



**Willow Glen Business Association  
Board of Directors & General Membership Meeting  
Agenda for Tuesday, August 14th, 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 July Minutes	8:00 am	Review and approval of July 10th, 2018 minutes
Executive Committee Rpt	I	Executive Committee Update – Henry Flynn	8:05 am	Review and approval of July 27th, 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	<b>Member Relations Committee</b> WGBA Staff	8:10 am – 8:55 am	Updates
	I	<b>Our Avenue Committee</b> Chair: Henry Flynn, John Gilligan, Robert Hernandez and Vince Falcone Committee Update		
	I	<b>Strategic Marketing Committee</b> Chair: Robert Hernandez Committee Update		
	I	<b>Promotions &amp; Events Committee</b> Chair: Lynne Rovai Committee Update Fall Wine Walk 10/13 Holiday Preparation Bubbly Walk 12/1  <b>DOTA - Replacement</b> Chair: Tim Mulcahy Discussion New Event  <b>BBQ in the Glen</b> Chair: Robert Hernandez 9/22		
Neighborhood Report	I	Willow Glen Neighborhood Association Update	8:55 am – 9:00 am	
OPEN FORUM/ PUBLIC COMMENT– 2 MIN. EACH	G	Moderated by Board President <b>Time Certain</b> 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	"Jake's Wish Dog Rescue", Vivian OConnell "Henshaw & Henry, PC, David Henshaw		
Meeting Adjournment	G	Henry Flynn	<b>9:30 am</b>	

**The next WGBA Board meeting will be Tuesday, September 11th, 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  
Executive Committee Meeting  
27 July 2018**

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

**Meeting was called to order at 9:05 a.m.**

- 1. Discussion ensued on Stephanie Whaley's return to the WGBA – Emilie to reach out to her to confirm a date and report back to the Board.**
- 2. Decision was made to have Robert Hernandez move forward on designing the WGBA web-site, based on his proposal which was considerably less than the other received. Robert will step down as a Board Member (currently, per the By-Laws, a Board Member cannot be paid for services). The By-Laws will be reviewed and modified allowing a Board Member to be paid for a service provided to a specific amount.**
- 3. The Executive Board feels that a 'timeline' should be put into place for key CBID dates – in particular, providing information to the City of San Jose. Need to reach out to Valerie on a breakdown of dates, then work with Jess.**
- 4. The United Neighborhood of SCC has a \$5,000 Grant which we can apply for – can it be allocated to the BBQ?**
- 5. There is a plastic container in our back parking lot – lock has been broken, transients are sleeping in it – check with John if the container is needed, or can we dispose of it.**
- 6. DOTA – We need to keep the current DOTA date for a new 'annual' event. Tim is visiting various Art & Wine Festivals for ideas *OR*, move the BBQ in the Glen to this date and don't consider adding another big event!**
- 7. Wine Walk – plans in place for the Fall. Some discussion on the Whiskey "Tasting" Event.**

**Meeting was adjourned at 9:46 a.m.**

**Respectively submitted,**

*Emilie Highley, Secretary  
Willow Glen Business Association*

**Board of Directors & General Membership  
Minutes of the 10 July 2018 Meeting  
Willow Glen Community & Senior Center. . .2175 Lincoln Avenue**

**In attendance: Frank Bejan, Henry Flynn, Vince Falcone, John Gilligan, Robert Hernandez, Emilie Highley, Bobbie Johnson, Chris Kouretas, Bill McAfee, Lisa O'Hara, John Pisacane, Lynne Rovai, Jim Stump, and staff, Kandy Stevens**

