



**Willow Glen Business Association
Board of Directors & General Membership Meeting
Agenda for Tuesday, May 14th, 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 April Minutes	8:00 am	Review and approval of April 9th, 2019 minutes
Executive Committee Rpt	I	Executive Committee Update - Robert Hernandez Bylaws Update/Review - John Pisacane	8:05 am	Review and approval of, April 26th, 2019 minutes
Treasurer's Report	A	Treasurer-Tim Mulcahy – April Financial Rpt <u>Accept -</u> <ul style="list-style-type: none"> • CPA's financial review of CBID for FY16-17 • CPA's financial review of CBID for FY17-18 <u>Approve -</u> <ul style="list-style-type: none"> • CBID budget and annual report for submission to City for FY19-20 	8:10 am – 8:20 am	Board approval Accept Report
Board Orientation	I	Robert Hernandez and Executive Committee	8:20 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	Silicon Valley Moving & Storage		
Meeting Adjournment	G	Robert Hernandez	9:30 am	

**The next WGBA Board meeting will be Tuesday, June 11th, 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, April 9th 2019, 8:00 a.m.
Willow Glen Community & Senior Center, 2175 Lincoln Avenue

Attendees: Vince Falcone, Robert Hernandez, Emilie Highley, Bobbie Johnson, Bill McAfee, Tim Mulcahy, Lisa O'Hara, John Pisacane, Matthew Rodriguez, Lynne Rovai, Steve Sibley, Jamie Sizelove **Staff:** Kandy Stevens and Stephanie Whaley.

Not in attendance: Frank Bejan, Joshua Hanoka, Nate Perez, Sara Rivas

Meeting was called to order at 8:08 a.m. by President Hernandez

Approval of Minutes: March minutes to be amended to add the "Closed Session" which addressed Staff Compensation. Steve Sibley made a motion to amend and approve the March minutes. Second by Tim Mulcahy. Unanimously approved.

Executive Committee Minutes: March minutes were reviewed by President Hernandez. Acceptance of March minutes – Steve Sibley. Second by John Pisacane.

Executive Committee Update: Robert addressed the Crime Prevention Meeting – not well attended. Also cost for private security was discussed.

Recommendation was made to add a CBID Committee and retaining Valerie Merklin to assist. Motion made by Jamie Sizelove. Second by John Pisacane. Unanimously approved.

Treasurer's Report: Tim Mulcahy reported: (a) Cash on hand as of 4/1/2019 is \$58,600 – more than the same period last year. (b) Accounts receivables are down to \$7,300 from \$10,000 the previous month. (c) P&L Comparison 2018 vs. 2019 – Income was almost \$6,000 due to the grant received from the City for DOTA 2018. Expenses for the month – virtually the same. Contract Services were up \$5,600 due to payment for website development. Income - \$23,885 to the negative, roughly \$6,000 more than 2018. (d) P&L for March 2019 – Shows a loss of ~ \$24,000 because the income was from the grant received from the City. Expenses were on the higher side due to contract services. Year to day loss: \$18,600, due mainly to lack of fundraising activity (e) DBID check due in the next 30 days which will put us back in a positive financial position. Motion made by Emilie Highley to approve. Second by Jamie Sizelove. Unanimously approved.

Member Relations: Steff commented on Josh Hanoka not being present for any Board meetings this year. Question is: Does he remain on the Board? Robert to reach out to Josh. Board Training – May Board Meeting – Valerie Merklin will present.

CBID Committee: Tim Mulcahy will chair this committee. First meeting will be set. Committee will consist of: Tim, Nate Perez and Steve Sibley – possible to expand this committee in the future. First meeting will be dedicated to working on preliminary financials for the next CBID year.

Our Avenue Committee: (a) Vince Falcone and Bill McAfee met with Chris Dickey, Universal Services to discuss the new proposal for services and the increase. Another meeting is being set for further discussions. (b)

Artwork – Need to write up paperwork for return of damaged sculpture. Former Councilmember Oliverio will fund the replacement. (c) Lights on the Avenue – WGBA has received some help from the City. 20 lights that were out have now been reduced to 6 lights being out. Bill will update the list.

P&E Committee: Lynne reported (a) Wine Walk – tickets sales are picking up. 17 wineries, 27 stations as of this writing. (b) President of the Willow Glen Elementary School PTA as approached us on a “Parent’s Night Out” in the fall.

More information on this event to follow. (c) Christmas Ornament will be the Firestation. (d) Health & Wellness Faire being discussed with Lisa O’Hara. (e) Still no DOTA replacement.

