



**Willow Glen Business Association**  
**Board of Directors & General Membership Meeting**  
 Agenda for Tuesday, December 11th, 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 November Minutes	8:00 am	Review and approval of November 13 <sup>th</sup> , 2018 minutes
Executive Committee Rpt	I	Executive Committee Update – Henry Flynn Board Recruitment – Open positions, President, Vice President and two board members.	8:05 am	Review and approval of November 23rd, 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 Holiday Party Update	8:10 am – 8:55 am	Updates
	I	<b>Our Avenue Committee</b> Chair: Henry Flynn, Robert Hernandez, Bill McAfee and Vince Falcone Committee Update		
	I	<b>Strategic Marketing Committee</b> Chair: Robert Hernandez Website Update		
	I	<b>Promotions &amp; Events Committee</b> Chair: Lynne Rovai Committee Update Holiday Preparation (Cable Car, Ornament) Bubbly Walk 12/1, Recap DOTA – New Event		
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			
Meeting Adjournment	G	Henry Flynn	9:30 am	

**The next WGBA Board meeting will be Tuesday, January 8th, 2019 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.*



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**Willow Glen Business Association Board Meeting**  
**Tuesday, 14 November 2018, 8:00-10:00 a.m.**  
**Willow Glen Community & Senior Center, 2175 Lincoln Avenue, SJ 95125**

**Board Members in Attendance:** Frank Bejan, Vince Falcone, Henry Flynn, Robert Hernandez, Emilie Highley, Bobbie Johnson, Bill McAfee, Tim Mulcahy, Lisa O'Hara, John Pisacane, Matthew Rodriguez, Lynne Rovai, Jim Stump. **Staff:** Kandy Stevens & Stephanie Whaley

Meeting was called to order at 8:10 a.m. by Board President Henry Flynn

**Approval of Minutes:** Motion was made Tim Mulcahy to approve the October Board Minutes, Second by Lynne Rovai. Unanimously approved with one correction – John Pisacane is not the chair of the Our Avenue Committee.

**Executive Committee Minutes** – (1) Proposed change to the WGBA ByLaws was sent to all members. Motion was made by John Pisacane to approve the ByLaw change. Second by Matthew Rodriguez. Unanimously approved. Second step to the ByLaw change – vote to bring Robert Hernandez back to Board status. Motion was made by Emilie Highley to nominate Robert Hernandez to the WGBA Board. Second by Vnce Falcone. Unanimously approved. (2) Chris Kouretas is stepping down from the WGBA Board, effective today. Chris will continue to be visible on the Avenue. Jim Stump made a motion to have Bobbie Johnson step in on the Executive Board for the remainder of Chris' term. Robert Hernandez seconded the motion. Unanimously approved. (3) 2 Board positions are still open. 4 Community positions are open (Community Members are appointed) – Nate Perez and Steve Sibley are candidates for Community positions. Tim Mulcahy will reach out to Fred Oliver, Coldwell Banker, to determine his interest level, Jim Stump will reach out to Josh Hanoke, Braise.

**Treasurer's Report** – Tim reviewed the Balance Sheet – July 2017 – October 2018. At this writing, the WGBA is in a healthy financial position. \$25,000 was paid out in October for Contract Services (Universal). A motion was made by Emilie Highley to approve the Treasurer's Report. Second by Bill McAfee. Unanimously approved.

**Member Relations** – Staff reported: (1) \$1,000 check was received for the Beer Walk (2) Kandy reviewed the robbery that occurred in the complex – IPads and walkie-talkie's were stolen (value - approximately \$900) from our office.. Insurance deductible is \$500.00 – we will get approximately \$400.00 from the Insurance Company. Robert Hernandez is working on iPad replacement. Walkie-Talkie's have been replaced. Lynne Rovai made a motion to allow up to \$2,000.00 for the replacement of the IPads. Motion was seconded by John Pisacane. Unanimously approved. Robert will investigate security camera's. Staff will investigate the cost of window coverings to add to overall security.

**Our Avenue Committee** – (1) Kandy Stevens located a contact in the City to answer questions on the \$13,000.00 (line item shown in the WGBA Financials) – regarding the art on the Avenue. (2) Our former Councilmember, also has leftover funds and would like to dedicate these funds for the damaged artwork. Staff to reach out to our former Councilmember for further information. (3) Robert reported that Universal has submitted their 2019 contract including additional services to be provided (i.e., clean up after special events). Robert to ask John Gilligan to review the new contract and sit in on the meeting between the WGBA and Universal to review. (4) Pizza My Heart is in need of a large trash bin – Staff to reach out to the manager and report back to the

Board. (5) Steff reported that some of the businesses are promoting events that are occurring in our cities – these flyers are being taken down from the various poles. (6) Robert to provide a map to Bill McAfee on lights that are out.

*Strategic Marketing Committee* - (1) An idea of printing banners (3' x 8' and 3' x 4') to put on the cable car indicating who the rides are sponsored by. At this late date it would not be worth Robert investigating the cost. It may be more cost effective to have 'sandwich boards' by the BofA, or on the railing, indicating who is sponsoring the rides. Robert to investigate further. (2) Web-site – launch in 2 weeks, minimal site for events. Full site to be launched by the 1 of February 2019. Robert is still reaching out to the businesses for web-site information. . . this is HIGH PRIORITY.