**Absent: Tim Mulcahy, Matthew Rodriguez**

**The meeting was called to order at 8:10 a.m. by President Henry Flynn.**

- 1. Approval of January Minutes – Motion was made by Jim Stump to approve. Second by Robert Hernandez. Unanimously approved.**
- 2. Executive Committee Report: Henry reviewed the meeting minutes and called for approval. A motion was made by Jim Stump to approve. Second by John Gilligan. Unanimously approved.**
- 3. Treasurer's Report: (1) DOTA sponsorship was down from 2017. While final numbers have not been reported, it appears that we did not lose as much as last year. (2) Replacement for DOTA still being discussed - ideally an event that will bring feet on the street (3) WGBA did not apply for a 2019 grant - Robert is going to look into this. (4) P&L was reviewed. A motion was made by Emilie Highley to approve the Treasurer's Report. Second by Robert Hernandez. Unanimously approved**
- 4. Member Relations – No report**
- 5. Our Avenue – John Gilligan reported: (1) Universal is doing a fantastic service for us – the Avenue looks great (2) Leaky valves were addressed (3) Any issue/comment coming in from the merchants is immediately addressed (4) Suggestion was made to hose and wipe down the artwork – no pressure washing. John to speak to Anthony about this.**
- 6. Strategic Marketing – No report**
- 7. Promotions & Events – Lynne reported that: (1) 24 businesses have been confirmed for Ladies Night Out, hoping for 30. (2) 2018 ornament design has been finalized. (3) Small Business Saturday (Saturday after**

Thanksgiving), plans are in the works This event is handled by American Express.

8. DOTA. . . It is *DONE!* Now we need an event to take its place!
9. BBQ in the Glen – Robert reported (1) Grant received was for \$4,845.00 (2) 2 Pro Team spots left – Amateur Teams “*SOLD OUT*” (3) Possibility that the SJ Giants may sign up for the event (4) David from Siena Bistro has joined the committee. (5) John Gilligan mentioned that kids from St. Christopher’s will work the event to sell water. (6) Bobbie Johnson working on seating – perhaps bringing in picnic tables. (7) Main Street Burgers has signed up as a sponsor.
10. Neighborhood Report – We were joined by Rod Brittner – community member from WGNA regarding the “Bikeways Signage Campaign”. Rod addressed bringing bike paths to Willow Glen – as GOOGLE moves in, more foot traffic will be created. WGNA has a grant for developing signage. He has been in contact with Councilmember Davis’ office. The question came up – “What type of signs would we like to see?” Rod will send an e-mail on sign design – he and Kandy will work together on this and report back to the Board.
11. Open Forum – Serena Desai, Council Assistant, City Council District 6 – Office of Councilmember Dev Davis, joined us and passed out flyers for events happening in Willow Glen and the Rose Garden (Roses & Reels – movie night).
12. Associate Member Applications: There were no applications to be presented.
13. Kandy Stevens mentioned that she would be selling the Christmas Ornaments – 2014, 2015 and 2016 “Christmas in July” at Music in the Glen for \$10 each, or 3 for \$20

Meeting was adjourned at 8:55 a.m.

Respectively submitted,

*Emilie Highley, Secretary  
Willow Glen Business Association*

**Willow Glen Business Association  
Profit & Loss by Class**

July 2018

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Spring Wine Walk Fundraising Event	Total Fundraising Events	Member Relations
<b>Ordinary Income/Expense</b>								
<b>Income</b>								
<b>CBID</b>	27,099.35	2,007.36	11,040.48	60,220.74	100,367.93	0.00	0.00	0.00
Event Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Grants	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120.00
<b>Total Income</b>	27,099.35	2,007.36	11,040.48	60,220.74	100,367.93	0.00	0.00	120.00
<b>Gross Profit</b>	27,099.35	2,007.36	11,040.48	60,220.74	100,367.93	0.00	0.00	120.00
<b>Expense</b>								
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
City Fees	2,500.00	0.00	0.00	0.00	2,500.00	0.00	0.00	0.00
Contract Services	525.00	0.00	400.00	9,500.10	10,425.10	0.00	0.00	0.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	561.65	0.00	0.00	0.00	561.65	0.00	0.00	0.00
Insurance	587.17	0.00	0.00	0.00	587.17	0.00	0.00	0.00
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Personnel	454.84	0.00	54.43	1,006.70	1,515.97	0.00	0.00	0.00
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Professional Fees	600.00	0.00	0.00	0.00	600.00	0.00	0.00	0.00
Rent	0.00	0.00	250.00	0.00	250.00	0.00	0.00	0.00
Sales Tax Adjustment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Supplies	0.00	0.00	0.00	0.00	0.00	331.20	331.20	0.00
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	99.25	0.00	99.25	0.00	0.00	0.00
<b>Total Expense</b>	5,228.66	0.00	803.68	10,506.80	16,539.14	331.20	331.20	0.00
<b>Net Ordinary Income</b>	21,870.69	2,007.36	10,236.80	49,713.94	83,828.79	-331.20	-331.20	120.00
<b>Net Income</b>	<b>21,870.69</b>	<b>2,007.36</b>	<b>10,236.80</b>	<b>49,713.94</b>	<b>83,828.79</b>	<b>-331.20</b>	<b>-331.20</b>	<b>120.00</b>