Farmer’s Market Committee: Lisa reported that the contract is in review bringing the Farmer’s Market back to the middle of the WG Elementary School parking lot (still lots of room for parking). 6/15/2019 is the projected target for opening – still not sure if it will be year round.

BBQ in the Glen Committee: Robert reported that 2 new sponsorship levels have been added. Goal is \$30,000 in sponsorship. John Pisacane suggested a payment plan for sponsorship – 3 payments. Further discussion to ensue.

By Laws Revision: John Pisacane indicated that the changes need to be on the website. John has asked for ‘more eyes’ to review the proposed changes before they are presented.

WGNA: No one present – no report

Open Forum: (a) Darrell Cortez, Shop with a Cop (b) Mark Bachman, SJCE discussed PG&E Clean Energy – what it is and how to understand your PG&E bill.

They are a not for profit group. (c) Serena Desai from Councilmember Dev Davis’ Office discussed: (i) The Great American Clean Up Day, (ii) e-mail received from a resident about the early leaf blowing. Robert Hernandez indicated that the location of the early leaf blowing was near the Rotten Robbie station. Robert will follow up and report back.

Associate Member Applications: Two applications were received: “No Time to Waste” a non profit and Brad Cox, Architect, In. John Pisacane made a motion to approve both applications. Second by Lynne Rovai. Unmaniously approved

Meeting was adjourned at 9:12 a.m.

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

**Willow Glen Business Association
Executive Committee Meeting
26 April 2019**

**In attendance: Frank Bejan, Emilie Highley, Robert Hernandez, Bobbie Johnson,
Tim Mulcahy – Staff: Kandy Stevens**

Meeting was called to order at 8:30 by President Hernandez

- 1. Universal Site Services – A complaint was made about early leaf blowing (starting 14 minutes early) – this will be looked into further by Robert and Kandy.**
- 2. CBID – Valerie Merklin has been retained on a contract basis. Working with Tim and Jess Gutierrez (accountant services) - updating the CBID binder and working on the 2019-2020 Budget which is due in May.**
- 3. Wine Walk – Very successful event. Roughly 900 tickets sold (approximate net \$36,000) – final net will be reported at the May Board Meeting.**
- 4. Willow Glen Elementary PTA and WGBA will join forces for “Parent’s Night Out” – the PTA will entertain the children while the parents dine and shop the Avenue. More information to come. Date is set for 10/11**
- 5. Copier – Frank will follow up with another copier resource for cost comparisons.**
- 6. Damaged art on the Avenue – Lynn Rogers from the City will address the Executive Board on May 8th, at 9:00 a.m., to discuss a replacement for the damaged sculpture.**
- 7. Kiosk – One was damaged (broken) - ~\$250.00 to fix. Fix was approved by the Executive Board.**
- 8. Staff – Focus is on Membership and coming current on dues (current year only)**
- 9. Brief discussion ensued on marketing of business on the website – this is an ongoing subject.**
- 10. John Pisacane has worked on the By Law changes. Kandy will follow up with John. This will be discussed at the next Board Meeting.**

- 11. Willow Glen 5K – Kandy will follow up on what we sponsored last year (\$500.00).**
- 12. Hartford Insurance premium policy received – Kandy will review and report to the Board.**
- 13. Teal Ribbons – Last year a group hung teal colored ribbons from the trees on the Avenue for Food Allergies Awareness – this has been approved to do again this year from 5/12 to 5/18.**

Meeting was adjourned at 9:45 a.m.

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

Meeting was adjourned at

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

	Apr 19	Jul '18 - Apr 19
Ordinary Income/Expense		
Income		
CBID	0.00	100,367.93
Event Revenue	1,005.00	83,022.46
Eventbrite Ticket Sales	35,715.00	116,279.35
Grants	0.00	15,226.42
In-Kind Income	0.00	80.00
Interest Income	0.00	0.29
Member Dues	120.00	2,650.00
Retail Merchandise Income	0.00	30.00
Sponsorships	0.00	12,400.00
Total Income	<u>36,840.00</u>	<u>330,056.45</u>
Gross Profit	36,840.00	330,056.45
Expense		
Advertising and P/R	60.77	2,253.62
Bank Service Charges	0.00	451.51
City Fees	0.00	2,500.00
Contract Services	12,550.94	142,383.95
County Fees	0.00	675.00
Dues and Subscriptions	95.00	950.00
Equipment Rental	1,995.77	38,985.98
Equipment/Furnishings	43.68	203.32
In-Kind Expense	0.00	80.00
Insurance	679.48	7,877.61
Meetings	16.95	435.36
Permits and Fees	0.00	6,855.81
Personnel	6,521.03	51,388.56
Postage and Delivery	0.00	393.02
Printing and Reproduction	2,082.08	3,144.21
Professional Fees	600.00	8,211.00
Rent	250.00	2,750.00
Retail Merchandise Expense	0.00	-4,160.00
Sales Tax Adjustment	575.79	552.08
Software	0.00	54.99
Supplies	9,914.86	70,321.65
Telephone and Internet	166.18	1,666.13
Website	83.15	9,493.14
Total Expense	<u>35,635.68</u>	<u>347,466.94</u>
Net Ordinary Income	<u>1,204.32</u>	<u>-17,410.49</u>
Net Income	<u><u>1,204.32</u></u>	<u><u>-17,410.49</u></u>

