



Willow Glen Business Association
Board of Directors & General Membership Meeting
 Agenda for Tuesday, July 10th, 2018 • 8:00 am – 10:00 am
Willow Glen Community & Senior Center
 2175 Lincoln Ave.

I – Information Only A – Action Required G – Good of the Order

Item	Type	Person Responsible	Time line	Action
Meeting called to order	G	Henry Flynn, President	8:00 am	Welcome
Approval of minutes	A	Approval of June Minutes	8:00 am	Review and approval of June 12, 2018 minutes
Executive Committee Rpt	I	Executive Committee Update – Henry Flynn	8:05 am	Review and approval of June 29, 2018 minutes
Treasurer's Report	A	Treasurer-Tim Mulcahy- Financial reports	8:10 am	Board approval Accept Report
Committees to provide an update to board and membership on their projects.	I	Member Relations Committee WGBA Staff	8:10 am – 8:55 am	Updates
	I	Our Avenue Committee Chair: Henry Flynn, John Gilligan and Robert Hernandez Committee Update		
	I	Strategic Marketing Committee Chair: TBD Committee Update		
	I	Promotions & Events Committee Chair: Lynne Rovai Committee Update LNO 7/20 Fall Wine Walk 10/6 Holiday Preparation DOTA Chair: Tim Mulcahy 6/16 Discussion New Event BBQ in the Glen Chair: Robert Hernandez 9/22		
Neighborhood Report	I	Willow Glen Neighborhood Association Update Rod Brittner, "Bikeways Signage Campaign"	8:55 am – 9:00 am	
OPEN FORUM/ PUBLIC COMMENT– 2 MIN. EACH	G	Moderated by Board President Time Certain Any person may address the Board on any subject not on the agenda. Since the subject is not on the agenda, the Brown Act (State Open Meeting Law) prohibits action by the Board. However, Board Members and Staff may briefly respond to statements or questions and/or provide referral to Staff. The Board may place the item on an agenda for a future meeting.	9:00am - 9:30am	
Assoc Member Applications	A			
Meeting Adjournment	G	Henry Flynn	9:30 am	

The next WGBA Board meeting will be Tuesday, August 14th, 2018 8:00 am
WG Community Center, 2175 Lincoln Ave.

The mission of the WGBA is to make downtown Willow Glen a desirable destination to shop, eat and locate a business through maintenance and beautification projects and the promotion of a positive identity for the Willow Glen business community through advertising, public relations, sponsorships, events and festivals and the preservation of the historical and architectural character of downtown Willow Glen.

**Willow Glen Business Association
Board of Directors & General Membership Meeting
Tuesday, 12 June 2018
Willow Glen Community & Senior Center~2175 Lincoln Avenue, San Jose, CA**

Board Members in Attendance: Vince Falcone, John Gilligan, Robert Hernandez, Emilie Highley, Bobbie Johnson, Chris Kouretas, Bill McAfee, Tim Mulcahy, Lisa O'Hara, John Pisacane, Matthew Rodriquez, Lynne Rovai, Jim Stump and Kandy Stevens – Staff

Board Members Absent: Henry Flynn, President, Frank Bejan

Board Meeting was called to order by Vice President Jim Stump at 8:05 a.m.

Vice President Stump introduced our new Staff Member, Kandy Stevens.

Approval of June WGBA Minutes – Motion was made by Lynne Rovai to approve. Second by Bill McAfee. Unanimously approved.

Note: Vice President Stump commented on the letter received from Eye Luv Lucy Optometry and her being upset on how things were handled at her place of business the day of the Wine Walk. Jim contacted her and had a lengthy conversation. The issue is now behind us – we look forward to a continued good working relationship.

Approval of Executive Committee Minutes – Motion was made by Chris Kouretas to approve. Second by Vince Falcone. Unanimously approved.

