



Willow Glen Business Association
Board of Directors & General Membership Meeting
 Agenda for Tuesday, February 12th, 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 January Minutes	8:00 am	Review and approval of January 8 th , 2019 minutes
Executive Committee Rpt	I	Executive Committee Update – Robert Hernandez	8:05 am	Review and approval of January 18 th , 2019 minutes
Board Development Rpt	I	Discussion and review - Open Board Member Positions		
Treasurer's Report	A	Treasurer-Tim Mulcahy- January 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 WGBA Staff	8:10 am – 8:55 am	Updates
	I	Our Avenue Committee Chair: Bill McAfee, Vince Falcone, John Pisacane Committee Update		
	I	Strategic Marketing Committee Chair: Robert Hernandez Website IS LIVE! 2/1		
	I	Promotions & Events Committee Chair: Lynne Rovai Committee Update Ladies' Night Out, 2/7 Review Spring Wine Walk, 4/13 DOTA – New Event Farmer's Market Committee Chair: Lisa O'Hara 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.	9:00am - 9:30am	
Assoc Member Applications	A			
Meeting Adjournment	G	Robert Hernandez	9:30 am	

The next WGBA Board meeting will be Tuesday, March 12th, 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.

Willow Glen Business Association Board Meeting
Tuesday, January 8th, 2019 ~ 8:00 AM
Willow Glen Community & Senior Center, 2175 Lincoln Avenue, SJ 95125

Attendees: Vince Falcone, Henry Flynn, Robert Hernandez, Bobbie Johnson, Bill McAfee, Tim Mulcahy, Lisa O'Hara, John Pisacane, Lynne Rovai, Staff – Stephanie Whaley and Kandy Stevens

Meeting was called to order at 8:15 a.m. by Board President Henry Flynn

***Approval of Minutes* - Motion was made by Robert Hernandez to approve the December Board Minutes, second by John Pisacane. Unanimously approved.**

***Executive Committee Minutes* – December Minutes were reviewed by President Flynn. Acceptance of December Minutes – Robert Hernandez, second by Bill McAfee. Unanimously approved.**

***Executive Committee Update* – (a) President Henry Flynn thanked the entire board for their time commitment throughout the year in addition to ending a successful 2018 (b) The appointed Board of Directors Community member positions are filled; Emilie Highley, Bill McAfee, Nate Perez and Steve Sibley. The board has three Member-at-large positions open.**

***Treasurer's Report* – (a) Balance Sheet - total assets 10% less which puts us in a good cash position. (b) P&L – gross profit improvement \$97.3 compared to previous year \$79.0. (c) Expenses up slightly due to personnel and supplies. (d) December profit results were outstanding, producing 80% of our overall YTD business. Bill McAfee made a motion to approve the Treasurer's Report. Second by John Pisacane. Unanimously approved.**

***Our Avenue Committee Update* – (a) Committee is working with Universal Site Service on an eighteen month maintenance proposal. Proposal due date is end of April. (b) Bill created a spread sheet identifying all lights on the avenue that need to be fixed by SJ City. He will follow up with SJ City on light replacements. (c) Committee is creating a master spread sheet to monitor irrigation, graffiti, and all other repairs on the avenue. (d) Trash can over flow in front of Starbuck's and Pizza My Heart continues to be an eye sore on the avenue. Staff will follow up with Starbuck and Pizza My Heart management and request for additional trash can support. Lynne recommended reaching out to the SJ City for an additional garbage can. (e) Robert Hernandez is stepping down from Our Avenue Committee so he can focus on the BBQ Event. (f) John Pisacane volunteered to join the committee.**

***Staff* – (a) Office mailed Election Ballots on December 27th to all Associate Members.**

Strategic Marketing – (a) Robert Hernandez reported the new Website launch is on target to go live on February 1st, using same web address! (b) Robert is in the process of backing up all data from the current site.

Promotions & Events – (a) December was a profitable month! (b) Ornaments SOLD OUT! (c) Cable Car Rides SOLD OUT! We experienced one set back the Cable Car broke down on one Sunday. Customers were refunded their money. An additional Saturday was added to the schedule to make up for Sunday. (d) Bubbly Walk event was a SUCCESS with over 1,000 attendees. (e) Consideration is being given to changing the BBQ event date.

