



**Willow Glen Business Association**  
**Board of Directors & General Membership Meeting**  
 Agenda for Tuesday, March 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 February Minutes	8:00 am	Review and approval of February 12th, 2019 minutes
Executive Committee Rpt	I	Executive Committee Update - Robert Hernandez	8:05 am	Review and approval of, February 22 <sup>nd</sup> , 2019 minutes
Treasurer's Report	A	Treasurer-Tim Mulcahy - February Financial Rpt	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: Robert Hernandez 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 Spring Wine Walk, 4/13 DOTA – New Event  <b>Farmer's Market Committee</b> Chair: Lisa O'Hara Committee Update  <b>BBQ in the Glen Committee</b> Chair: Robert Hernandez Committee Update, 9/28		
Neighborhood Report	I	Willow Glen Neighborhood Association Update "Ford GoBike Stations in Willow Glen", Eliza Yu	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	"Shop with a Cop Foundation", Darrell Cortez		
Meeting Adjournment	G	Robert Hernandez	<b>9:30 am</b>	
Executive Session		Executive Session	<b>9:30 am – 9:45 am</b>	

**The next WGBA Board meeting will be Tuesday, April 9th, 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 of Directors & General Membership Meeting  
Tuesday, 12 February 2019  
Willow Glen Community & Senior Center~2175 Lincoln Avenue, San Jose, CA**

**Board Members in Attendance:** Frank Bejan, Vince Falcone, Robert Hernandez, Emilie Highley, Bobbie Johnson, Tim Mulcahy, John Pisacane, Matthew Rodriguez, Lynne Rovai, Steve Sibley, and Kandy Stevens & Stephanie Whaley – Staff

**Board Members Absent:** Bill McAfee, Lisa O'Hara, Nate Perez

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

***Approval of January WGBA Minutes*** – Motion was made by Lynne Rovai to approve. Second by Tim Mulcahy. Unanimously approved.

***Approval of Executive Committee Minutes*** – Motion was made by Emilie Highley to approve. Second by Vince Falcone. Unanimously approved.

Robert Hernandez presented the slate of candidates for the open WGBA Board positions:

1. Jamie Sizelove – Phone Doctor
2. Sara Rivas – LUXE Clinical Aesthetics
3. Josh Hanoka – Braise Restaurant and Bar

A motion was made by Lynne Rovai to accept these nominees as WGBA Board Members. Bobbie Johnson seconded the motion. Unanimously approved.  
Staff will reach out to the new members.

***Treasurer's Report*** – Tim Mulcahy reviewed: (a) The 103K that is in the account and the fact that the assets were off 8K from last year. January was a slow month, no event revenue. (2) P&L – Little change. 24K net profit to date for the Fiscal year. (3) CBID – Investigate further what information/documents are required to submit to the City. Next CBID check is due in March.

**Member Relations** – Staff reported: (1) Several break-ins on the Avenue since the beginning of the year – Pizza My Heart, Magpie and The Sweet Shoppe. Suggestion is to coordinate a meeting between the SJ Police and the businesses to discuss Crime Prevention. *NOTE:* A meeting of this nature was tried last year, very poor attendance. A date will be picked for an evening meeting – get the word out to the businesses on the importance of them attending. (3) A discussion ensued on having a “Closed FB Page” to report suspicious activity only to the businesses. No decision on this. (4) Kandy reported that the new shade had been installed in the office. Camera's still need to be installed. The WGBA has received \$666.00 back from our insurance carrier for the break-in claim. (5) Board Training – A date will be set for Board Training.

***Our Avenue Committee*** – Vince Falcone reported (1) Some lights on the Avenue are still out. Serena Desai from Councilmember Davis' Office will assist (2) A second trash can at Pizza My Heart may need to be added (3) There is a new rep at Universal (name is Angel). Vince and team are attempting to arrange a meeting with Angel and Chris to review specifics of the quote received. We are still waiting for a written proposal for 2019.

**Note:** John Brazil, City of San Jose (DOT), was introduced. John spoke to the city wide bike plan – Discussed the timing of the process, etc. Left his contact information and indicated he will update the WGBA on the process.

***Strategic Marketing Committee*** – Robert Hernandez reported that the web site is done – working out a few 'bugs' before the launch. Still waiting for info from a few of the businesses – Robert and Stephanie working on this.

