



Willow Glen Business Association
Board of Directors & General Membership Meeting
 Agenda for Tuesday, August 13th, 2019 • 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	Robert Hernandez, President	8:00 am	Welcome
Approval of minutes	A	Approval of July Minutes	8:00 am	Review and approval of July 9th, 2019 minutes
Executive Committee Rpt	I	Executive Committee Update - Robert Hernandez	8:05 am	Review and approval of, July 26th, 2019 minutes
Treasurer's Report	A	Treasurer-Tim Mulcahy – July Financial Rpt	8:10 am	Board approval Accept Report
Committees to provide an update to board and membership on their projects.	I	Member Relations Committee WG&S Staff	8:10 am – 8:55 am	Updates
	I	Our Avenue Committee Chair: Vince Falcone Committee Update		
	I	Promotions & Events Committee Chair: Lynne Rovai Committee Update WG Elementary, Parents' Night Out, 10/11 Christmas Ornament Holiday Cable Car DOTA – New Event		
	I	Farmer's Market Committee Chair: Lisa O'Hara Committee Update		
	I	BBQ in the Glen Committee, 9/28 Chair: Robert Hernandez Committee Update		
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 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. None	9:00 am - 9:30 am	
Assoc Member Applications	A	None		
Meeting Adjournment	G	Robert Hernandez	9:30 am	

The next WG&S Board meeting will be Tuesday, September 10th, 2019 8:00 am
WG Community Center, 2175 Lincoln Ave.

The mission of the WG&S 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**

26 July 2019

In attendance: Frank Bejan, Robert Hernandez, Emilie Highley, Bobbie Johnson, Tim Mulcahy

- **WGNA Membership application received - \$250.00 to join. Tim will fill it out for submittal**
- **Fall Wine Walk – Discussion ensued as to whether or not we should have one. P&E would prefer not to have it – feels that it will be time consuming for staff. Executive Committee feels that it will generate revenue.**
- **Robert to look at a possible date of 10/12 and discuss with P&E and staff.**
- **Office needs: Office is crowded with wine. Suggestion is to give it away at the next Board Meeting. Suggest that we help staff clean up the office and give them more needed room.**
- **Garbage Containers on the Avenue – Frank indicated that with this warm weather, there is a stench coming from the containers. It is determined that the City picks up the trash on Friday’s – need to reach out to Serena of Councilmember Davis’ Office about changing out the liners in the containers and eliminate the stench.**
- **Music in the Glen – Attendance seems to be down. Robert indicated that he would like to see more WGBA Board participation next year. Robert has brought in a plastic container, with a lid, labeled it WGBA, and stored the needed items for this event. It will be stored at the school along with our pop-up and chair.**
- **BBQ in the Glen – Robert reported that we have between 15-17K in sponsorship to date. The event will be from 12:00 to 6:00 p.m. with alcohol stopped being served at 5:00 p.m. VIP Tent – Tables are being purchased (tables of 8 at \$70 per seat)**
- **Kevin Swanson of Integrated Wealth Management approached us about the WG Treasure Hunt (a mobile app), that his company has launched. It will involve many Businesses on the Avenue – he would like to promote this Treasure Hunt in our kiosks for a period of time. If we agree to this, need to determine what we will charge. Further discussions to take place.**

Meeting was adjourned at 9:32 a.m.

Respectively submitted,

Emilie Highley, Secretary

Willow Glen Business Association

Willow Glen Business Association Board Meeting

Tuesday, 9 July 2019~ 8:00 a.m.