*Promotions & Events* – Lynne Rovai reported (1) Wine Walk - Sell Out at 700 tickets. Profit was \$11,973.00. (2) Halloween – Businesses were very appreciative that the WGBA bought candy. (3) Cable Car rides – sold out even with the 2 additional nights that were added. (4) Ornaments are in transit – they are to be shipped to L.A. (we tried for Oakland). 500 were ordered. (4) Bubbly Walk – December 1<sup>st</sup> – 1200 glasses ordered, 31 businesses have signed up. (5) Small Business Saturday (after Thanksgiving) – bags received from American Express. (6) DOTA replacement event – Tim to attend the November P&E Meeting to discuss. (7) Holiday Party – scheduled for December 12<sup>th</sup> at Wells Fargo, from 6:00 to 9:00 p.m. Staff are looking for donations of both raffle prizes and food.

*Neighborhood Report* – No representation from WGNA.

*Open Forum* - (1) Serena Deseu from Councilmember Davis' Office spoke about "Trash Talk" that Councilmember Davis having on a monthly basis. We may consider planning one in Willow Glen. (2) Steve Sibley, Dinapoli & Sibley (real estate attorney) – introduced himself and his interest level of joining the Board as a Community Member.

*Associate Member Applications* – 2 applications were submitted for review: Kumon of Willow Glen and Lokahi Acupuncture . Motion was made by John Pisacane to approve these businesses as Associate Members. Second by Lynne Rovai. Unanimously approved.

Meeting was adjourned by 9:15 a.m.

*Respectively submitted*  
*Emilie Highley, Secretary*  
*Willow Glen Business Association*

**Willow Glen Business Association  
Executive Committee Meeting  
23 November 2018**

**In attendance: Henry Flynn, Emilie Highley, Bobbie Johnson, Tim Mulcahy, Jim Stump, Kandy Stevens, Staff**

**WGBA Board Member Robert Hernandez was also in attendance.**

**Meeting was called to order at 9:01 a.m.**

- 1. Jim Stump reiterated that he will be leaving the WGBA and will not be a nominee for President. Robert Hernandez expressed his interest in the Presidency.**
- 2. Board Recruitment: 3 spots to fill – Josh Hanoka, Braise (Jim Stump is speaking with him). Stephanie Whaley has also spoken with Mark Lucas, ProActive Health Care (chiropractor on the Avenue), who showed some interest in joining the Board – she will follow up with him and see if he plans on joining us for the December Board Meeting. Henry encouraged that if we have any other suggestions for a potential Board member please let him know. Discussion ensued on asking John Pisacane to consider becoming Vice President.**
- 3. Elections – Ballots are to be prepared for the December Meeting.**
- 4. Website – Robert Hernandez has committed to having the WGBA new website up and running by 2/1/2019.**
- 5. Garland has been put up – wreaths are expected within the week and will be added to the garland.**
- 6. Ornaments are expected the week of the November 26<sup>th</sup>. Kandy will continue to monitor. Merchants will pay for the ornaments first and then sell for a recommended \$20.00 plus tax.**
- 7. Tree lighting is scheduled for Thursday, 29 November. Kandy will have a ‘pop up’ and plans on selling the older ornaments Years: 2014, 2015 & 2016 (3 for \$20.00).**
- 8. WGBA Christmas Party is scheduled for Wednesday, 12 December at Wells Fargo Bank. Kandy now has a list of merchants to approach for raffle prizes and food. If we don’t have enough donations of food, some platters (veggies, cheeses, etc.,) will be purchased from COSTCO. Room set up was also discussed – rental of hi-top tables, tablecloths.**
- 9. CBID – Tim indicated that it is critical to turn the budget into the City on time. 2018 is to be reviewed.**
- 10. The WGBA is to receive a grant for the City of San Jose for overtime hours paid for the police for various WGBA Events – the Grant is expected to be roughly \$5500.00.**
- 11. Kandy and Stephanie have requested business cards. Cost would be \$45 for 500 cards. Kandy will order.**

12. Discussion ensued on creating Banners thanking the community and indicating what their donations go towards. . . "Beautification of the Avenue" – we will look into this further, as to cost, etc.

13. Trolley Rides – Sold out for the Holiday's. All slots filled (by volunteers) for check-in each day. Henry suggested adding one day *after* Christmas next year. The lights of Willow Glen will all still be lit – this is to be considered. A-Frame/Banner with WGBA logo for sponsors to be looked into by Robert.

14. The robbery was discussed – Robert has been authorized to purchase a security camera – Robert feels it will be around \$150.00. The iPads were stolen – Robert to look into purchasing 4 new iPads with covers (he has researched pricing – cost for 4 could be around \$718.22)

15. Roland Vierra has also volunteered to be Santa at the Theater

16. The sleigh and Santa chair need to be picked up and taken over to the Theater. Jim Stump to help out.

Meeting was adjourned at 9:40 a.m.