Treasurer's Report – Tim Mulcahy reported: (1) Chris Kouretas will be added to the checking account for signing authority – Chris is very accessible as a 2nd signature. (2) P&L and Balance Sheet was reviewed – There will be an increase in expenses due to DOTA. DOTA vendors are paying \$250 each to participate. (3) Another expense to be incurred is for the banners going up and coming down.

Member Relations Committee – No report

Our Avenue Committee – John Gilligan reported: (1) Sprinkler valves being repaired, 6/12/2018 – quote was approximately \$800.00 (2) No follow up as yet on the artwork with Lynn Rogers from the City (3) Some standing water has been noted in front of Hicklebee's and will be addressed (4) The City of San Jose has a "Beautification Grant" – John to reach out to Councilmember Davis' office to discuss what these grant monies could be used for. Tim Mulcahy has a contact at the Councilmember's Office.

Strategic Marketing Committee – No report. Still looking for someone to Chair this Committee

Promotions & Events Committee – Lynne Rovai reported: (1) Kiosk posters for Ladies Night Out (7/20) to go up before DOTA. Lynne is also handing out posters and small counter flyers to the businesses

(2) Holiday plans continue. Design for the ornaments is finalized and ornaments will be ordered – same quantity as last year.

DOTA – Tim Mulcahy reported: (1) DOTA – more volunteers are needed especially for the 4:00-8:00 p.m. beer shift (2) After 23 years, DOTA is coming to an end – all ideas are welcome for replacing DOTA (3) Tim indicated that he spoke to Sal Pizarzo, who writes “Around Town” for the Merc, about DOTA ending and pointed out to Sal that it is expensive to close The Avenue for events like DOTA and Founder’s Day. The WGBA have lost money on these events.

Farmer’s Market – A discussion ensued on the Farmer’s Market and approaching the new principal at the WG Elementary School about bringing the event back to their location. We also discussed other possible locations like the B of A parking lot. Focus would be to gain more exposure for the Farmer’s Market by bringing it downtown Willow Glen (it is not getting enough exposure being at the Senior Center location. Lisa O’Hara has agreed to chair the Farmer’s Market Committee. Lisa indicated that she has a relationship with the organizer and will reach out to him.

BBQ in the Glen – Robert Hernandez reported: (1) A bank deposit has been made for \$9743 in revenue from the “Teams” and the \$5000 in Grant monies (2) Sponsorships are key and the main focus – Robert’s target is 10 more sponsors in 2 months (3) Teams – there are spots left for both “The Pros” and “The Amateurs” (4) Equipment required for the event runs ~\$5000 (5) The BBQ Committee continues to meet – details on amount of meat needed, beer, etc., are being finalized (6) ROTC lined up – Robert’s mom is heading up the volunteers (7) The San Jose State event is the same day as our BBQ – however they are not serving to the public (8) Robert is ensuring the event is getting visibility on Social Media, web site, etc.

Neighborhood Report - No WGNA member present

Open Forum – No members from the WG Community present

Associate Member Applications – Applicant already a CBID member

Meeting was adjourned at 9:05 a.m.

Respectively submitted,

*Emilie Highley, Secretary
Willow Glen Business Association*

**Willow Glen Business Association
Executive Committee Meeting
29 June 2018**

In attendance: Henry Flynn, Jim Stump, Tim Mulcahy, Emilie Highley & Kandy Stevens, Staff
Absent: Chris Kouretas

Meeting was called to order at 9:00 a.m.