Willow Glen Business Association
Balance Sheet Prev Year Comparison
As of April 30, 2019

	Apr 30, 19	Apr 30, 18	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	57,897.72	166,349.20	-108,451.48	-65.2%
Wells Fargo Checking	3,264.39	3,419.18	-154.79	-4.53%
Total Checking/Savings	61,162.11	169,768.38	-108,606.27	-63.97%
Accounts Receivable				
Accounts Receivable	6,996.65	0.00	6,996.65	100.0%
Total Accounts Receivable	6,996.65	0.00	6,996.65	100.0%
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	68,908.76	171,768.38	-102,859.62	-59.88%
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	76,219.55	178,330.28	-102,110.73	-57.26%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	258.72	385.00	-126.28	-32.8%
Total Accounts Payable	258.72	385.00	-126.28	-32.8%
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	45,037.66	40,212.11	4,825.55	12.0%
Total Liabilities	45,037.66	40,212.11	4,825.55	12.0%
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	-17,410.49	123,683.90	-141,094.39	-114.08%
Total Equity	31,181.89	138,118.17	-106,936.28	-77.42%
TOTAL LIABILITIES & EQUITY	76,219.55	178,330.28	-102,110.73	-57.26%

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

	Apr 19	Apr 18	\$ Change	% Change
Ordinary Income/Expense				
Income				
CBID	0.00	145,621.94	-145,621.94	-100.0%
Event Revenue	1,005.00	36,450.05	-35,445.05	-97.24%
Eventbrite Ticket Sales	35,715.00	0.00	35,715.00	100.0%
Member Dues	120.00	0.00	120.00	100.0%
Sponsorships	0.00	4,000.00	-4,000.00	-100.0%
Total Income	36,840.00	186,071.99	-149,231.99	-80.2%
Gross Profit	36,840.00	186,071.99	-149,231.99	-80.2%
Expense				
Advertising and P/R	60.77	73.13	-12.36	-16.9%
City Fees	0.00	2,500.00	-2,500.00	-100.0%
Contract Services	12,550.94	30,929.35	-18,378.41	-59.42%
Dues and Subscriptions	95.00	95.00	0.00	0.0%
Equipment Rental	1,995.77	1,165.22	830.55	71.28%
Equipment/Furnishings	43.68	0.00	43.68	100.0%
Insurance	679.48	2,610.21	-1,930.73	-73.97%
Meetings	16.95	16.95	0.00	0.0%
Personnel	6,521.03	2,848.06	3,672.97	128.96%
Printing and Reproduction	2,082.08	563.88	1,518.20	269.24%
Professional Fees	600.00	1,000.00	-400.00	-40.0%
Rent	250.00	250.00	0.00	0.0%
Sales Tax Adjustal	575.79	0.00	575.79	100.0%
Supplies	9,914.86	4,907.94	5,006.92	102.02%
Telephone and Internet	166.18	155.79	10.39	6.67%
Website	83.15	85.19	-2.04	-2.4%
Total Expense	35,635.68	47,200.72	-11,565.04	-24.5%
Net Ordinary Income	1,204.32	138,871.27	-137,666.95	-99.13%
Net Income	1,204.32	138,871.27	-137,666.95	-99.13%