Open Forum – (a) Serena Desai, Councilwoman Dev Davis' office was present. (b) Jamie Sizelove from Bay Area Phone Doctor introduced himself and shared his interest in joining the Board. (c) Sara Rivas from Luxe Clinical Aesthetics introduced herself and indicated that she's interested in joining the Board.

New Business – (a) Committee recruitment, ideal number of people on a committee is at least four to five. Henry recommended reaching out to past committee members.

Meeting adjournment – 9:00 a.m.

Respectively submitted,

On behalf of Emilie Highley, Secretary
Willow Glen Business Association

Kandy Stevens

**Willow Glen Business Association
Executive Committee Meeting
18 January 2019**

**In attendance: Henry Flynn, Tim Mulcahy, Bobbie Johnson, Emilie Highley
Staff - Stephanie Whaley and Kandy Stevens**

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

- 1. Some confusion on the Ballot as brought out by several merchants – By Laws reviewed as to accuracy and to resolve the confusion. E-mail to be sent confirming vote for President and Vice President before the Annual Meeting.**
- 2. Henry restated the importance of adhering to the WGBA By Laws**
- 3. 3 open Board positions will be appointed at the February Meeting.**
- 4. We reviewed the interested individuals for possible Board positions and Community Members**
- 5. Henry indicated that he would continue in an advisory position to Robert Hernandez ensuring a smooth and efficient transition into the new Administration.**

Meeting was adjourned at 9:28 a.m.

Respectively submitted

Emilie Highley

Secretary, Willow Glen Business Association

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

	Jan 31, 19	Jan 31, 18	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Petty Cash	0.00	13.73	-13.73	-100.0%
US Bank Checking	99,411.16	93,941.01	5,470.15	5.82%
Wells Fargo Checking	4,055.39	5,218.68	-1,163.29	-22.29%
Total Checking/Savings	103,466.55	99,173.42	4,293.13	4.33%
Accounts Receivable				
Accounts Receivable	7,796.65	19,457.82	-11,661.17	-59.93%
Total Accounts Receivable	7,796.65	19,457.82	-11,661.17	-59.93%
Other Current Assets				
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%
Total Other Current Assets	1,500.00	2,000.00	-500.00	-25.0%
Total Current Assets	112,763.20	120,631.24	-7,868.04	-6.52%
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	119,325.10	127,193.14	-7,868.04	-6.19%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	1,820.00	17,103.41	-15,283.41	-89.36%
Total Accounts Payable	1,820.00	17,103.41	-15,283.41	-89.36%
Other Current Liabilities				
ARTWORKS Project	13,037.88	13,037.88	0.00	0.0%
CBID Contingency Reserve	31,716.79	26,794.06	4,922.73	18.37%
Sales Tax Payable	24.27	-4.83	29.10	602.48%
Total Other Current Liabilities	44,778.94	39,827.11	4,951.83	12.43%
Total Current Liabilities	46,598.94	56,930.52	-10,331.58	-18.15%
Total Liabilities	46,598.94	56,930.52	-10,331.58	-18.15%
Equity				
Accumulated Net Assets	48,592.38	14,434.27	34,158.11	236.65%
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	24,133.78	55,828.35	-31,694.57	-56.77%
Total Equity	72,726.16	70,262.62	2,463.54	3.51%
TOTAL LIABILITIES & EQUITY	119,325.10	127,193.14	-7,868.04	-6.19%