***Promotions & Events Committee*** – Lynne Rovai reported: (1) Ladies Night Out – Very good turnout. A number of businesses like Our Secret, 20/20, Three Sisters reported that they were very busy. (2) Spring Wine Walk – 4/13. . . glass sponsor secured. Some tickets already sold. (3) DOTA Event replacement – still working on ideas – focus is not to close the street. (4) Some Associate Members are interested in participating in more of our events by having "POP UPS".

***BBQ in the Glen*** – Robert Hernandez reported: (1) BofA lot has been secured. (2) Grant is being submitted

***Farmer's Market*** – No report

***Neighborhood Report*** - No WGNA member present

***Open Forum*** – (1) Kimberly LeDeaux – Junior League of San Jose spoke about their Annual Rummage Sale on 3/16 – if any one has items to donate, please let her know. Revenue made from the Rummage Sale goes to Foster Youth – transferring youths out of foster care. Kimberly is also looking for other ways to partner with the WGBA. (2) Serena Desai, Councilmember Davis' Office (3) John Brazil, City of San Jose – DOT (4) Jamie Sizelove, Phone Doctor

***Associate Member Applications*** – No applications

General Meeting was adjourned at 9:08 a.m. President Hernandez requested a Closed Session for Board Members only.

*Respectively submitted,*

*Emilie Highley, Secretary  
Willow Glen Business Association*

**Willow Glen Business Association  
Executive Committee Meeting  
22 February 2019**

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

**Note: Staff (Kandy Stevens) remained in the office due to the  
nature of compensation discussions**

**Meeting was called to order at 9:15 a.m.**

- 1. CBID – Discussion ensued on the status of the CBID – Tim will investigate further the renewal**
- 2. Fall Wine Walk – 2018 Fall Wine Walk was successful . . . do we plan this event for 2019? Would the date for the Wine Walk be to close after the BBQ in the Glen and right before all the Holiday Events? Further discussions need to take place with P&E Chair – Lynne Rovai.**
- 3. Staff Compensation – Robert presented potential options which were discussed in detail. Robert to summarize and present suggested option to the Board.**

**Meeting was adjourned at 10:08 a.m.**

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

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

	Feb 19	Feb 18	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>Member Dues</b>	0.00	120.00	-120.00	-100.0%
<b>Sponsorships</b>	2,400.00	3,500.00	-1,100.00	-31.43%
<b>Total Income</b>	2,400.00	3,620.00	-1,220.00	-33.7%
<b>Gross Profit</b>	2,400.00	3,620.00	-1,220.00	-33.7%
<b>Expense</b>				
<b>Advertising and P/R</b>	0.00	500.00	-500.00	-100.0%
<b>Bad Debt</b>	0.00	19,457.82	-19,457.82	-100.0%
<b>Bank Service Charges</b>	0.00	3.78	-3.78	-100.0%
<b>Contract Services</b>	10,420.94	29,045.90	-18,624.96	-64.12%
<b>Dues and Subscriptions</b>	95.00	95.00	0.00	0.0%
<b>Equipment Rental</b>	595.34	20.98	574.36	2,737.66%
<b>Equipment/Furnishings</b>	47.10	0.00	47.10	100.0%
<b>Insurance</b>	2,966.09	1,209.56	1,756.53	145.22%
<b>Meetings</b>	16.95	0.00	16.95	100.0%
<b>Personnel</b>	5,456.50	3,998.82	1,457.68	36.45%
<b>Postage and Delivery</b>	1.30	0.00	1.30	100.0%
<b>Printing and Reproduction</b>	342.88	131.10	211.78	161.54%
<b>Professional Fees</b>	600.00	1,633.25	-1,033.25	-63.26%
<b>Rent</b>	250.00	250.00	0.00	0.0%
<b>Software</b>	54.99	0.00	54.99	100.0%
<b>Supplies</b>	-328.92	422.22	-751.14	-177.9%
<b>Telephone and Internet</b>	166.45	85.03	81.42	95.75%
<b>Website</b>	264.65	0.00	264.65	100.0%
<b>Total Expense</b>	20,949.27	56,853.46	-35,904.19	-63.15%
<b>Net Ordinary Income</b>	-18,549.27	-53,233.46	34,684.19	65.16%
<b>Net Income</b>	-18,549.27	-53,233.46	34,684.19	65.16%