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

April 2019

	ADMIN	DISI	SOBOP	Total	Bubbly Walk	Spring Wine Walk	Total	Member	WGBA	TOTAL
	(CBID)	(CBID)	(CBID)	CBID	Fundraising	Fundraising	Fundraising	Relations	Admin	
Ordinary Income/Expense										
Income										
Event Revenue	0.00	0.00	0.00	0.00	0.00	1,005.00	1,005.00	0.00	0.00	1,005.00
Eventbrite Ticket Sales	0.00	0.00	0.00	0.00	0.00	35,715.00	35,715.00	0.00	0.00	35,715.00
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120.00	0.00	120.00
Total Income	0.00	0.00	0.00	0.00	0.00	36,720.00	36,720.00	120.00	0.00	36,840.00
Gross Profit	0.00	0.00	0.00	0.00	0.00	36,720.00	36,720.00	120.00	0.00	36,840.00
Expense										
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	60.77	60.77	0.00	0.00	60.77
Contract Services	525.00	0.00	9,895.94	10,420.94	250.00	880.00	1,130.00	0.00	1,000.00	12,550.94
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.00	95.00
Equipment Rental	1,190.68	0.00	0.00	1,190.68	0.00	805.09	805.09	0.00	0.00	1,995.77
Equipment/Furnishings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	43.68	43.68
Insurance	602.67	0.00	0.00	602.67	0.00	0.00	0.00	0.00	76.81	679.48
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	16.95	16.95
Personnel	868.18	116.68	2,158.32	3,143.18	0.00	0.00	0.00	0.00	3,377.85	6,521.03
Printing/Reproduction	0.00	0.00	0.00	0.00	0.00	2,082.08	2,082.08	0.00	0.00	2,082.08
Professional Fees	600.00	0.00	0.00	600.00	0.00	0.00	0.00	0.00	0.00	600.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00	250.00
Sales Tax Adjustment	0.00	0.00	0.00	0.00	0.00	575.79	575.79	0.00	0.00	575.79
Supplies	0.00	0.00	0.00	0.00	-659.74	10,169.73	9,509.99	0.00	404.87	9,914.86
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	166.18	166.18
Website	0.00	83.15	0.00	83.15	0.00	0.00	0.00	0.00	0.00	83.15
Total Expense	3,786.53	199.83	12,054.26	16,040.62	-409.74	14,573.46	14,163.72	0.00	5,431.34	35,635.68
Net Ordinary Income	-3,786.53	-199.83	-12,054.26	-16,040.62	409.74	22,146.54	22,556.28	120.00	-5,431.34	1,204.32
Net Income	-3,786.53	-199.83	-12,054.26	-16,040.62	409.74	22,146.54	22,556.28	120.00	-5,431.34	1,204.32

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

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	BBQ Fundraising	BeerWalk Fundraising	Bubbly Walk Fundraising	DOTA Fundraising	Fall Wine Walk Fundraising	Spring Wine Walk Fundraising	Total Fundraising
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	0.00	0.00
Event Revenue	0.00	0.00	0.00	0.00	0.00	32,106.05	1,000.00	750.00	0.00	0.00	0.00	1,055.00
Eventbrite Ticket Sale:	0.00	0.00	0.00	0.00	0.00	6,090.00	0.00	50,128.88	0.00	24,345.47	35,715.00	116,279.35
Grants	0.00	0.00	0.00	0.00	0.00	7,345.00	0.00	0.00	5,381.42	0.00	0.00	12,726.42
In-Kind Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	80.00	80.00
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
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
Retail Merchandise	0.00	0.00	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	10,000.00	0.00	0.00	0.00	0.00	2,400.00	12,400.00
Total Income	27,099.35	2,007.36	11,040.48	60,220.74	100,367.93	55,541.05	1,000.00	50,878.88	5,381.42	24,970.47	39,250.00	177,021.82
Gross Profit	27,099.35	2,007.36	11,040.48	60,220.74	100,367.93	55,541.05	1,000.00	50,878.88	5,381.42	24,970.47	39,250.00	177,021.82
Expense												
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	597.53	0.00	294.98	0.00	300.34	60.77	1,253.62
Bank Service Charge	0.00	0.00	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	0.00	0.00
Contract Services	5,250.00	0.00	1,480.00	112,316.97	119,046.97	12,701.63	0.00	2,172.20	0.00	1,886.20	1,942.00	18,702.03
County Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	675.00	675.00
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
Equipment Rental	5,873.14	0.00	0.00	0.00	5,873.14	10,686.30	0.00	748.92	0.00	682.26	837.63	12,955.11
Equipment/Furnishing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
In-Kind Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	80.00	80.00
Insurance	5,934.16	0.00	0.00	0.00	5,934.16	0.00	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	0.00
Permits and Fees	0.00	0.00	0.00	0.00	0.00	4,681.81	0.00	1,025.00	0.00	875.00	250.00	6,831.81
Personnel	7,175.62	0.00	910.07	16,834.98	24,920.67	0.00	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	0.00
Printing/Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,352.08	2,352.08
Professional Fees	6,461.00	0.00	0.00	0.00	6,461.00	0.00	0.00	450.00	0.00	550.00	150.00	1,150.00
Rent	0.00	0.00	1,250.00	0.00	1,250.00	0.00	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	0.00
Sales Tax Adj	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	575.79	575.79
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
Supplies	0.00	0.00	0.00	0.00	0.00	23,316.61	0.00	18,875.38	1,048.80	9,850.48	10,802.15	63,893.42
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
Website	0.00	0.00	1,088.16	0.00	1,088.16	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	33,193.92	0.00	4,728.23	129,151.95	167,074.10	51,983.88	0.00	23,566.48	1,048.80	14,144.28	17,725.42	108,468.86
Net Ordinary Income	-6,094.57	2,007.36	6,312.25	-68,931.21	-66,706.17	3,557.17	1,000.00	27,312.40	4,332.62	10,826.19	21,524.58	68,552.96
Net Income	-6,094.57	2,007.36	6,312.25	-68,931.21	-66,706.17	3,557.17	1,000.00	27,312.40	4,332.62	10,826.19	21,524.58	68,552.96