## Willow Glen Business Association Profit & Loss by Class

July 2018

	BBQ in the Glen				Summer LNO		Total		WGBA	
	Promotion & Event	Holidays	Promotions & Events	Promotion & Event	Promotions & Events	Marketing	Admin	TOTAL		
<b>Ordinary Income/Expense</b>										
<b>Income</b>										
CBID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100,367.93	
Event Revenue	0.00	63.06	0.00	0.00	63.06	0.00	0.00	0.00	63.06	
Grants	2,500.00		2,500.00	0.00	5,000.00	0.00	0.00	0.00	5,000.00	
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120.00	
<b>Total Income</b>	<b>2,500.00</b>	<b>2,563.06</b>	<b>2,563.06</b>	<b>0.00</b>	<b>5,063.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>105,550.99</b>	
<b>Gross Profit</b>	<b>2,500.00</b>	<b>2,563.06</b>	<b>2,563.06</b>	<b>0.00</b>	<b>5,063.06</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>105,550.99</b>	
<b>Expense</b>										
Advertising and PIR	372.53	0.00	0.00	0.00	372.53	500.00	0.00	0.00	872.53	
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	191.25	0.00	191.25	
City Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00	
Contract Services	0.00	0.00	0.00	100.00	100.00	0.00	2,497.50	0.00	13,022.60	
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	95.00	0.00	95.00	
Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	561.65	
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	37.50	0.00	624.67	
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	16.95	0.00	16.95	
Personnel	0.00	0.00	0.00	0.00	0.00	0.00	1,649.38	0.00	3,165.35	
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	82.00	0.00	82.00	
Professional Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	600.00	
Rent	0.00	0.00	0.00	0.00	0.00	0.00	250.00	0.00	500.00	
Sales Tax Adjustment	0.00	0.00	0.00	0.00	0.00	0.00	5.28	0.00	5.28	
Supplies	0.00	0.00	0.00	178.90	178.90	0.00	283.22	0.00	793.32	
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00	156.08	0.00	156.08	
Website	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.25	
<b>Total Expense</b>	<b>372.53</b>	<b>0.00</b>	<b>0.00</b>	<b>278.90</b>	<b>651.43</b>	<b>500.00</b>	<b>5,264.16</b>	<b>0.00</b>	<b>23,285.93</b>	
<b>Net Ordinary Income</b>	<b>2,127.47</b>	<b>2,563.06</b>	<b>2,563.06</b>	<b>-278.90</b>	<b>4,411.63</b>	<b>-500.00</b>	<b>-5,264.16</b>	<b>0.00</b>	<b>82,265.06</b>	
<b>Net Income</b>	<b>2,127.47</b>	<b>2,563.06</b>	<b>2,563.06</b>	<b>-278.90</b>	<b>4,411.63</b>	<b>-500.00</b>	<b>-5,264.16</b>	<b>0.00</b>	<b>82,265.06</b>	