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

	Feb 19	Jul '18 - Feb 19
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>CBID</b>	0.00	100,367.93
<b>Event Revenue</b>	0.00	81,967.46
<b>Eventbrite Ticket Sales</b>	0.00	80,564.35
<b>Grants</b>	0.00	9,845.00
<b>Interest Income</b>	0.00	0.29
<b>Member Dues</b>	0.00	2,470.00
<b>Retail Merchandise Income</b>	0.00	30.00
<b>Sponsorships</b>	2,400.00	12,400.00
<b>Total Income</b>	2,400.00	287,645.03
<b>Gross Profit</b>	2,400.00	287,645.03
<b>Expense</b>		
<b>Advertising and P/R</b>	0.00	1,492.85
<b>Bank Service Charges</b>	0.00	451.51
<b>City Fees</b>	0.00	2,500.00
<b>Contract Services</b>	10,420.94	119,267.57
<b>Dues and Subscriptions</b>	95.00	760.00
<b>Equipment Rental</b>	595.34	36,990.21
<b>Equipment/Furnishings</b>	47.10	159.64
<b>Insurance</b>	2,966.09	6,518.68
<b>Meetings</b>	16.95	401.46
<b>Permits and Fees</b>	0.00	6,625.81
<b>Personnel</b>	5,456.50	38,865.94
<b>Postage and Delivery</b>	1.30	393.02
<b>Printing and Reproduction</b>	342.88	882.88
<b>Professional Fees</b>	600.00	7,411.00
<b>Rent</b>	250.00	2,250.00
<b>Retail Merchandise Expense</b>	0.00	-4,160.00
<b>Sales Tax Adjustment</b>	0.00	-23.71
<b>Software</b>	54.99	54.99
<b>Supplies</b>	-328.92	59,025.44
<b>Telephone and Internet</b>	166.45	1,303.46
<b>Website</b>	264.65	889.77
<b>Total Expense</b>	20,949.27	282,060.52
<b>Net Ordinary Income</b>	-18,549.27	5,584.51
<b>Net Income</b>	-18,549.27	5,584.51

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

February 2019

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total	Spring Wine Walk Fundraising	Total	Spring LNO Promotion	Total	WGBA Admin	TOTAL
<b>Ordinary Income Expense</b>										
<b>Income</b>										
<b>Sponsorships</b>										
Total Income	0.00	0.00	0.00	2,400.00	2,400.00	2,400.00	0.00	0.00	0.00	2,400.00
<b>Gross Profit</b>	0.00	0.00	0.00	2,400.00	2,400.00	2,400.00	0.00	0.00	0.00	2,400.00
<b>Expense</b>										
<b>Contract Services</b>	525.00	0.00	9,895.94	10,420.94	0.00	0.00	0.00	0.00	0.00	10,420.94
<b>Dues and Subscriptions</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.00	95.00
<b>Equipment Rental</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	595.34	595.34
<b>Equipment/Furnishings</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	47.10	47.10
<b>Insurance</b>	1,796.00	0.00	0.00	1,796.00	0.00	0.00	0.00	0.00	1,170.09	2,966.09
<b>Meetings</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.95	16.95
<b>Personnel</b>	831.32	95.84	1,772.92	2,700.08	0.00	0.00	0.00	0.00	2,756.42	5,456.50
<b>Postage and Delivery</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.30	1.30
<b>Printing and Reproduction</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	342.88	342.88
<b>Professional Fees</b>	600.00	0.00	0.00	600.00	0.00	0.00	0.00	0.00	0.00	600.00
<b>Rent</b>	0.00	250.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	250.00
<b>Software</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	54.99	54.99
<b>Supplies</b>	0.00	0.00	0.00	0.00	0.00	0.00	181.63	181.63	-510.55	-328.92
<b>Telephone and Internet</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	166.45	166.45
<b>Website</b>	0.00	264.65	0.00	264.65	0.00	0.00	0.00	0.00	0.00	264.65
<b>Total Expense</b>	3,752.32	610.49	11,668.86	16,031.67	0.00	0.00	181.63	181.63	4,735.97	20,949.27
<b>Net Ordinary Income</b>	-3,752.32	-610.49	-11,668.86	-16,031.67	2,400.00	2,400.00	-181.63	-181.63	-4,735.97	-18,549.27
<b>Net Income</b>	<b>-3,752.32</b>	<b>-610.49</b>	<b>-11,668.86</b>	<b>-16,031.67</b>	<b>2,400.00</b>	<b>2,400.00</b>	<b>-181.63</b>	<b>-181.63</b>	<b>-4,735.97</b>	<b>-18,549.27</b>