Willow Glen Community & Senior Center, 2175 Lincoln Avenue, SJ 95125

Attendees: Frank Bejan, Robert Hernandez, Emilie Highley, Bobbie Johnson, Bill McAfee, Tim Mulcahy, Lisa O'Hara, Nate Perez, John Pisacane, Sara Rivas, Steve Sibley, Jamie Sizelove

Board Members not present: Vince Falcone, Matthew Rodriguez, Lynne Rovai

Meeting was called to order 8:09 a.m. by Board President Robert Hernandez

President Hernandez made us all aware why staff was not present – Kandy was having emergency eye surgery. Stephanie's father, Gary Rovai had surgery – the family needed to be at the hospital

***Approval of Minutes:* Motion was made Tim Mulcahy to approve the June Board Minutes, Second by Jamie Sizelove. Unanimously approved.**

Executive Committee Report – Minutes of the June Executive Board Meeting were reviewed by President Hernandez. Discussion ensued on retiring some of the American Flags to the Boy Scouts and the American Legion.

Staff will price out the cost to replace and also approach Councilmember Davis' office on the possibility of getting a grant.

Treasurer's Report – Tim Mulcahy reviewed finances of the WGBA. (a) Balance Sheet – Cash on hand is 40% more than last year at \$149,000. Accounts receivable up about \$9,000.00 from last year due to billings for event sponsorship. (b) P&L June 2019 vrs. June 2018 – Income was \$60,000 or 95% less than last June because we did not have the DOTA event. On a positive note, our total expenses were reduced by \$118,000 or 80% without all of the expenses associated with DOTA. (c) P&L – June 2019 and YTD Comparison – June had \$24,000 in losses due to no revenue generating promos or events (d) P&L by Class for June 2019 - Nothing stands out other than the maintenance contract and personnel running ~\$17,000 per month. (e) YTD P&L by Class – For the year the WGBA allocated \$250,000, a little over half of our revenues to the CBID. \$210,000 was spent directly on street maintenance with the other \$40,000 being dedicated to beautification and promotion of the Avenue. (f) Overall, we begin the 2019-2020 Fiscal Year in great shape. Motion was made by Nate Perez to approve the Treasurer's Report. Second by John Pisacane. Unanimously approved.

Members Relations Committee, WGBA Staff – Although staff was not present, President Hernandez reported that staff were working hard to get more Associate Memberships.

Our Avenue – The Committee reported: (a) Budget \$132,000 annually – negotiate down ~\$5,000 to use for various other items – as indicated by Universal – Mulch \$1,200 per service, Statue washing \$1,100 per service, Bench washing \$1,100 per service, Combined Statue & Bench Washing \$1,520 per service, Gum Removal \$1,000 per service. After a review of these items, a motion was made by Robert Hernandez to allocate \$3,720 for mulch, combined statue & bench washing, plus gum removal. Second by Nate Perez. Unanimously approved. (Note: John Pisacane suggested that businesses ‘adopt a bench’).

(b) We still need help on white lights on the Avenue and getting them all replaced/in working order. Mary Anne Groen, Chief of Staff from the Office of Councilmember Dev Davis was present and indicated that she may be able to assist. Bill McAfee will get Mary Anne the needed information.

Promotions & Events – Report given in Lynne’s absence: (a) Focus on Ladies Night Out on 7/18 (b) Suggestion regarding the kiosks on the Avenue – one side be used for events sponsored by the WGBA, the other side used by businesses for their events – further discussion needs to take place on how to facilitate this for the businesses – parameters to be set, cost, etc. . (c) Focus now on the upcoming holidays

Farmer’s Market – Lisa O’Hara indicated that she has no real report. Farmer’s Market is well received – a little slower probably due to the holiday. Suggest another ‘push’ on social media.

BBQ in the Glen – Robert reported: (a) Sponsorship is at 11K – up from last year. ACE Hardware has indicated they are considering a sponsorship (b) Robert is submitting a grant for next year to the City. Grant will be in the amount of \$4850 (same amount that we received this year) (c) Working on streamlining ticket sales for the event (d) The event is growing – we are outgrowing our space.