Willow Glen Business Association  
Profit & Loss YTD Comparison  
July 2018

	<u>Jul 18</u>	<u>Jul 18</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>CBID</b>	100,367.93	100,367.93
<b>Event Revenue</b>	63.06	63.06
<b>Grants</b>	5,000.00	5,000.00
<b>Member Dues</b>	120.00	120.00
<b>Total Income</b>	<u>105,550.99</u>	<u>105,550.99</u>
<b>Gross Profit</b>	<u>105,550.99</u>	<u>105,550.99</u>
<b>Expense</b>		
<b>Advertising and P/R</b>	872.53	872.53
<b>Bank Service Charges</b>	191.25	191.25
<b>City Fees</b>	2,500.00	2,500.00
<b>Contract Services</b>	13,022.60	13,022.60
<b>Dues and Subscriptions</b>	95.00	95.00
<b>Equipment Rental</b>	561.65	561.65
<b>Insurance</b>	624.67	624.67
<b>Meetings</b>	16.95	16.95
<b>Personnel</b>	3,165.35	3,165.35
<b>Postage and Delivery</b>	82.00	82.00
<b>Professional Fees</b>	600.00	600.00
<b>Rent</b>	500.00	500.00
<b>Sales Tax Adjustment</b>	5.28	5.28
<b>Supplies</b>	793.32	793.32
<b>Telephone and Internet</b>	156.08	156.08
<b>Website</b>	99.25	99.25
<b>Total Expense</b>	<u>23,285.93</u>	<u>23,285.93</u>
<b>Net Ordinary Income</b>	<u>82,265.06</u>	<u>82,265.06</u>
<b>Net Income</b>	<u><u>82,265.06</u></u>	<u><u>82,265.06</u></u>

**Willow Glen Business Association**  
**Balance Sheet Prev Year Comparison**  
As of July 31, 2018

	Jul 31, 18	Jul 31, 17	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
Petty Cash	0.00	13.73	-13.73	-100.0%
US Bank Checking	166,395.28	19,296.37	147,098.91	762.31%
Wells Fargo Checking	1,177.55	4,688.50	-3,510.95	-74.88%
<b>Total Checking/Savings</b>	<b>167,572.83</b>	<b>23,998.60</b>	<b>143,574.23</b>	<b>598.26%</b>
<b>Accounts Receivable</b>				
Accounts Receivable	5,105.26	25,897.82	-20,792.56	-80.29%
<b>Total Accounts Receivable</b>	<b>5,105.26</b>	<b>25,897.82</b>	<b>-20,792.56</b>	<b>-80.29%</b>
<b>Other Current Assets</b>				
Pre-Paid Rent	0.00	250.00	-250.00	-100.0%
Refundable Deposits	1,000.00	1,000.00	0.00	0.0%
Service Deposits	500.00	500.00	0.00	0.0%
<b>Total Other Current Assets</b>	<b>1,500.00</b>	<b>1,750.00</b>	<b>-250.00</b>	<b>-14.29%</b>
<b>Total Current Assets</b>	<b>174,178.09</b>	<b>51,646.42</b>	<b>122,531.67</b>	<b>237.25%</b>
<b>Fixed Assets</b>				
Eqpmt, Furnit., and Computers	6,561.90	6,561.90	0.00	0.0%
<b>Total Fixed Assets</b>	<b>6,561.90</b>	<b>6,561.90</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>180,739.99</b>	<b>58,208.32</b>	<b>122,531.67</b>	<b>210.51%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
Accounts Payable	5,372.04	8,441.76	-3,069.72	-36.36%
<b>Total Accounts Payable</b>	<b>5,372.04</b>	<b>8,441.76</b>	<b>-3,069.72</b>	<b>-36.36%</b>
<b>Other Current Liabilities</b>				
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	5.84	-4.83	10.67	220.91%
<b>Total Other Current Liabilities</b>	<b>39,837.78</b>	<b>39,827.11</b>	<b>10.67</b>	<b>0.03%</b>
<b>Total Current Liabilities</b>	<b>45,209.82</b>	<b>48,268.87</b>	<b>-3,059.05</b>	<b>-6.34%</b>
<b>Total Liabilities</b>	<b>45,209.82</b>	<b>48,268.87</b>	<b>-3,059.05</b>	<b>-6.34%</b>
<b>Equity</b>				
Accumulated Net Assets	53,265.11	14,184.27	39,080.84	275.52%
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	82,265.06	-4,244.82	86,509.88	2,038.01%
<b>Total Equity</b>	<b>135,530.17</b>	<b>9,939.45</b>	<b>125,590.72</b>	<b>1,263.56%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>180,739.99</b>	<b>58,208.32</b>	<b>122,531.67</b>	<b>210.51%</b>