1. **WGBA Website** – Robert Hernandez was present for this part of the discussion. Robert outlined our *Current* website and the needs of a *Future* website. He reviewed the features and benefits of his proposal and timeframe should we go forward with his design. After Robert left the meeting, we reviewed the proposal received from Scarlett Vision Media, the cost that we would incur with them versus Robert’s proposal. President Flynn will bring this to the Board’s attention at our July Board Meeting.
2. **DOTA** – Tim is in process of finalizing the numbers and hopes to be able to present results by the July Board Meeting. He did indicate that it costs roughly \$135,000 to put on the event. Sponsorship for DOTA was \$33,000 which was roughly 25% less than last year. With 2018 being the last year for DOTA, it is important to formulate ideas for a new event – this will also be brought up at the July Board Meeting.
3. **CBID Levy** – further investigation of what is required. We have reached out to Valerie Merklin for her assistance, as well as Nate Perez. Tim is going to call Tom Borden of the City to review what is required to fulfill this requirement and will report back.
4. Emilie brought up the idea of asking Nate Perez to join the WGBA as a Community Member – she will reach out to Nate and report back.
5. **Music in the Glen** – The WGBA has again been asked by the Kiwanis to again be a sponsor – President Flynn asked that we verify what we have given in the past. Kandy to verify (sponsorship in past years may have been \$1000-\$1500) – recommendation is that we sponsor in the amount of \$500.00.
6. **Farmer’s Market** – Discussion ensued on approaching Willow Glen Elementary again now that there is a new principal in place about bringing the Farmer’s Market back to that location. This will be further pursued.

Meeting was adjourned at 10:00 a.m.

Respectively submitted,

*Emilie Highley, Secretary
Willow Glen Business Association*

Willow Glen Business Association
Profit & Loss Prev Year Comparison
June 2018

	Jun 18	Jun 17	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	61,294.28	52,411.95	8,882.33	16.95%
Sponsorships	2,250.00	18,315.00	-16,065.00	-87.72%
Total Income	63,544.28	70,726.95	-7,182.67	-10.16%
Gross Profit	63,544.28	70,726.95	-7,182.67	-10.16%
Expense				
Advertising and P/R	1,279.00	2,499.00	-1,220.00	-48.82%
Bank Service Charges	67.50	0.00	67.50	100.0%
Contingency	0.00	4,600.97	-4,600.97	-100.0%
Contract Services	72,606.11	82,889.63	-10,283.52	-12.41%
Dues and Subscriptions	95.00	95.00	0.00	0.0%
Equipment Rental	20,924.45	23,562.41	-2,637.96	-11.2%
Insurance	6,466.17	6,328.88	137.29	2.17%
Meetings	33.90	0.00	33.90	100.0%
Permits and Fees	35.00	1,368.60	-1,333.60	-97.44%
Personnel	2,468.08	7,450.11	-4,982.03	-66.87%
Postage and Delivery	0.00	49.00	-49.00	-100.0%
Printing and Reproduction	262.20	3,621.38	-3,359.18	-92.76%
Professional Fees	3,220.47	2,264.16	956.31	42.24%
Rent	0.00	250.00	-250.00	-100.0%
Sales Tax Adjustment	4.83	0.00	4.83	100.0%
Supplies	17,269.07	18,362.89	-1,093.82	-5.96%
Telephone and Internet	155.79	234.90	-79.11	-33.68%
Website	99.25	198.50	-99.25	-50.0%
Total Expense	124,986.82	153,775.43	-28,788.61	-18.72%
Net Ordinary Income	-61,442.54	-83,048.48	21,605.94	26.02%
Net Income	-61,442.54	-83,048.48	21,605.94	26.02%

Willow Glen Business Association
Balance Sheet Prev Year Comparison
As of June 30, 2018