Respectively submitted,

*Emilie Highley, Secretary*  
*Willow Glen Business Association*

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

	Nov 30, 18	Nov 30, 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	57,132.72	96,358.49	-39,225.77	-40.71%
Wells Fargo Checking	20,247.94	3,308.47	16,939.47	512.0%
<b>Total Checking/Savings</b>	<b>77,380.66</b>	<b>99,680.69</b>	<b>-22,300.03</b>	<b>-22.37%</b>
<b>Accounts Receivable</b>				
Accounts Receivable	13,994.30	19,457.82	-5,463.52	-28.08%
<b>Total Accounts Receivable</b>	<b>13,994.30</b>	<b>19,457.82</b>	<b>-5,463.52</b>	<b>-28.08%</b>
<b>Other Current Assets</b>				
Pre-Paid Rent	0.00	500.00	-500.00	-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>2,000.00</b>	<b>-500.00</b>	<b>-25.0%</b>
<b>Total Current Assets</b>	<b>92,874.96</b>	<b>121,138.51</b>	<b>-28,263.55</b>	<b>-23.33%</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>99,436.86</b>	<b>127,700.41</b>	<b>-28,263.55</b>	<b>-22.13%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
Accounts Payable	786.00	12,418.47	-11,632.47	-93.67%
<b>Total Accounts Payable</b>	<b>786.00</b>	<b>12,418.47</b>	<b>-11,632.47</b>	<b>-93.67%</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	62.65	188.16	-125.51	-66.7%
<b>Total Other Current Liabilities</b>	<b>39,894.59</b>	<b>40,020.10</b>	<b>-125.51</b>	<b>-0.31%</b>
<b>Total Current Liabilities</b>	<b>40,680.59</b>	<b>52,438.57</b>	<b>-11,757.98</b>	<b>-22.42%</b>
<b>Total Liabilities</b>	<b>40,680.59</b>	<b>52,438.57</b>	<b>-11,757.98</b>	<b>-22.42%</b>
<b>Equity</b>				
Accumulated Net Assets	53,515.11	14,434.27	39,080.84	270.75%
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	5,241.16	60,827.57	-55,586.41	-91.38%
<b>Total Equity</b>	<b>58,756.27</b>	<b>75,261.84</b>	<b>-16,505.57</b>	<b>-21.93%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>99,436.86</b>	<b>127,700.41</b>	<b>-28,263.55</b>	<b>-22.13%</b>

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

	Nov 18	Nov 17	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>Event Revenue</b>	1,727.30	1,121.33	605.97	54.04%
<b>Member Dues</b>	240.00	60.00	180.00	300.0%
<b>Total Income</b>	1,967.30	1,181.33	785.97	66.53%
<b>Gross Profit</b>	1,967.30	1,181.33	785.97	66.53%
<b>Expense</b>				
<b>Advertising and P/R</b>	0.00	108.75	-108.75	-100.0%
<b>Bank Service Charges</b>	0.00	2.04	-2.04	-100.0%
<b>City Fees</b>	16.00	0.00	16.00	100.0%
<b>Contract Services</b>	13,097.30	9,838.06	3,259.24	33.13%
<b>Dues and Subscriptions</b>	95.00	95.00	0.00	0.0%
<b>Equipment Rental</b>	1,183.86	561.65	622.21	110.78%
<b>Equipment/Furnishings</b>	112.54	131.03	-18.49	-14.11%
<b>Insurance</b>	684.21	701.48	-17.27	-2.46%
<b>Meetings</b>	16.95	0.00	16.95	100.0%
<b>Permits and Fees</b>	1,025.00	0.00	1,025.00	100.0%
<b>Personnel</b>	5,327.38	2,852.56	2,474.82	86.76%
<b>Professional Fees</b>	1,011.00	4,946.50	-3,935.50	-79.56%
<b>Rent</b>	250.00	250.00	0.00	0.0%
<b>Retail Merchandise Expense</b>	-1,785.00	0.00	-1,785.00	-100.0%
<b>Supplies</b>	7,787.31	1,379.64	6,407.67	464.45%
<b>Telephone and Internet</b>	166.26	156.02	10.24	6.56%
<b>Website</b>	85.30	170.60	-85.30	-50.0%
<b>Total Expense</b>	29,073.11	21,193.33	7,879.78	37.18%
<b>Net Ordinary Income</b>	-27,105.81	-20,012.00	-7,093.81	-35.45%
<b>Net Income</b>	-27,105.81	-20,012.00	-7,093.81	-35.45%



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

	Nov 18	Jul - Nov 18
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>CBID</b>	0.00	100,367.93
<b>Event Revenue</b>	1,727.30	34,894.49
<b>Eventbrite Ticket Sales</b>	0.00	30,435.47
<b>Grants</b>	0.00	9,845.00
<b>Interest Income</b>	0.00	0.29
<b>Member Dues</b>	240.00	1,800.00
<b>Sponsorships</b>	0.00	9,001.00
<b>Total Income</b>	<u>1,967.30</u>	<u>186,344.18</u>
<b>Gross Profit</b>	1,967.30	186,344.18
<b>Expense</b>		
<b>Advertising and P/R</b>	0.00	1,492.85
<b>Bank Service Charges</b>	0.00	348.81
<b>City Fees</b>	16.00	2,516.00
<b>Contract Services</b>	13,097.30	80,782.67
<b>Dues and Subscriptions</b>	95.00	475.00
<b>Equipment Rental</b>	1,183.86	14,799.02
<b>Equipment/Furnishings</b>	112.54	112.54
<b>Insurance</b>	684.21	3,358.51
<b>Meetings</b>	16.95	84.75
<b>Permits and Fees</b>	1,025.00	6,408.50
<b>Personnel</b>	5,327.38	22,499.19
<b>Postage and Delivery</b>	0.00	132.00
<b>Professional Fees</b>	1,011.00	4,531.00
<b>Rent</b>	250.00	1,500.00
<b>Retail Merchandise Expense</b>	-1,785.00	-3,065.00
<b>Sales Tax Adjustment</b>	0.00	4.35
<b>Supplies</b>	7,787.31	43,877.89
<b>Telephone and Internet</b>	166.26	804.49
<b>Website</b>	85.30	440.45
<b>Total Expense</b>	<u>29,073.11</u>	<u>181,103.02</u>
<b>Net Ordinary Income</b>	-27,105.81	5,241.16
<b>Net Income</b>	<u>-27,105.81</u>	<u>5,241.16</u>