**Willow Glen Business Association  
Profit & Loss Prev Year Comparison  
July 2018**

	<b>Jul 18</b>	<b>Jul 17</b>	<b>\$ Change</b>	<b>% Change</b>
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>CBID</b>	100,367.93	0.00	100,367.93	100.0%
<b>Event Revenue</b>	63.06	27,297.75	-27,234.69	-99.77%
<b>Grants</b>	5,000.00	0.00	5,000.00	100.0%
<b>Member Dues</b>	120.00	0.00	120.00	100.0%
<b>Total Income</b>	<u>105,550.99</u>	<u>27,297.75</u>	<u>78,253.24</u>	<u>286.67%</u>
<b>Gross Profit</b>	<u>105,550.99</u>	<u>27,297.75</u>	<u>78,253.24</u>	<u>286.67%</u>
<b>Expense</b>				
<b>Advertising and P/R</b>	872.53	2,033.00	-1,160.47	-57.08%
<b>Bank Service Charges</b>	191.25	122.80	68.45	55.74%
<b>City Fees</b>	2,500.00	0.00	2,500.00	100.0%
<b>Contract Services</b>	13,022.60	10,520.76	2,501.84	23.78%
<b>Dues and Subscriptions</b>	95.00	95.00	0.00	0.0%
<b>Equipment Rental</b>	561.65	1,134.03	-572.38	-50.47%
<b>Insurance</b>	624.67	701.50	-76.83	-10.95%
<b>Meetings</b>	16.95	0.00	16.95	100.0%
<b>Permits and Fees</b>	0.00	0.00	0.00	0.0%
<b>Personnel</b>	3,165.35	7,035.69	-3,870.34	-55.01%
<b>Postage and Delivery</b>	82.00	76.00	6.00	7.9%
<b>Printing and Reproduction</b>	0.00	303.63	-303.63	-100.0%
<b>Professional Fees</b>	600.00	600.00	0.00	0.0%
<b>Rent</b>	500.00	250.00	250.00	100.0%
<b>Sales Tax Adjustment</b>	5.28	0.00	5.28	100.0%
<b>Supplies</b>	793.32	7,690.04	-6,896.72	-89.68%
<b>Taxes</b>	0.00	135.43	-135.43	-100.0%
<b>Telephone and Internet</b>	156.08	84.39	71.69	84.95%
<b>Website</b>	99.25	85.30	13.95	16.35%
<b>Total Expense</b>	<u>23,285.93</u>	<u>30,867.57</u>	<u>-7,581.64</u>	<u>-24.56%</u>
<b>Net Ordinary Income</b>	<u>82,265.06</u>	<u>-3,569.82</u>	<u>85,834.88</u>	<u>2,404.46%</u>
<b>Other Income/Expense</b>				
<b>Other Expense</b>				
<b>Other Expenses</b>	0.00	675.00	-675.00	-100.0%
<b>Total Other Expense</b>	<u>0.00</u>	<u>675.00</u>	<u>-675.00</u>	<u>-100.0%</u>
<b>Net Other Income</b>	<u>0.00</u>	<u>-675.00</u>	<u>675.00</u>	<u>100.0%</u>
<b>Net Income</b>	<u><u>82,265.06</u></u>	<u><u>-4,244.82</u></u>	<u><u>86,509.88</u></u>	<u><u>2,038.01%</u></u>

**Board Members – Please check your name**  
**Guests – Please sign in**

**Willow Glen Business Association**  
**August, 14<sup>th</sup> 2018 Membership & Board Meeting**

**Board Members – Please check in**


- Mulcahy, Tim
- Flynn, Henry
- O'Hara, Lisa
- Gilligan, John
- Hernandez, Robert
- Highley, Emilie

- Bejan, Frank
- Johnson, Bobbie
- Keweenaw, Chris
- Pisacane, John
- Rodriguez, Matthew

- Rovai, Lynne
- Stump, Jim
- Falcone, Vince
- McAfee, William

*10 attendees*

**Guests – Please print**

Name	Business	Phone & E-mail
1. <i>Man</i> 	Pond Table Pizza	408-295-4644
2. <i>Rachel Wilner</i>	Willow Glen Elementary PTA	408-674-6641 rwilner@gmail.com
3. <i>SERENA DESAI</i>	Councilmember Davis Office	408 826 1067 serena.desai@santajoseca.gov
4.		
5.		