Neighborhood Report – WGNA was not present

Open Forum – (a) Mary Anne Groen, Chief of Staff from the Office of Councilmember Dev Davis joined us and indicated (i) National Night Out is scheduled for August 6th (ii) Roses & Reels – movies in the Rose Garden scheduled for August 10th (iii) Police Ice Cream Truck – free. Contact the Councilmember’s office for more info. (iv) Viva Calle, September 22nd will span from the Rose Garden to Japantown. (v) Professor Patrick Pizzo, a history buff, will

speak on “A River Runs Through It – History of Willow Glen’ – consult his website for speaking dates. (vi) It was brought up about the crime on the Avenue – Mary Anne recommended that we ask the sergeant to come back in and address this with us.

(b) Kathleen Erdmann, Thrift Box commented that they are looking forward to Ladies Night Out. They have added cameras and lights to their building.

(c) Paul DeMarco who founded 6 years ago, “No Time to Waste” a 501C3. Picks up food and delivers the donated food to charitable organizations. He is looking to develop partnerships within the community.

Associate Member Applications – No applications this month.

Meeting adjournment – 9:18 a.m. – A Closed Session was called – Risk Management Matter

Respectively submitted,

*Emilie Highley, Secretary
Willow Glen Business Association*

**Willow Glen Business Association
Profit & Loss Prev Year Comparison
July 2019**

	Jul 19	Jul 18	\$ Change	% Change
Ordinary Income/Expense				
Income				
CBID	104,737.32	100,367.93	4,369.39	4.35%
Event Revenue	0.00	63.06	-63.06	-100.0%
Grants	0.00	0.00	0.00	0.0%
Member Dues	360.00	120.00	240.00	200.0%
Sponsorships	4,500.00	0.00	4,500.00	100.0%
Total Income	<u>109,597.32</u>	<u>100,550.99</u>	<u>9,046.33</u>	<u>9.0%</u>
Gross Profit	109,597.32	100,550.99	9,046.33	9.0%
Expense				
Advertising and P/R	0.00	872.53	-872.53	-100.0%
Bank Service Charges	0.00	191.25	-191.25	-100.0%
City Fees	2,500.00	2,500.00	0.00	0.0%
Contract Services	11,506.57	10,525.10	981.47	9.33%
Dues and Subscriptions	95.00	95.00	0.00	0.0%
Equipment Rental	595.35	561.65	33.70	6.0%
Insurance	602.67	624.67	-22.00	-3.52%
Meetings	17.95	16.95	1.00	5.9%
Personnel	6,468.42	3,165.35	3,303.07	104.35%
Postage and Delivery	92.00	82.00	10.00	12.2%
Professional Fees	600.00	600.00	0.00	0.0%
Rent	250.00	250.00	0.00	0.0%
Sales Tax Adjustment	0.00	5.28	-5.28	-100.0%
Supplies	225.14	793.32	-568.18	-71.62%
Telephone and Internet	204.25	156.08	48.17	30.86%
Website	85.30	2,596.75	-2,511.45	-96.72%
Total Expense	<u>23,242.65</u>	<u>23,035.93</u>	<u>206.72</u>	<u>0.9%</u>
Net Ordinary Income	<u>86,354.67</u>	<u>77,515.06</u>	<u>8,839.61</u>	<u>11.4%</u>
Net Income	<u>86,354.67</u>	<u>77,515.06</u>	<u>8,839.61</u>	<u>11.4%</u>

Willow Glen Business Association
Balance Sheet Prev Year Comparison
As of July 31, 2019