## Willow Glen Business Association YTD Profit & Loss by Class

July through November 2018

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID
<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
<b>Event Revenue</b>	0.00	0.00	0.00	0.00	0.00
<b>Eventbrite Ticket Sales</b>	0.00	0.00	0.00	0.00	0.00
<b>Grants</b>	0.00	0.00	0.00	0.00	0.00
<b>Interest Income</b>	0.00	0.00	0.00	0.00	0.00
<b>Member Dues</b>	0.00	0.00	0.00	0.00	0.00
<b>Sponsorships</b>	0.00	0.00	0.00	0.00	0.00
<b>Total Income</b>	<u>27,099.35</u>	<u>2,007.36</u>	<u>11,040.48</u>	<u>60,220.74</u>	<u>100,367.93</u>
<b>Gross Profit</b>	27,099.35	2,007.36	11,040.48	60,220.74	100,367.93
<b>Expense</b>					
<b>Advertising and P/R</b>	0.00	0.00	0.00	0.00	0.00
<b>Bank Service Charges</b>	0.00	0.00	0.00	0.00	0.00
<b>City Fees</b>	2,500.00	0.00	0.00	0.00	2,500.00
<b>Contract Services</b>	2,625.00	0.00	1,480.00	55,590.14	59,695.14
<b>Dues and Subscriptions</b>	0.00	0.00	0.00	0.00	0.00
<b>Equipment Rental</b>	1,123.30	0.00	0.00	0.00	1,123.30
<b>Equipment/Furnishings</b>	0.00	0.00	0.00	0.00	0.00
<b>Insurance</b>	2,932.85	0.00	0.00	0.00	2,932.85
<b>Meetings</b>	0.00	0.00	0.00	0.00	0.00
<b>Permits and Fees</b>	0.00	0.00	0.00	0.00	0.00
<b>Personnel</b>	3,050.79	0.00	399.61	7,392.28	10,842.68
<b>Postage and Delivery</b>	0.00	0.00	0.00	0.00	0.00
<b>Professional Fees</b>	3,281.00	0.00	0.00	0.00	3,281.00
<b>Rent</b>	0.00	0.00	250.00	0.00	250.00
<b>Retail Merchandise Expense</b>	0.00	0.00	0.00	0.00	0.00
<b>Sales Tax Adjustment</b>	0.00	0.00	0.00	0.00	0.00
<b>Supplies</b>	0.00	0.00	0.00	0.00	0.00
<b>Telephone and Internet</b>	0.00	0.00	0.00	0.00	0.00
<b>Website</b>	0.00	0.00	440.45	0.00	440.45
<b>Total Expense</b>	<u>15,512.94</u>	<u>0.00</u>	<u>2,570.06</u>	<u>62,982.42</u>	<u>81,065.42</u>
<b>Net Ordinary Income</b>	<u>11,586.41</u>	<u>2,007.36</u>	<u>8,470.42</u>	<u>-2,761.68</u>	<u>19,302.51</u>
<b>Net Income</b>	<u><u>11,586.41</u></u>	<u><u>2,007.36</u></u>	<u><u>8,470.42</u></u>	<u><u>-2,761.68</u></u>	<u><u>19,302.51</u></u>

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

July through November 2018

	BeerWalk (Fundraising Events)	Bubbly Walk (Fundraising Events)	Fall Wine Walk (Fundraising Events)
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
CBID	0.00	0.00	0.00
Event Revenue	1,000.00	75.00	625.00
Eventbrite Ticket Sales	0.00	0.00	24,345.47
Grants	0.00	0.00	0.00
Interest Income	0.00	0.00	0.00
Member Dues	0.00	0.00	0.00
Sponsorships	0.00	0.00	0.00
<b>Total Income</b>	<b>1,000.00</b>	<b>75.00</b>	<b>24,970.47</b>
<b>Gross Profit</b>	<b>1,000.00</b>	<b>75.00</b>	<b>24,970.47</b>
<b>Expense</b>			
Advertising and P/R	0.00	294.98	300.34
Bank Service Charges	0.00	0.00	0.00
City Fees	0.00	0.00	0.00
Contract Services	0.00	1,922.20	1,886.20
Dues and Subscriptions	0.00	0.00	0.00
Equipment Rental	0.00	276.37	682.26
Equipment/Furnishings	0.00	0.00	0.00
Insurance	0.00	0.00	0.00
Meetings	0.00	0.00	0.00
Permits and Fees	0.00	1,025.00	875.00
Personnel	0.00	0.00	0.00
Postage and Delivery	0.00	0.00	0.00
Professional Fees	0.00	450.00	550.00
Rent	0.00	0.00	0.00
Retail Merchandise Expense	0.00	0.00	0.00
Sales Tax Adjustment	0.00	0.00	0.00
Supplies	0.00	5,978.37	10,347.28
Telephone and Internet	0.00	0.00	0.00
Website	0.00	0.00	0.00
<b>Total Expense</b>	<b>0.00</b>	<b>9,946.92</b>	<b>14,641.08</b>
<b>Net Ordinary Income</b>	<b>1,000.00</b>	<b>-9,871.92</b>	<b>10,329.39</b>
<b>Net Income</b>	<b>1,000.00</b>	<b>-9,871.92</b>	<b>10,329.39</b>