Willow Glen Business Association
Profit & Loss YTD Comparison
January 2019

	Jan 19	Jul '18 - Jan 19
Ordinary Income/Expense		
Income		
CBID	0.00	100,367.93
Event Revenue	139.15	81,967.46
Eventbrite Ticket Sales	0.00	80,564.35
Grants	0.00	9,845.00
Interest Income	0.00	0.29
Member Dues	420.00	2,470.00
Retail Merchandise Income	0.00	30.00
Sponsorships	0.00	10,000.00
Total Income	559.15	285,245.03
Gross Profit	559.15	285,245.03
Expense		
Advertising and P/R	0.00	1,492.85
Bank Service Charges	44.30	451.51
City Fees	0.00	2,500.00
Contract Services	10,950.89	108,846.63
Dues and Subscriptions	95.00	665.00
Equipment Rental	673.46	36,394.87
Equipment/Furnishings	0.00	112.54
Insurance	97.04	3,552.59
Meetings	248.91	384.51
Permits and Fees	217.31	6,625.81
Personnel	5,582.87	33,409.44
Postage and Delivery	9.72	391.72
Printing and Reproduction	540.00	540.00
Professional Fees	1,080.00	6,811.00
Rent	250.00	2,000.00
Retail Merchandise Expense	-375.00	-4,160.00
Sales Tax Adjustment	-28.06	-23.71
Supplies	834.85	59,354.36
Telephone and Internet	166.26	1,137.01
Website	99.25	625.12
Total Expense	20,486.80	261,111.25
Net Ordinary Income	-19,927.65	24,133.78
Net Income	-19,927.65	24,133.78

Willow Glen Business Association
Profit & Loss Prev Year Comparison
January 2019

	Jan 19	Jan 18	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	139.15	0.00	139.15	100.0%
Member Dues	420.00	60.00	360.00	600.0%
Total Income	559.15	60.00	499.15	831.92%
Gross Profit	559.15	60.00	499.15	831.92%
Expense				
Advertising and P/R	0.00	431.17	-431.17	-100.0%
Bank Service Charges	44.30	0.00	44.30	100.0%
City Fees	0.00	0.00	0.00	0.0%
Contract Services	10,950.89	33,877.32	-22,926.43	-67.68%
Dues and Subscriptions	95.00	95.00	0.00	0.0%
Equipment Rental	673.46	561.65	111.81	19.91%
Equipment/Furnishings	0.00	157.29	-157.29	-100.0%
Insurance	97.04	0.00	97.04	100.0%
Meetings	248.91	35.53	213.38	600.56%
Permits and Fees	217.31	0.00	217.31	100.0%
Personnel	5,582.87	3,813.44	1,769.43	46.4%
Postage and Delivery	9.72	0.00	9.72	100.0%
Printing and Reproduction	540.00	294.98	245.02	83.06%
Professional Fees	1,080.00	825.00	255.00	30.91%
Rent	250.00	250.00	0.00	0.0%
Retail Merchandise Expense	-375.00	0.00	-375.00	-100.0%
Sales Tax Adjustment	-28.06	0.01	-28.07	-280,700.0%
Supplies	834.85	-60.00	894.85	1,491.42%
Telephone and Internet	166.26	165.05	1.21	0.73%
Website	99.25	249.25	-150.00	-60.18%
Total Expense	20,486.80	40,695.69	-20,208.89	-49.66%
Net Ordinary Income	-19,927.65	-40,635.69	20,708.04	50.96%
Net Income	-19,927.65	-40,635.69	20,708.04	50.96%

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

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	BeerWalk Fundraising	Bubbly Walk Fundraising	Fall Wine Walk Fundraising	Spring Wine Walk Fundraising	Total Fundraising Events
Ordinary Income Expense										
Income										
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
Event Revenue	0.00	0.00	0.00	0.00	0.00	1,000.00	750.00	625.00	0.00	2,375.00
Eventbrite Ticket Sales	0.00	0.00	0.00	0.00	0.00	0.00	50,128.88	24,345.47	0.00	74,474.35
Grants	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
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Retail Merchandise Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Income	27,099.35	2,007.36	11,040.48	60,220.74	100,367.93	1,000.00	50,878.88	24,970.47	0.00	76,849.35
Gross Profit	27,099.35	2,007.36	11,040.48	60,220.74	100,367.93	1,000.00	50,878.88	24,970.47	0.00	76,849.35
Expense										
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	294.98	300.34	0.00	595.32
Bank Service Charges	0.00	0.00	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	0.00	0.00
Contract Services	3,150.00	0.00	1,480.00	70,653.21	75,283.21	0.00	1,922.20	1,886.20	0.00	3,808.40
Dues and Subscriptions	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	748.92	682.26	0.00	1,431.18
Equipment/Furnishings	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
Meetings	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
Personnel	3,752.75	0.00	495.45	9,165.20	13,413.40	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
Professional Fees	4,481.00	0.00	0.00	0.00	4,481.00	0.00	450.00	550.00	0.00	1,000.00
Rent	0.00	0.00	500.00	0.00	500.00	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
Sales Tax Adjustment	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	19,535.12	9,850.48	331.20	29,716.80
Telephone and Internet	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	525.87	0.00	525.87	0.00	0.00	0.00	0.00	0.00
Total Expense	17,939.90	0.00	3,001.32	79,818.41	100,759.63	0.00	23,976.22	14,144.28	331.20	38,451.70
Net Ordinary Income	9,159.45	2,007.36	8,039.16	-19,597.67	-391.70	1,000.00	26,902.66	10,826.19	-331.20	38,397.65
Net Income	9,159.45	2,007.36	8,039.16	-19,597.67	-391.70	1,000.00	26,902.66	10,826.19	-331.20	38,397.65