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

	Member Relations	Halloween Promotion	Holiday Promotion	Spring LNO Promotion	Summer LNO Promotion	Other Promotion	Total Promotions	Strategic Marketing	WGBA Admin	TOTAL
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	0.00	47,457.24	0.00	0.00	0.00	47,457.24	0.00	29.17	83,022.46
Eventbrite Ticket Sale:	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	116,279.35
Grants	0.00	0.00	2,500.00	0.00	0.00	0.00	2,500.00	0.00	0.00	15,226.42
In-Kind Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	80.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.29	0.29
Member Dues	2,650.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,650.00
Retail Merchandise	0.00	0.00	30.00	0.00	0.00	0.00	30.00	0.00	0.00	30.00
Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12,400.00
Total Income	2,650.00	0.00	49,987.24	0.00	0.00	0.00	49,987.24	0.00	29.46	330,056.45
Gross Profit	2,650.00	0.00	49,987.24	0.00	0.00	0.00	49,987.24	0.00	29.46	330,056.45
Expense										
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	0.00	2,253.62
Bank Service Charge	4.41	0.00	0.85	0.00	0.00	0.00	0.85	0.00	446.25	451.51
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	1,980.00	1,554.95	0.00	100.00	0.00	3,634.95	0.00	1,000.00	142,383.95
County Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	675.00
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	950.00	950.00
Equipment Rental	0.00	0.00	19,800.00	0.00	0.00	0.00	19,800.00	0.00	357.73	38,985.98
Equipment/Furnishing	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	203.32	203.32
In-Kind Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	80.00
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,943.45	7,877.61
Meetings	248.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	186.45	435.36
Permits and Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24.00	6,855.81
Personnel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	26,467.89	51,388.56
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	393.02	393.02
Printing/Reproduction	0.00	0.00	0.00	270.00	0.00	0.00	270.00	0.00	522.13	3,144.21
Professional Fees	0.00	0.00	50.00	350.00	200.00	0.00	600.00	0.00	0.00	8,211.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00	2,750.00
Retail Merchandise	0.00	0.00	-4,160.00	0.00	0.00	0.00	-4,160.00	0.00	0.00	-4,160.00
Sales Tax Adj	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-23.71	552.08
Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	54.99	54.99
Supplies	126.69	1,375.64	473.19	181.63	178.90	64.99	2,274.35	0.00	4,027.19	70,321.65
Telephone/Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,666.13	1,666.13
Website	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	8,404.98	9,493.14
Total Expense	380.01	3,355.64	17,718.99	801.63	478.90	64.99	22,420.15	1,000.00	48,123.82	347,466.94
Net Ordinary Income	2,269.99	-3,355.64	32,268.25	-801.63	-478.90	-64.99	27,567.09	-1,000.00	-48,094.36	-17,410.49
Net Income	2,269.99	-3,355.64	32,268.25	-801.63	-478.90	-64.99	27,567.09	-1,000.00	-48,094.36	-17,410.49

Willow Glen Business Association
Overall Proposed Budget for FY19-20
July 1, 2019 - June 30, 2020

(Includes CBID and Non-CBID Projected Revenue and Expenses)