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

July through November 2018

Spring Wine Walk

	(Fundraising Events)	Total Fundraising Events	Member Relations
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
CBID	0.00	0.00	0.00
Event Revenue	0.00	1,700.00	0.00
Eventbrite Ticket Sales	0.00	24,345.47	0.00
Grants	0.00	0.00	0.00
Interest Income	0.00	0.00	0.00
Member Dues	0.00	0.00	1,800.00
Sponsorships	0.00	0.00	0.00
<b>Total Income</b>	<b>0.00</b>	<b>26,045.47</b>	<b>1,800.00</b>
<b>Gross Profit</b>	<b>0.00</b>	<b>26,045.47</b>	<b>1,800.00</b>
<b>Expense</b>			
Advertising and P/R	0.00	595.32	0.00
Bank Service Charges	0.00	0.00	7.56
City Fees	0.00	0.00	0.00
Contract Services	0.00	3,808.40	0.00
Dues and Subscriptions	0.00	0.00	0.00
Equipment Rental	0.00	958.63	0.00
Equipment/Furnishings	0.00	0.00	0.00
Insurance	0.00	0.00	0.00
Meetings	0.00	0.00	0.00
Permits and Fees	0.00	1,900.00	0.00
Personnel	0.00	0.00	0.00
Postage and Delivery	0.00	0.00	0.00
Professional Fees	0.00	1,000.00	0.00
Rent	0.00	0.00	0.00
Retail Merchandise Expense	0.00	0.00	0.00
Sales Tax Adjustment	0.00	0.00	0.00
Supplies	331.20	16,656.85	0.00
Telephone and Internet	0.00	0.00	0.00
Website	0.00	0.00	0.00
<b>Total Expense</b>	<b>331.20</b>	<b>24,919.20</b>	<b>7.56</b>
<b>Net Ordinary Income</b>	<b>-331.20</b>	<b>1,126.27</b>	<b>1,792.44</b>
<b>Net Income</b>	<b>-331.20</b>	<b>1,126.27</b>	<b>1,792.44</b>

## Willow Glen Business Association YTD Profit & Loss by Class

July through November 2018

BBQ in the Glen	Halloween Trick or Treat
(Promotions & Events)	(Promotions & Events)

Ordinary Income/Expense		
<b>Income</b>		
CBID	0.00	0.00
Event Revenue	32,106.05	0.00
Eventbrite Ticket Sales	6,090.00	0.00
Grants	7,345.00	0.00
Interest Income	0.00	0.00
Member Dues	0.00	0.00
Sponsorships	9,001.00	0.00
<b>Total Income</b>	<b>54,542.05</b>	<b>0.00</b>
<b>Gross Profit</b>	<b>54,542.05</b>	<b>0.00</b>
<b>Expense</b>		
Advertising and P/R	397.53	0.00
Bank Service Charges	0.00	0.00
City Fees	0.00	0.00
Contract Services	12,701.63	1,980.00
Dues and Subscriptions	0.00	0.00
Equipment Rental	10,686.30	0.00
Equipment/Furnishings	0.00	0.00
Insurance	0.00	0.00
Meetings	0.00	0.00
Permits and Fees	4,484.50	0.00
Personnel	0.00	0.00
Postage and Delivery	0.00	0.00
Professional Fees	0.00	0.00
Rent	0.00	0.00
Retail Merchandise Expense	0.00	0.00
Sales Tax Adjustment	0.00	0.00
Supplies	22,714.01	1,375.64
Telephone and Internet	0.00	0.00
Website	0.00	0.00
<b>Total Expense</b>	<b>50,983.97</b>	<b>3,355.64</b>
<b>Net Ordinary Income</b>	<b>3,558.08</b>	<b>-3,355.64</b>
<b>Net Income</b>	<b>3,558.08</b>	<b>-3,355.64</b>

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

July through November 2018

	Holidays (Promotions & Events)	Summer Ladies Night Out (Promotions & Events)
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
CBID	0.00	0.00
Event Revenue	1,059.27	0.00
Eventbrite Ticket Sales	0.00	0.00
Grants	2,500.00	0.00
Interest Income	0.00	0.00
Member Dues	0.00	0.00
Sponsorships	0.00	0.00
<b>Total Income</b>	<b>3,559.27</b>	<b>0.00</b>
<b>Gross Profit</b>	<b>3,559.27</b>	<b>0.00</b>
<b>Expense</b>		
Advertising and P/R	0.00	0.00
Bank Service Charges	0.00	0.00
City Fees	0.00	0.00
Contract Services	0.00	100.00
Dues and Subscriptions	0.00	0.00
Equipment Rental	0.00	0.00
Equipment/Furnishings	0.00	0.00
Insurance	0.00	0.00
Meetings	0.00	0.00
Permits and Fees	0.00	0.00
Personnel	0.00	0.00
Postage and Delivery	0.00	0.00
Professional Fees	50.00	200.00
Rent	0.00	0.00
Retail Merchandise Expense	-3,065.00	0.00
Sales Tax Adjustment	0.00	0.00
Supplies	0.00	178.90
Telephone and Internet	0.00	0.00
Website	0.00	0.00
<b>Total Expense</b>	<b>-3,015.00</b>	<b>478.90</b>
<b>Net Ordinary Income</b>	<b>6,574.27</b>	<b>-478.90</b>
<b>Net Income</b>	<b>6,574.27</b>	<b>-478.90</b>