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

	Member Relations	BBQ in the Glen Promotions	Halloween Promotions	Holidays Promotions	Summer LNO Promotions	Other Promotions	Total Promotions & Events	Strategic Marketing	WG&A Admin	TOTAL
Ordinary Income Expense										
Income										
CBID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100,367.93
Event Revenue	0.00	32,106.05	0.00	47,318.09	0.00	0.00	79,424.14	0.00	29.17	81,828.31
Eventbrite Ticket Sales	0.00	6,090.00	0.00	0.00	0.00	0.00	6,090.00	0.00	0.00	80,564.35
Grants	0.00	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	0.00	0.29	0.29
Member Dues	2,050.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,050.00
Retail Merchandise Income	0.00	0.00	0.00	30.00	0.00	0.00	30.00	0.00	0.00	30.00
Sponsorships	0.00	10,000.00	0.00	0.00	0.00	0.00	10,000.00	0.00	0.00	10,000.00
Total Income	2,050.00	55,541.05	0.00	49,848.09	0.00	0.00	105,389.14	0.00	29.46	284,685.88
Gross Profit	2,050.00	55,541.05	0.00	49,848.09	0.00	0.00	105,389.14	0.00	29.46	284,685.88
Expense										
Advertising and P/R	0.00	397.53	0.00	0.00	0.00	0.00	397.53	500.00	0.00	1,492.85
Bank Service Charges	-4.89	0.00	0.00	0.85	0.00	0.00	0.85	0.00	411.25	407.21
City Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Contract Services	0.00	12,701.63	1,980.00	1,525.00	100.00	0.00	16,306.63	0.00	2,497.50	97,895.74
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	570.00	570.00
Equipment Rental	0.00	10,686.30	0.00	19,800.00	0.00	0.00	30,486.30	0.00	2,680.63	35,721.41
Equipment/Furnishings	0.00	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	0.00	522.70	3,455.55
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	135.60	135.60
Permits and Fees	0.00	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	0.00	14,413.17	27,826.57
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	382.00	382.00
Professional Fees	0.00	0.00	0.00	50.00	200.00	0.00	250.00	0.00	0.00	5,731.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,250.00	1,750.00
Retail Merchandise	0.00	0.00	0.00	-3,785.00	0.00	0.00	-3,785.00	0.00	0.00	-3,785.00
Sales Tax Adjustment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.35	4.35
Supplies	126.69	22,566.61	1,375.64	473.19	178.90	64.99	24,659.33	0.00	4,016.69	58,519.51
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	970.75	970.75
Website	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	525.87
Total Expense	121.80	50,836.57	3,355.64	18,064.04	478.90	64.99	72,800.14	500.00	27,991.18	240,624.45
Net Ordinary Income	1,928.20	4,704.48	-3,355.64	31,784.05	-478.90	-64.99	32,589.00	-500.00	-27,961.72	44,061.43
Net Income	1,928.20	4,704.48	-3,355.64	31,784.05	-478.90	-64.99	32,589.00	-500.00	-27,961.72	44,061.43