**Willow Glen Business Association
PROPOSED OVERALL BUDGET FOR FY2019-2020**
July 1, 2019 through June 30, 2020

PROPOSED OVERALL BUDGET FY19-20

	TOTAL CBID (Details in Attach 1)	TOTAL PROMOTIONS/EVENTS (Details in Attach 2)	TOTAL WGBA MEMBER REL. & ADMIN	GRAND TOTAL	PERCENT OF TOTAL
Income					
CBID	260,603.56			260,603.56	54.14%
Event Revenue		181,375.00		181,375.00	37.69%
Grants		9,845.00		9,845.00	2.05%
In-Kind				0.00	0.00%
Interest Income				0.00	0.00%
Member Dues			3,000.00	3,000.00	0.62%
Miscellaneous Income				1,000.00	0.21%
Sponsorships		1,000.00		1,000.00	0.21%
Total Income	260,603.56	25,500.00	3,000.00	289,103.56	53.0%
Expense					
Advertising and Public Relations					
Strategic Marketing Initiatives	5,000.00	0.00		5,000.00	1.06%
Other Advertising	0.00	4,400.00		4,400.00	0.93%
Sponsorship of Community Events	0.00	1,000.00		1,000.00	0.21%
Bad Debt	0.00			0.00	0.00%
Bank Service Charges	0.00		500.00	500.00	0.11%
City Fees	5,000.00			5,000.00	1.06%
Contract Services					
City of SJ - BofA Parking	6,300.00	0.00		6,300.00	1.33%
Décor (kiosk)	1,500.00	0.00		1,500.00	0.32%
Décor (misc)	6,500.00	3,000.00		9,500.00	2.01%
Décor (holiday)	12,000.00	0.00		12,000.00	2.54%
Décor (banners/flags)	10,000.00	0.00		10,000.00	2.12%
Décor (lighting electrical repairs)	2,500.00	0.00		2,500.00	0.53%
Street Maintenance / Cleaning / Landscaping	131,103.00	0.00		131,103.00	27.77%
Entertainment	0.00	10,500.00		10,500.00	2.22%
Security (S/JPD and/or private security)	0.00	4,250.00		4,250.00	0.90%
Security (S/JPD and/or private security)	0.00	6,500.00		6,500.00	1.38%
Photographer	0.00	0.00		0.00	0.00%
Contingency	5,212.07			5,212.07	1.10%
County Fees	2,495.08			2,495.08	0.53%
Dues and Subscriptions	0.00		900.00	900.00	0.19%
Equipment Rental					
Copier Rental	3,000.00	0.00		3,000.00	0.62%
Event equipment (tables, chairs, etc)	0.00	31,300.00		31,300.00	6.63%
Equipment/Furnishings	0.00		500.00	500.00	0.11%
Insurance	5,336.21			5,336.21	1.15%
Meetings	0.00		2,000.00	2,000.00	0.41%
Miscellaneous			500.00	500.00	0.11%
Volunteers	0.00	600.00		600.00	0.13%
Other	0.00	0.00	250.00	250.00	0.05%

Willow Glen Business Association
PROPOSED OVERALL BUDGET FOR FY2019-2020
 July 1, 2019 through June 30, 2020

PROPOSED OVERALL BUDGET FY19-20

	TOTAL CBID (Details in Attach 1)	TOTAL PROMOTIONSEVENTS (Details in Attach 2)	TOTAL WGBA MEMBER REL & ADMIN	GRAND TOTAL	PERCENT OF TOTAL
Our Avenue Committee Misc. Projects	5,635.00	0.00		5,635.00	1.19%
Permits and Fees	0.00	6,900.00		6,900.00	1.46%
Personnel					
Compensation - All Staff	42,522.20	0.00	47,482.00	90,004.20	19.06%
Payroll Service	0.00	0.00	1,500.00	1,500.00	0.32%
Payroll Taxes	0.00	0.00	5,000.00	5,000.00	1.08%
Postage and Delivery	0.00	0.00	400.00	400.00	0.08%
Printing and Reproduction	0.00	2,100.00	500.00	2,600.00	0.55%
Professional Fees	0.00	0.00		0.00	
Graphic Design	0.00	1,100.00		1,100.00	0.23%
Accounting/Financial	8,500.00	0.00	5,000.00	13,500.00	2.86%
Computer/tech support	0.00	0.00	500.00	500.00	0.11%
Professional fees - Other	0.00	0.00	2,500.00	2,500.00	0.53%
Rent	3,000.00	0.00	4,000.00	66,200.00	14.02%
Supplies	2,000.00	60,200.00		3,000.00	0.64%
Taxes	0.00	0.00		0.00	0.00%
Telephone and DSL	0.00	0.00	2,000.00	2,000.00	0.42%
Website	3,000.00	0.00	2,000.00	5,000.00	1.06%
Total Expense	260,603.56	131,880.00	79,732.00	472,185.56	
Net Income	-0.00	85,870.00	-76,732.00	9,138.00	