	Jul 31, 19	Jul 31, 18	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	237,366.54	166,395.28	70,971.26	42.65%
Wells Fargo Checking	4,695.30	1,177.55	3,517.75	298.74%
Total Checking/Savings	242,061.84	167,572.83	74,489.01	44.45%
Accounts Receivable				
Accounts Receivable	12,280.00	105.26	12,174.74	11,566.35%
Total Accounts Receivable	12,280.00	105.26	12,174.74	11,566.35%
Other Current Assets				
Pre-Paid Rent	250.00	500.00	-250.00	-50.0%
Refundable Deposits	0.00	1,000.00	-1,000.00	-100.0%
Service Deposits	500.00	500.00	0.00	0.0%
Total Other Current Assets	750.00	2,000.00	-1,250.00	-62.5%
Total Current Assets	255,091.84	169,678.09	85,413.75	50.34%
Fixed Assets				
Eqpmt, Furnit., and Computers	7,310.79	6,561.90	748.89	11.41%
Total Fixed Assets	7,310.79	6,561.90	748.89	11.41%
TOTAL ASSETS	262,402.63	176,239.99	86,162.64	48.89%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable	10,133.52	5,372.04	4,761.48	88.63%
Total Accounts Payable	10,133.52	5,372.04	4,761.48	88.63%
Other Current Liabilities				
ARTWORKS Project	13,037.88	13,037.88	0.00	0.0%
CBID Contingency Reserve	31,716.79	31,716.79	0.00	0.0%
Sales Tax Payable	0.50	5.84	-5.34	-91.44%
Total Other Current Liabilities	44,755.17	44,760.51	-5.34	-0.01%
Total Current Liabilities	54,888.69	50,132.55	4,756.14	9.49%
Total Liabilities				
Equity	54,888.69	50,132.55	4,756.14	9.49%
Accumulated Net Assets				
Assets moved to/from Accum NA	121,159.27	48,592.38	72,566.89	149.34%
Temporarily Restricted Assets	-143.56	-143.56	0.00	0.0%
Net Income	143.56	143.56	0.00	0.0%
Net Income	86,354.67	77,515.06	8,839.61	11.4%
Total Equity	207,513.94	126,107.44	81,406.50	64.55%
TOTAL LIABILITIES & EQUITY	262,402.63	176,239.99	86,162.64	48.89%

**Willow Glen Business Association
Profit & Loss YTD Comparison
July 2019**

	<u>Jul 19</u>	<u>Jul 19</u>
Ordinary Income/Expense		
Income		
CBID	104,737.32	104,737.32
Member Dues	360.00	360.00
Sponsorships	4,500.00	4,500.00
Total Income	<u>109,597.32</u>	<u>109,597.32</u>
Gross Profit	<u>109,597.32</u>	<u>109,597.32</u>
Expense		
City Fees	2,500.00	2,500.00
Contract Services	11,506.57	11,506.57
Dues and Subscriptions	95.00	95.00
Equipment Rental	595.35	595.35
Insurance	602.67	602.67
Meetings	17.95	17.95
Personnel	6,468.42	6,468.42
Postage and Delivery	92.00	92.00
Professional Fees	600.00	600.00
Rent	250.00	250.00
Supplies	225.14	225.14
Telephone and Internet	204.25	204.25
Website	85.30	85.30
Total Expense	<u>23,242.65</u>	<u>23,242.65</u>
Net Ordinary Income	<u>86,354.67</u>	<u>86,354.67</u>
Net Income	<u><u>86,354.67</u></u>	<u><u>86,354.67</u></u>