**Willow Glen Business Association**  
**Balance Sheet Prev Year Comparison**  
As of February 28, 2019

	Feb 28, 19	Feb 28, 18	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
US Bank Checking	77,603.70	65,263.74	12,339.96	18.91%
Wells Fargo Checking	3,093.58	4,755.63	-1,662.05	-34.95%
<b>Total Checking/Savings</b>	<b>80,697.28</b>	<b>70,019.37</b>	<b>10,677.91</b>	<b>15.25%</b>
<b>Accounts Receivable</b>				
Accounts Receivable	10,196.65	0.00	10,196.65	100.0%
<b>Total Accounts Receivable</b>	<b>10,196.65</b>	<b>0.00</b>	<b>10,196.65</b>	<b>100.0%</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>92,393.93</b>	<b>72,019.37</b>	<b>20,374.56</b>	<b>28.29%</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>98,955.83</b>	<b>78,581.27</b>	<b>20,374.56</b>	<b>25.93%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
Accounts Payable	0.00	21,725.00	-21,725.00	-100.0%
<b>Total Accounts Payable</b>	<b>0.00</b>	<b>21,725.00</b>	<b>-21,725.00</b>	<b>-100.0%</b>
<b>Other Current Liabilities</b>				
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%
<b>Total Other Current Liabilities</b>	<b>44,778.94</b>	<b>39,827.11</b>	<b>4,951.83</b>	<b>12.43%</b>
<b>Total Current Liabilities</b>	<b>44,778.94</b>	<b>61,552.11</b>	<b>-16,773.17</b>	<b>-27.25%</b>
<b>Total Liabilities</b>	<b>44,778.94</b>	<b>61,552.11</b>	<b>-16,773.17</b>	<b>-27.25%</b>
<b>Equity</b>				
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	5,584.51	2,594.89	2,989.62	115.21%
<b>Total Equity</b>	<b>54,176.89</b>	<b>17,029.16</b>	<b>37,147.73</b>	<b>218.14%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>98,955.83</b>	<b>78,581.27</b>	<b>20,374.56</b>	<b>25.93%</b>



**Willow Glen Business Association**  
**YTD Profit & Loss by Class**  
July 2018 through February 2019

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	Member Relations
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
0.00	0.00	0.00	0.00	0.00	1,000.00	750.00	625.00	0.00	2,375.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	50,128.88	24,345.47	0.00	74,474.35	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,470.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,400.00	2,400.00	0.00
<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>50,878.88</b>	<b>24,970.47</b>	<b>2,400.00</b>	<b>79,249.35</b>	<b>2,470.00</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>50,878.88</b>	<b>24,970.47</b>	<b>2,400.00</b>	<b>79,249.35</b>	<b>2,470.00</b>
<b>Expense</b>										
0.00	0.00	0.00	0.00	0.00	0.00	294.98	300.34	0.00	595.32	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4.41
2,500.00	0.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00
4,200.00	0.00	1,480.00	90,945.09	96,625.09	0.00	1,922.20	1,886.20	0.00	3,808.40	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
1,123.30	0.00	0.00	0.00	1,123.30	0.00	748.92	682.26	32.54	1,463.72	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
4,728.85	0.00	0.00	0.00	4,728.85	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	248.91
0.00	0.00	0.00	0.00	0.00	0.00	1,025.00	875.00	0.00	1,900.00	0.00
5,415.39	0.00	687.13	12,711.04	18,813.56	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	270.00	270.00	0.00
5,861.00	0.00	0.00	0.00	5,861.00	0.00	450.00	550.00	150.00	1,150.00	0.00
0.00	0.00	1,000.00	0.00	1,000.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	0.00	0.00	0.00	0.00	19,535.12	9,850.48	331.20	29,716.80	126.69
0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
0.00	0.00	889.77	0.00	889.77	0.00	0.00	0.00	0.00	0.00	0.00
<b>23,828.54</b>	<b>0.00</b>	<b>4,056.90</b>	<b>103,656.13</b>	<b>131,541.57</b>	<b>0.00</b>	<b>23,976.22</b>	<b>14,144.28</b>	<b>783.74</b>	<b>38,904.24</b>	<b>380.01</b>
<b>3,270.81</b>	<b>2,007.36</b>	<b>6,983.58</b>	<b>-43,435.39</b>	<b>-31,173.64</b>	<b>1,000.00</b>	<b>26,902.66</b>	<b>10,826.19</b>	<b>1,616.26</b>	<b>40,345.11</b>	<b>2,089.99</b>
<b>3,270.81</b>	<b>2,007.36</b>	<b>6,983.58</b>	<b>-43,435.39</b>	<b>-31,173.64</b>	<b>1,000.00</b>	<b>26,902.66</b>	<b>10,826.19</b>	<b>1,616.26</b>	<b>40,345.11</b>	<b>2,089.99</b>