## Willow Glen Business Association YTD Profit & Loss by Class

July through November 2018

Promotions & Events - Other

	(Promotions & Events)	Total Promotions & Events
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>CBID</b>	0.00	0.00
<b>Event Revenue</b>	0.00	33,165.32
<b>Eventbrite Ticket Sales</b>	0.00	6,090.00
<b>Grants</b>	0.00	9,845.00
<b>Interest Income</b>	0.00	0.00
<b>Member Dues</b>	0.00	0.00
<b>Sponsorships</b>	0.00	9,001.00
<b>Total Income</b>	0.00	58,101.32
<b>Gross Profit</b>	0.00	58,101.32
<b>Expense</b>		
<b>Advertising and P/R</b>	0.00	397.53
<b>Bank Service Charges</b>	0.00	0.00
<b>City Fees</b>	0.00	0.00
<b>Contract Services</b>	0.00	14,781.63
<b>Dues and Subscriptions</b>	0.00	0.00
<b>Equipment Rental</b>	0.00	10,686.30
<b>Equipment/Furnishings</b>	0.00	0.00
<b>Insurance</b>	0.00	0.00
<b>Meetings</b>	0.00	0.00
<b>Permits and Fees</b>	0.00	4,484.50
<b>Personnel</b>	0.00	0.00
<b>Postage and Delivery</b>	0.00	0.00
<b>Professional Fees</b>	0.00	250.00
<b>Rent</b>	0.00	0.00
<b>Retail Merchandise Expense</b>	0.00	-3,065.00
<b>Sales Tax Adjustment</b>	0.00	0.00
<b>Supplies</b>	64.99	24,333.54
<b>Telephone and Internet</b>	0.00	0.00
<b>Website</b>	0.00	0.00
<b>Total Expense</b>	64.99	51,868.50
<b>Net Ordinary Income</b>	-64.99	6,232.82
<b>Net Income</b>	-64.99	6,232.82

**Willow Glen Business Association**  
**YTD Profit & Loss by Class**  
 July through November 2018

	Strategic Marketing	WGBA Administration	TOTAL
<b>Ordinary Income/Expense</b>			
<b>Income</b>			
<b>CBID</b>	0.00	0.00	100,367.93
<b>Event Revenue</b>	0.00	29.17	34,894.49
<b>Eventbrite Ticket Sales</b>	0.00	0.00	30,435.47
<b>Grants</b>	0.00	0.00	9,845.00
<b>Interest Income</b>	0.00	0.29	0.29
<b>Member Dues</b>	0.00	0.00	1,800.00
<b>Sponsorships</b>	0.00	0.00	9,001.00
<b>Total Income</b>	0.00	29.46	186,344.18
<b>Gross Profit</b>	0.00	29.46	186,344.18
<b>Expense</b>			
<b>Advertising and P/R</b>	500.00	0.00	1,492.85
<b>Bank Service Charges</b>	0.00	341.25	348.81
<b>City Fees</b>	0.00	16.00	2,516.00
<b>Contract Services</b>	0.00	2,497.50	80,782.67
<b>Dues and Subscriptions</b>	0.00	475.00	475.00
<b>Equipment Rental</b>	0.00	2,030.79	14,799.02
<b>Equipment/Furnishings</b>	0.00	112.54	112.54
<b>Insurance</b>	0.00	425.66	3,358.51
<b>Meetings</b>	0.00	84.75	84.75
<b>Permits and Fees</b>	0.00	24.00	6,408.50
<b>Personnel</b>	0.00	11,656.51	22,499.19
<b>Postage and Delivery</b>	0.00	132.00	132.00
<b>Professional Fees</b>	0.00	0.00	4,531.00
<b>Rent</b>	0.00	1,250.00	1,500.00
<b>Retail Merchandise Expense</b>	0.00	0.00	-3,065.00
<b>Sales Tax Adjustment</b>	0.00	4.35	4.35
<b>Supplies</b>	0.00	2,887.50	43,877.89
<b>Telephone and Internet</b>	0.00	804.49	804.49
<b>Website</b>	0.00	0.00	440.45
<b>Total Expense</b>	500.00	22,742.34	181,103.02
<b>Net Ordinary Income</b>	-500.00	-22,712.88	5,241.16
<b>Net Income</b>	-500.00	-22,712.88	5,241.16



