Stewart* has had a great business background from different companies from commercial to residential.
- *Stewart* spoke about the problems businesses are facing and will face for sometime. Everyone will be facing different situations in commercial loans. There is an over abundance in commercial properties that needs to be refinanced.
- Even the residential market changes are seeing no development. There has been a development recession for 3 years now.
- Today, we are faced with a unique situation. Due to the recent unforeseen natural disaster in Japan, the radiation fallout will cast soon. There may be more weather

changes and migration will happen. There are not enough homes and too many businesses.

- *Hughes*: Why is rent so high?
  - *Stewart*: Rent is going up for small businesses because of the cost of residential homes. Property should be occupied and not empty. My suggestion to business owners is to sit down and talk to your individual landlord and try to negotiate. Do not be afraid to sit down.
- Cash also benefits both ends – with trust in the economy. Cash on cash returned looks positive. In 2009, 30% of rentals consisted of cash. You can gain with today's positive interest rates.
- *Hughes*: Are home values in the Berryessa area declining?
  - *Stewart*: I find that homes in the Berryessa area is declining more than Cupertino but not as much as South and East San Jose. Santa Clara County is very different throughout.
- *Flaughter*: What about commercial areas?
  - *Stewart*: There is a comforting trend from lenders and banks. My prediction is that they will get more relaxed. There is a possibility for extending things but I do not know about lowering rates.
- *Olivera*: How's the construction of commercial areas?
  - *Stewart*: There are still shortages in that area.

#### 4. **Rebecca Stene – March Featured Business – Tutor Doctor of San Jose**

- *Stene* made a presentation about her business called Tutor Doctors of San Jose.
- Tutor Doctors makes house calls to help children to adults. 1-1 tutoring for grades and confidence in an educational approach. In particular, Tutor Doctor works with the child's curriculum and contact teachers if needed.
- They have over 30 tutors where they match each client to a specific tutor.
- *Mondave*: How do you qualify tutors?
  - *Stene*: We have certified teachers, post graduates, and some undergraduates. Everyone ranges and all tutors are matched to every child. Tutors get paid depending on qualifications. We do background checks.
- *Hughes*: How much do you charge?
  - *Stene*: \$55-\$65 per session. I want to throw in some free sessions for the Berryessa region. For every 12 referrals, I want to give back 12 hours free of charge.
- *Whitcomb*: Do you have a website? And what about financial set-ups?
  - *Stene*: Yes, [www.tutordoctorsanjose.com](http://www.tutordoctorsanjose.com). Yes, I would love to start something going in the Berryessa area. Every style is different.

#### 5. **Mike Flaughter – Leadership Roles**

- We hope you can stay after to discuss how we can mobilize the BBA's effort to gain more membership. This will be informal and very open to anyone who would like to share their ideas and thoughts.
- BBA's booth at the Art & Wine Festival will let the BBA have a chance to showcase to the community. From 10 a.m. to 5 p.m., there will not be an empty moment at the festival since 25,000 people go through this festival every year. Councilmember Chu's booth will be right next to the BBA booth. Please sign-up

at the next meeting to represent your business, bring advertisement for your business, and gain more membership for the BBA. We can do anything but sell things.

- BBA window signs were passed out to members. *Mondave* suggested we put the website or contact information on the sign.

## **6. Public Comment and Questions**

- *Councilmember Chu* was really pleased to see so many people here today. He thanked BCAC for getting this ball rolling, especially to Mike, Marc, and Bill. He also thanked *Woodworth* from the Office of Economic Development and Work2Future for coming today. He mentioned that his staff is here to help.
- *Flaughter* thanked *Locke* and *Mondave* for walking and outreaching with him. If you would like to go on our next walk, please contact *Flaughter* for details.
- *Posadas* shared that the Berryessa Sun is willing to be involved. Their vision is to have a section in the paper with monthly featured businesses. Remember, 15% off and free color – that is almost 50% off. Contact *Posadas* for more information.
- *Woodworth* reminded the group of SCORE's space for future meetings. A local solution is to network.
- *Hughes* motioned for a BBA member to go to BCAC's April 11, 2011 meeting to present their business to the members. The April topic is "Scavenging." *Luong* from Royal Cleaners agreed to present on April 11, 2011.
- *Hughes* also wanted to thank everyone for their participation; he has been networking and sourcing his needs to BBA members, such as Royal Cleaners and later, California Senior.
- *Thanh* thanked everyone for the opportunity to speak. She introduced her business and hoped everyone will take a look at her tailoring business. She wants to expand tailoring in her current dry cleaning business. First time customers will receive 30% off on dry cleaning and 20% off for alternations. She urged everyone to look at her new website for more information: [www.cobatailor.com](http://www.cobatailor.com)
- Action Item: Make changes to BBA webpage
- Action Item: Book a day for BCAC members to walk around District 4
- Next Meeting: April 21, 2011 from 9:00 a.m. to 10:30 a.m. Please bring a friend.

## **7. Adjourn – 10:15 a.m.**

*For more details, contact Anh Tran.*