**Willow Glen Business Association
PROPOSED CBID BUDGET FY2019-2020
July 1, 2019 through June 30, 2020**

Attachment 1 - CBID Detail
CBID TOTAL FOR FY 19-20
\$260,603.56

Ordinary Income/Expense	CBID					TOTAL CBID
	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)		
Income						
CBID	65,150.89	5,212.07	28,666.39	161,574.21		260,603.56
Event Revenue	0.00	0.00	0.00	0.00		0.00
Grants	0.00	0.00	0.00	0.00		0.00
In-Kind	0.00	0.00	0.00	0.00		0.00
Interest Income	0.00	0.00	0.00	0.00		0.00
Member Dues	0.00	0.00	0.00	0.00		0.00
Miscellaneous Income	0.00	0.00	0.00	0.00		0.00
Sponsorships	0.00	0.00	0.00	0.00		0.00
Total Income	<u>65,150.89</u>	<u>5,212.07</u>	<u>28,666.39</u>	<u>161,574.21</u>		<u>260,603.56</u>
Gross Profit	65,150.89	5,212.07	28,666.39	161,574.21		260,603.56

Expense	CBID					TOTAL CBID
	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)		
Advertising and Public Relations						
Strategic Marketing Initiatives			5,000.00			5,000.00
Other Advertising						
Sponsorship of Community Events						
Bad Debt						
Bank Service Charges						
City Fees	5,000.00					5,000.00
Contract Services						
City of SJ - BofA Parking	6,300.00					6,300.00
Décor (kiosk)			1,500.00			1,500.00
Décor (misc)			6,500.00			6,500.00
Décor (holiday)			5,000.00			5,000.00
Décor (banners/flags)				7,000.00		7,000.00
Décor (fighting electrical repairs)				10,000.00		10,000.00
Street Maintenance / Cleaning / Landscaping				2,500.00		2,500.00
Event Production				131,103.00		131,103.00
Entertainment						
Security (S/JPD and/or private security)						
Photographer						
Contingency		5,212.07				5,212.07
County Fees	2,495.08					2,495.08
Dues and Subscriptions						
Equipment Rental						
Copier Rental	3,000.00					3,000.00

Willow Glen Business Association
PROPOSED CBID BUDGET FY2019-2020
 July 1, 2019 through June 30, 2020

ATTACHMENT 1
 PROPOSED CBID DETAIL FY19-20

Attachment 1 - CBID Detail

	CBID					TOTAL CBID
	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)		
CBID TOTAL FOR FY 19-20						
\$260,603.56						
Event equipment (tables, chairs, etc)						
Equipment/Furnishings				5,336.21		5,336.21
Insurance						
Meetings						
Miscellaneous						
Volunteers						
Other						
Our Avenue Committee Misc. Projects				5,635.00		5,635.00
Permits and Fees						
Personnel						
Compensation - All Staff	34,855.81		7,666.39			42,522.20
Payroll service						
Postage and Delivery						
Printing and Reproduction						
Professional Fees						
Graphic Design						
Accounting/Financial	8,500.00					8,500.00
Computer/tech support						
Rent						
Supplies	3,000.00					3,000.00
Taxes	2,000.00					2,000.00
Telephone and DSL						
Website						
Total Expense	<u>65,150.89</u>	<u>5,212.07</u>	<u>3,000.00</u>	<u>28,666.39</u>	<u>161,574.21</u>	<u>3,000.00</u>
Net Ordinary Income	0.00	0.00	0.00	0.00	-0.00	-0.00
Net Income	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>-0.00</u>	<u>-0.00</u>

Willow Glen Business Association
PROPOSED BUDGET FY2019-2020
PROMOTIONS AND EVENTS DETAIL
 July 1, 2019 through June 30, 2020