**Willow Glen Business Association**  
**YTD Profit & Loss by Class**  
July through November 2018

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	BeerWalk Fundraising Events	Bubbly Walk Fundraising Events	Fall Wine Walk Fundraising Events	Spring Wine Walk Fundraising Events	Total Fundraising Events	Member Relations
<b>Ordinary Income/Expense</b>											
<b>Income</b>											
CBID	27,099.35	2,007.36	11,040.48	60,220.74	100,367.93	0.00	0.00	0.00	0.00	0.00	0.00
Event Revenue	0.00	0.00	0.00	0.00	0.00	1,000.00	75.00	625.00	0.00	1,700.00	0.00
Eventbrite Ticket Sales	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24,345.47	0.00	24,345.47	0.00
Grants	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Interest Income	0.00	0.00	0.00	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	0.00	0.00	0.00	1,800.00
Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>27,099.35</b>	<b>2,007.36</b>	<b>11,040.48</b>	<b>60,220.74</b>	<b>100,367.93</b>	<b>1,000.00</b>	<b>75.00</b>	<b>24,970.47</b>	<b>0.00</b>	<b>26,045.47</b>	<b>1,800.00</b>
<b>Expense</b>											
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	294.98	300.34	0.00	595.32	0.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.56
City Fees	2,500.00	0.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00
Contract Services	2,625.00	0.00	1,480.00	55,590.14	59,695.14	0.00	1,922.20	1,886.20	0.00	3,808.40	0.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	1,123.30	0.00	0.00	0.00	1,123.30	0.00	276.37	682.26	0.00	958.63	0.00
Equipment/Furnishings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Insurance	2,932.85	0.00	0.00	0.00	2,932.85	0.00	0.00	0.00	0.00	0.00	0.00
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Permits and Fees	0.00	0.00	0.00	0.00	0.00	0.00	1,025.00	875.00	0.00	1,900.00	0.00
Personnel	3,050.79	0.00	399.61	7,392.28	10,842.68	0.00	0.00	0.00	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	0.00	0.00	0.00
Professional Fees	3,281.00	0.00	0.00	0.00	3,281.00	0.00	450.00	550.00	0.00	1,000.00	0.00
Rent	0.00	0.00	250.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	0.00
Retail Merchandise	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.00	0.00	0.00
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	5,978.37	10,347.28	331.20	16,656.85	0.00
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	440.45	0.00	440.45	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<b>15,512.94</b>	<b>0.00</b>	<b>2,570.06</b>	<b>62,982.42</b>	<b>81,065.42</b>	<b>0.00</b>	<b>9,946.92</b>	<b>14,641.08</b>	<b>331.20</b>	<b>24,919.20</b>	<b>7.56</b>
<b>Net Ordinary Income</b>	<b>11,586.41</b>	<b>2,007.36</b>	<b>8,470.42</b>	<b>-2,761.68</b>	<b>19,302.51</b>	<b>1,000.00</b>	<b>-9,871.92</b>	<b>10,329.39</b>	<b>-331.20</b>	<b>1,126.27</b>	<b>1,792.44</b>
<b>Net Income</b>	<b>11,586.41</b>	<b>2,007.36</b>	<b>8,470.42</b>	<b>-2,761.68</b>	<b>19,302.51</b>	<b>1,000.00</b>	<b>-9,871.92</b>	<b>10,329.39</b>	<b>-331.20</b>	<b>1,126.27</b>	<b>1,792.44</b>

Willow Glen Business Association  
YTD Profit & Loss by Class  
July through November 2018

Ordinary Income/Expense	BBQ in the Glen		Halloween		Holidays		LNO		Other		Total		Strategic		WG&A		TOTAL
	Promotions/Events	Events	Promotions/Events	Events	Promotions/Events	Events	Promotions/Events	Events	Promotions/Events	Events	Promotions & Events	Marketing	Admin				
Income																	
CBID	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		100,367.93
Event Revenue	32,106.05		0.00		1,059.27		0.00		0.00		33,165.32		0.00		29.17		34,894.49
Eventbrite Ticket Sales	6,090.00		0.00		0.00		0.00		0.00		6,090.00		0.00		0.00		30,435.47
Grants	7,345.00		0.00		2,500.00		0.00		0.00		9,845.00		0.00		0.00		9,845.00
Interest Income	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.29		0.29
Member Dues	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		1,800.00
Sponsorships	9,001.00		0.00		0.00		0.00		0.00		9,001.00		0.00		0.00		9,001.00
Total Income	54,542.05		0.00		3,559.27		0.00		0.00		58,101.32		0.00		29.46		186,344.18
Gross Profit	54,542.05		0.00		3,559.27		0.00		0.00		58,101.32		0.00		29.46		186,344.18
Expense																	
Advertising and P/R	397.53		0.00		0.00		0.00		0.00		397.53		0.00		0.00		1,492.85
Bank Service Charges	0.00		0.00		0.00		0.00		0.00		0.00		341.25		0.00		348.81
City Fees	0.00		0.00		0.00		0.00		0.00		0.00		0.00		16.00		2,516.00
Contract Services	12,701.63		1,980.00		0.00		100.00		0.00		14,781.63		0.00		2,497.50		80,782.67
Dues and Subscriptions	0.00		0.00		0.00		0.00		0.00		0.00		0.00		475.00		475.00
Equipment Rental	10,686.30		0.00		0.00		0.00		0.00		10,686.30		0.00		2,030.79		14,799.02
Equipment/Furnishings	0.00		0.00		0.00		0.00		0.00		0.00		0.00		112.54		112.54
Insurance	0.00		0.00		0.00		0.00		0.00		0.00		0.00		425.66		3,358.51
Meetings	0.00		0.00		0.00		0.00		0.00		0.00		0.00		84.75		84.75
Permits and Fees	4,484.50		0.00		0.00		0.00		0.00		4,484.50		0.00		24.00		6,408.50
Personnel	0.00		0.00		0.00		0.00		0.00		0.00		0.00		11,656.51		22,499.19
Postage and Delivery	0.00		0.00		0.00		0.00		0.00		0.00		0.00		132.00		132.00
Professional Fees	0.00		0.00		50.00		200.00		0.00		250.00		0.00		0.00		4,531.00
Rent	0.00		0.00		0.00		0.00		0.00		0.00		0.00		1,250.00		1,500.00
Retail Merchandise	0.00		0.00		-3,065.00		0.00		0.00		-3,065.00		0.00		0.00		-3,065.00
Sales Tax Adjustment	0.00		0.00		0.00		0.00		0.00		0.00		0.00		4.35		4.35
Supplies	22,714.01		1,375.64		0.00		178.90		64.99		24,333.54		0.00		2,887.50		43,877.89
Telephone and Internet	0.00		0.00		0.00		0.00		0.00		0.00		0.00		804.49		804.49
Website	0.00		0.00		0.00		0.00		0.00		0.00		0.00		0.00		440.45
Total Expense	50,983.97		3,355.64		-3,015.00		478.90		64.99		51,868.50		500.00		22,742.34		181,103.02
Net Ordinary Income	3,558.08		-3,355.64		6,574.27		-478.90		-64.99		6,232.82		-500.00		-22,712.88		5,241.16
Net Income	3,558.08		-3,355.64		6,574.27		-478.90		-64.99		6,232.82		-500.00		-22,712.88		5,241.16

## Holiday Party 2018 Update!

### Food Donations -

- The Table, TBA
  - Susie Cakes, Jim Stump is donating 30 cupcakes
  - Taiwan, egg rolls
  - Round Table, 2 large pizza's, Gourmet Veggie and Combo
  - Willow Street Pizza, platter
  - BevMo, case of water and meat/cheese platter
  - La Villa, ravioli's
  - Zanotto's, 3 cases of water
  - John's of Willow Glen, TBA
  - Siena Bistro, TBA
  - Black Sheep?
  - Braige?
- 
- Mariette Chocolate Shop?