**Willow Glen Business Association**  
**YTD Profit & Loss by Class**  
July 2018 through February 2019

Ordinary Income/Expense	BBQ in the Glen		Halloween		Holidays		Spring LNO		Summer LNO		Other		Total		Strategic		WGBA		TOTAL	
	Promotion		Promotion		Promotion		Promotion		Promotion		Promotion		Promotions/Events	Marketing	Admin					
<b>Income</b>																				
CBID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	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	0.00	47,457.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	79,563.29	0.00	0.00	0.00	0.00	29.17	0.00	81,967.46
Eventbrite Ticket Sales	6,090.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,090.00	0.00	0.00	0.00	0.00	0.00	0.00	80,564.35
Grants	7,345.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	9,845.00	0.00	0.00	0.00	0.00	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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.00	0.29
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,470.00
Retail Merchandise	0.00	0.00	0.00	30.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30.00	0.00	0.00	0.00	0.00	0.00	0.00	30.00
Sponsorships	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10,000.00	0.00	0.00	0.00	0.00	0.00	0.00	12,400.00
<b>Total Income</b>	55,541.05	0.00	0.00	49,987.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	105,528.29	0.00	0.00	0.00	0.00	29.46	0.00	287,645.03
<b>Gross Profit</b>	55,541.05	0.00	0.00	49,987.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	105,528.29	0.00	0.00	0.00	0.00	29.46	0.00	287,645.03
<b>Expense</b>																				
Advertising and P/R	397.53	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	397.53	0.00	0.00	0.00	0.00	0.00	0.00	1,492.85
Bank Service Charges	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.85	0.00	0.00	0.00	0.00	446.25	0.00	451.51
City Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Contract Services	12,701.63	1,980.00	1,554.95	0.00	0.00	0.00	0.00	0.00	100.00	0.00	0.00	0.00	16,336.58	0.00	0.00	0.00	2,497.50	0.00	0.00	119,267.57
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	760.00	0.00	0.00	760.00
Equipment Rental	10,686.30	0.00	19,800.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30,486.30	0.00	0.00	0.00	3,916.89	0.00	0.00	36,990.21
Equipment/Furnishings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	159.64	0.00	0.00	159.64
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,789.83	0.00	0.00	6,518.68
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	152.55	0.00	0.00	401.46
Permits and Fees	4,681.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,681.81	0.00	0.00	0.00	44.00	0.00	0.00	6,625.81
Personnel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20,052.38	393.02	0.00	38,865.94
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	0.00	0.00	0.00	0.00	0.00	342.88	0.00	0.00	393.02
Printing/Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	270.00	0.00	0.00	0.00	0.00	0.00	270.00	0.00	0.00	0.00	342.88	0.00	0.00	882.88
Professional Fees	0.00	0.00	0.00	50.00	0.00	0.00	150.00	0.00	200.00	0.00	0.00	0.00	400.00	0.00	0.00	0.00	0.00	0.00	0.00	7,411.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,250.00	0.00	0.00	2,250.00
Retail Merchandise	0.00	0.00	0.00	-4,160.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-4,160.00	0.00	0.00	0.00	0.00	0.00	0.00	-4,160.00
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	0.00	0.00	0.00	0.00	0.00	0.00	-23.71	0.00	-23.71
Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	54.99	0.00	0.00	54.99
Supplies	23,316.61	1,375.64	473.19	0.00	181.63	178.90	0.00	0.00	64.99	0.00	0.00	0.00	25,590.96	0.00	0.00	0.00	3,590.99	0.00	0.00	59,025.44
Telephone/Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,303.46	0.00	0.00	1,303.46
Website	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	889.77
<b>Total Expense</b>	51,783.88	3,355.64	17,718.99	32,268.25	601.63	478.90	601.63	-601.63	-478.90	64.99	0.00	0.00	74,004.03	500.00	0.00	0.00	36,730.67	0.00	0.00	282,060.52
<b>Net Ordinary Income</b>	3,757.17	-3,355.64	32,268.25	-64.99	-601.63	-478.90	-64.99	-64.99	-478.90	64.99	0.00	0.00	31,524.26	-500.00	0.00	0.00	-36,701.21	0.00	0.00	5,584.51
<b>Net Income</b>	3,757.17	-3,355.64	32,268.25	-64.99	-601.63	-478.90	-64.99	-64.99	-478.90	64.99	0.00	0.00	31,524.26	-500.00	0.00	0.00	-36,701.21	0.00	0.00	5,584.51