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

	July 2019												
	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	BBQ Fundraising	Total Fundraising	Member Relations	Summer LNO Promotion	Other Promotions	Total Promotions/Events	WGBA Admin	TOTAL
Ordinary Income Expense													
Income													
CBID	26,184.33	2,094.75	11,521.10	64,937.14	104,737.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	104,737.32
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	360.00	0.00	0.00	0.00	0.00	360.00
Sponsorships	0.00	0.00	0.00	0.00	0.00	4,500.00	4,500.00	0.00	0.00	0.00	0.00	0.00	4,500.00
Total Income	26,184.33	2,094.75	11,521.10	64,937.14	104,737.32	4,500.00	4,500.00	360.00	0.00	0.00	0.00	0.00	109,597.32
Gross Profit	26,184.33	2,094.75	11,521.10	64,937.14	104,737.32	4,500.00	4,500.00	360.00	0.00	0.00	0.00	0.00	109,597.32
Expense													
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	0.00	2,500.00
Contract Services	525.00	0.00	685.63	10,295.94	11,506.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11,506.57
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.00	95.00	95.00
Equipment Rental	595.35	0.00	0.00	0.00	595.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	595.35
Insurance	602.67	0.00	0.00	0.00	602.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	602.67
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17.95	17.95	17.95
Personnel	854.62	0.00	116.68	2,158.32	3,129.62	0.00	0.00	0.00	0.00	0.00	3,338.80	6,468.42	6,468.42
Postage/Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.00	92.00	92.00
Professional Fees	600.00	0.00	0.00	0.00	600.00	0.00	0.00	0.00	0.00	0.00	0.00	600.00	600.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00	250.00	250.00
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	193.92	2.14	196.06	225.14	225.14
Telephone/Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	204.25	204.25	204.25
Website	0.00	0.00	85.30	0.00	85.30	0.00	0.00	0.00	0.00	0.00	0.00	85.30	85.30
Total Expense	5,677.64	0.00	887.61	12,454.26	19,019.51	0.00	0.00	0.00	193.92	2.14	196.06	4,027.08	23,242.65
Net Ordinary Income	20,506.69	2,094.75	10,633.49	52,482.88	85,717.81	4,500.00	4,500.00	360.00	-193.92	-2.14	-196.06	-4,027.08	86,354.67
Net Income	20,506.69	2,094.75	10,633.49	52,482.88	85,717.81	4,500.00	4,500.00	360.00	-193.92	-2.14	-196.06	-4,027.08	86,354.67

Willow Glen Business Association
YTD Profit & Loss by Class

July 2019 through June 2020

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	BBQ Fundraising	Total Fundraising Events	Member Relations	Summer LNO Promotion	Other Promotions	Total Promotions/Events	WGBA Admin	TOTAL
Ordinary Income/Expense													
Income													
CBID	26,184.33	2,094.75	11,521.10	64,937.14	104,737.32	0.00	0.00	0.00	0.00	0.00	0.00	0.00	104,737.32
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	360.00	0.00	0.00	0.00	0.00	360.00
Sponsorships	0.00	0.00	0.00	0.00	0.00	5,666.00	5,666.00	0.00	0.00	0.00	0.00	0.00	5,666.00
Total Income	26,184.33	2,094.75	11,521.10	64,937.14	104,737.32	5,666.00	5,666.00	360.00	0.00	0.00	0.00	0.00	110,763.32
Gross Profit	26,184.33	2,094.75	11,521.10	64,937.14	104,737.32	5,666.00	5,666.00	360.00	0.00	0.00	0.00	0.00	110,763.32
Expense													
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	0.00	2,500.00
Contract Services	1,050.00	0.00	685.63	10,295.94	12,031.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12,031.57
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.00	95.00
Equipment Rental	595.35	0.00	0.00	0.00	595.35	0.00	0.00	0.00	0.00	0.00	0.00	0.00	595.35
Insurance	602.67	0.00	0.00	0.00	602.67	0.00	0.00	0.00	0.00	0.00	0.00	0.00	602.67
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	17.95	17.95
Personnel	854.62	0.00	116.68	2,158.32	3,129.62	0.00	0.00	0.00	0.00	0.00	0.00	3,338.80	6,468.42
Postage/Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	92.00	92.00
Professional Fees	1,200.00	0.00	0.00	0.00	1,200.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,200.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	500.00	500.00
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	193.92	2.14	196.06	29.08	225.14
Telephone/Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	204.25	204.25
Website	0.00	0.00	85.30	0.00	85.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	85.30
Total Expense	6,802.64	0.00	887.61	12,454.26	20,144.51	0.00	0.00	0.00	193.92	2.14	196.06	4,277.08	24,617.65
Net Ordinary Income	19,381.69	2,094.75	10,633.49	52,482.88	84,592.81	5,666.00	5,666.00	360.00	-193.92	-2.14	-196.06	-4,277.08	86,145.67
Net Income	19,381.69	2,094.75	10,633.49	52,482.88	84,592.81	5,666.00	5,666.00	360.00	-193.92	-2.14	-196.06	-4,277.08	86,145.67