### Raffle Prize Donations –

- Dry Creek Grill, \$50.00 GC
- D'Annas, floral arrangement
- Island Inspired, TBA
- Joseph George, 6 bottles of wine
- Gussied Up, TBA
- Aqui, 4 dinner GC
- Giorgio's Italian Food, large pizza of choice
- Our Secret , table top book "What Should I Wear?"
- BellaJames, \$50.00 GC
- Nick the Greek, GC
- Magpie, bath gift set
- Apis Floral, 6 floral arrangements for cocktail table set up
- Capelli Couture Salon, GC
- Vintage Park, TBA
- 3 Sisters, TBA
- Whatnots and Dodads, TBA
- Falcone Coin, TBA
- Bluemercury, gift bag
- Skies Azul, TBD
- Inhale Exhale Massage Therapy, GC
- Rebecca Morgan, bestselling book, "Calming Upset Customers"

# Willow Glen Business Association

## Associate Membership Application

1261 Lincoln Ave. Suite 217 San Jose, CA 95125 408.298.2100 (o) [www.willowglen.org](http://www.willowglen.org)

Thank you for your interest in becoming an Associate Member of the Willow Glen Business Association. Please send back this page with your payment. Your application will be reviewed for approval at the next WGBA Board & Membership meeting -- held the first Tuesday of each month. Once approved, you will receive a welcome email with information to help you start enjoying the benefits of your membership.

### Type of business

- |   |  |
|---|--|
| <input type="checkbox"/> Non-retail Businesses - \$120                    | <input type="checkbox"/> Property Owners - \$120   |
| <input checked="" type="checkbox"/> Retail Businesses/Restaurants - \$240 | <input type="checkbox"/> Banks - \$240 <input type="checkbox"/> Nonprofit 501(c)(3) - \$60 |

### Payment

- Check payable to Willow Glen Business Association.
- Pay via PayPal. Invoice will be sent to email address below.

### Business Information

**Business Name:** Flower Flour

**Business Address:** 896 Willow St, San Jose CA 95125

**Business Phone:** 408-279-0843

**Business Fax:** 408-785-4119

**Business Website:** [www.ffsanjose.com](http://www.ffsanjose.com)

**Contact Name:** Ani Sarhadian or Ilsin Elsaikhani

**Email:** [hello@ffsanjose.com](mailto:hello@ffsanjose.com)

**Brief Description of your business:**  
Patisserie and cafe

### Willow Glen Business Association

#### Where did you hear about us?

From other memebtrs.

#### What made you decide to apply for Associate Membership?

Getting involve in community and increase FF visibility.

The Willow Glen Business Association is a volunteer-based organization that works together to make downtown Willow Glen a desirable destination to shop, eat and locate a business. We are looking for committed, bright volunteers to help us. **Would you be interested in participating in any of the following committees? (Check all that apply)**

- |  |   |   |
|--|---|---|
| <input checked="" type="checkbox"/> Finance          | <input checked="" type="checkbox"/> Our Avenue          | <input type="checkbox"/> Strategic Marketing              |
| <input checked="" type="checkbox"/> Member Relations | <input checked="" type="checkbox"/> Promotions & Events | <input checked="" type="checkbox"/> Dancin' on the Avenue |
| <input type="checkbox"/> BBQ Competition             | <input type="checkbox"/> Other: _____                   |   |

Signature: \_\_\_\_\_

*Ilsin Elsaikhani*

Date: 12/07/2018

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

**Willow Glen Business Association**  
**December 11th, 2018 Membership & Board Meeting**

**Board Members – Please check in**

<input checked="" type="checkbox"/> Mulcahy, Tim <input checked="" type="checkbox"/> Flynn, Henry <input checked="" type="checkbox"/> O'Hara, Lisa <input checked="" type="checkbox"/> Hernandez, Robert <input checked="" type="checkbox"/> Highley, Emilie	<input checked="" type="checkbox"/> Bejan, Frank <input checked="" type="checkbox"/> Johnson, Bobbie <input checked="" type="checkbox"/> Piscane, John <input checked="" type="checkbox"/> Rodriguez, Matthew	<input checked="" type="checkbox"/> Rovai, Lynne <input checked="" type="checkbox"/> Stump, Jim <input checked="" type="checkbox"/> Falcone, Vince <input checked="" type="checkbox"/> McAfee, William
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**Guests – Please print**

	Name	Business	Phone & E-mail
1.	SARIE SIEGLOW	RAY ALBERTS PHARMAS DOCTOR	408-320-9115
2.	GARY ROVAI	GOOSE TOWN	408-888-7603 GROVAI@comcast.net
3.	SERENA DESAI	OFFICE of Councilmember Davis	408 535 4984 serena.desai@sanjoseca.gov
4.			
5.			

*RS*

*S.R. Whalen*