ATTACHMENT 2
PROPOSED PROMOTIONS AND EVENTS DETAIL FY19-20

Attachment 2 - Promotions & Events Detail							
	BQ Fall 2019 (Other - Fundraising)	Bubbly Walk 2019 (Other - Fundraising)	Wine Walk Spring 2020 (Other - Fundraising)	Halloween 2019 (Other - P&E)	Holidays 2019 (Other - P&E)	OTHER EVENTS (Other - P&E)	TOTAL PROMOTIONS/EVENTS
Income							
CBID							
Event Revenue	40,000.00	50,875.00	40,500.00		50,000.00		181,375.00
Grants	7,345.00				2,500.00		9,845.00
In-Kind							0.00
Interest Income							0.00
Member Dues							0.00
Miscellaneous Income	1,000.00						1,000.00
Sponsorships	20,000.00						20,000.00
Total Income	68,345.00	50,875.00	43,500.00	0.00	55,000.00	0.00	217,720.00
Expense							
Advertising and Public Relations							0.00
Strategic Marketing Initiatives							0.00
Other Advertising	1,000.00	400.00	500.00		2,500.00	1,000.00	4,400.00
Sponsorship of Community Events							1,000.00
Bad Debt							0.00
Bank Service Charges							0.00
City Fees							0.00
Contract Services							0.00
City of SJ - BofA Parking							0.00
Décor (kiosk updates)							0.00
Décor (misc. street decor)							0.00
Décor (lighting & decorations)							0.00
Décor (change of banners 3x and Am flags 3x)							0.00
Décor (lighting electrical repairs)							0.00
Street Maintenance / Cleaning							0.00
Event Production	10,000.00	500.00					10,500.00
Entertainment	1,000.00		750.00				4,250.00
Security (SAPD and/or private security)	2,000.00	1,500.00	1,000.00	2,000.00			6,500.00
Photographer							0.00
Contingency							0.00
County Fees							0.00
Dues and Subscriptions							0.00
Equipment Rental							0.00
Copier Rental							0.00
Event equipment	10,000.00	800.00	500.00				31,300.00
Equipment/Furnishings							0.00
Insurance							0.00

Willow Glen Business Association
PROPOSED BUDGET FY2019-2020
PROMOTIONS AND EVENTS DETAIL
 July 1, 2019 through June 30, 2020

ATTACHMENT 2
PROPOSED PROMOTIONS AND EVENTS DETAIL FY19-20

Attachment 2 - Promotions & Events Detail	BBQ Fall 2019 (Other - Fundraising)	Bubbly Walk 2019 (Other - Fundraising)	Wine Walk Spring 2020 (Other - Fundraising)	Halloween 2019 (Other - P&E)	Holidays 2019 (Other - P&E)	OTHER EVENTS (Other - P&E)	TOTAL PROMOTIONS/EVENTS
Meetings							
Miscellaneous							
Volunteers	200.00	100.00	100.00	200.00			0.00
Other							0.00
Our Avenue Committee Misc. Projects							600.00
Permits and Fees	4,700.00	1,200.00	1,000.00				0.00
Personnel							0.00
Compensation - All Staff							6,900.00
Payroll service							0.00
Postage and Delivery							0.00
Printing and Reproduction	400.00	400.00	300.00		500.00	500.00	0.00
Professional Fees							2,100.00
Graphic Design		300.00	300.00		250.00	250.00	0.00
Accounting/Financial							1,100.00
Computertech support							0.00
Rent							0.00
Supplies							0.00
Taxes	25,000.00	20,000.00	9,000.00	1,500.00	4,200.00	500.00	60,200.00
Telephone and DSL							0.00
Website							0.00
Total Expense	54,300.00	25,200.00	13,450.00	3,700.00	32,950.00	2,250.00	131,850.00
Net Ordinary Income	14,045.00	25,675.00	30,050.00	-3,700.00	22,050.00	-2,250.00	85,870.00

Notes on FY19-20 DRAFT Budget

CBID Detail (Attachment 1):

FY19-20 CBID Amount provided by City of SJ based on CPI of 3.8651%; the breakdown by category (Admin/DISI/SOBOP/Contingency) is outlined in the CBID Agreement with minor change that Contingency & Reserve now budgeted at 2%, allowing Admin to be increased to 25%

Main expense is Universal Site Services- used their quote (the amount including bark) for this expense

P&E Detail (Attachment 2):

Fall Wine Walk - removed from budget - could be added back but for planning purposes deleted this event, assumption is free up staff to help grow BBQ event to replace income from Fall WW

Bubbly Walk - income calculated at 925 tickets at \$55 each

Spring Wine Walk - income calculated at 900 tickets at \$45 each

BBQ - increased event revenue and sponsorship estimates; grant # is what was received for FY18-19 (grant amount not yet announced for FY19-20)

Other events - Beer walk donation and other promotional events that are expenses only (such as LNO and Small Business Sat) all in this category for simplification of overall P&E budget

WGBA MEMBER REL & ADMIN (see Proposed Overall Budget, this column does not have a separate detail sheet)

Increased overall compensation by approx 25% to allow for increase in staff hours and/or compensation

Increased allocation for accounting/financial professional services