	Jun 30, 18	Jun 30, 17	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Petty Cash	0.00	13.73	-13.73	-100.0%
US Bank Checking	104,301.22	31,737.38	72,563.84	228.64%
Wells Fargo Checking	1,527.88	5,155.09	-3,627.21	-70.36%
Wells Fargo Savings	0.00	56.70	-56.70	-100.0%
Total Checking/Savings	105,829.10	36,962.90	68,866.20	186.31%
Accounts Receivable				
Accounts Receivable	105.26	25,897.82	-25,792.56	-99.59%
Total Accounts Receivable	105.26	25,897.82	-25,792.56	-99.59%
Other Current Assets				
Pre-Paid Rent	250.00	250.00	0.00	0.0%
Refundable Deposits	1,000.00	1,000.00	0.00	0.0%
Service Deposits	500.00	500.00	0.00	0.0%
Total Other Current Assets	1,750.00	1,750.00	0.00	0.0%
Total Current Assets	107,684.36	64,610.72	43,073.64	66.67%
Fixed Assets				
Eqpmt, Furnit., and Computers	6,561.90	6,561.90	0.00	0.0%
Total Fixed Assets	6,561.90	6,561.90	0.00	0.0%
TOTAL ASSETS	114,246.26	71,172.62	43,073.64	60.52%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	0.00	11,946.33	-11,946.33	-100.0%
Total Accounts Payable	0.00	11,946.33	-11,946.33	-100.0%
Other Current Liabilities				
Accrued Accounts Payable	0.00	903.86	-903.86	-100.0%
ARTWORKS Project	13,037.88	13,037.88	0.00	0.0%
CBID Contingency Reserve	26,794.06	26,794.06	0.00	0.0%
Sales Tax Payable	5,669.72	4,306.22	1,363.50	31.66%
Total Other Current Liabilities	45,501.66	45,042.02	459.64	1.02%
Total Current Liabilities	45,501.66	56,988.35	-11,486.69	-20.16%
Total Liabilities	45,501.66	56,988.35	-11,486.69	-20.16%
Equity				
Accumulated Net Assets	14,184.27	53,602.99	-39,418.72	-73.54%
Assets moved to/from Accum NA	-143.56	-143.56	0.00	0.0%
Temporarily Restricted Assets	143.56	143.56	0.00	0.0%
Net Income	54,560.33	-39,418.72	93,979.05	238.41%
Total Equity	68,744.60	14,184.27	54,560.33	384.65%
TOTAL LIABILITIES & EQUITY	114,246.26	71,172.62	43,073.64	60.52%

**Willow Glen Business Association
 Profit & Loss YTD Comparison
 June 2018**

	Jun 18	Jul '17 - Jun 18
Ordinary Income/Expense		
Income		
CBID	0.00	243,636.21
Event Revenue	61,294.28	251,447.17
Grants	0.00	26,989.00
Interest Income	0.00	0.03
Member Dues	0.00	600.00
Sponsorships	2,250.00	33,575.00
Total Income	<u>63,544.28</u>	<u>556,247.41</u>
Gross Profit	63,544.28	556,247.41
Expense		
Advertising and P/R	1,279.00	6,268.36
Bad Debt	0.00	19,457.82
Bank Service Charges	67.50	557.17
City Fees	0.00	3,819.00
Contract Services	72,606.11	256,845.28
Dues and Subscriptions	95.00	1,140.00
Equipment Rental	20,924.45	48,031.68
Equipment/Furnishings	0.00	1,405.94
Insurance	6,466.17	16,022.45
Meetings	33.90	103.33
Permits and Fees	35.00	8,293.00
Personnel	2,468.08	40,790.95
Postage and Delivery	0.00	469.40
Printing and Reproduction	262.20	4,714.77
Professional Fees	3,220.47	25,882.72
Rent	0.00	2,750.00
Sales Tax Adjustment	4.83	4.84
Software	0.00	54.99
Supplies	17,269.07	61,047.45
Taxes	0.00	135.43
Telephone and Internet	155.79	1,745.49
Website	99.25	1,472.01
Total Expense	<u>124,986.82</u>	<u>501,012.08</u>
Net Ordinary Income	-61,442.54	55,235.33
Other Income/Expense		
Other Expense		
Other Expenses	0.00	675.00
Total Other Expense	<u>0.00</u>	<u>675.00</u>
Net Other Income	0.00	-675.00
Net Income	<u><u>-61,442.54</u></u>	<u><u>54,560.33</u></u>