



Willow Glen Business Association
Board of Directors & General Membership Meeting
 Agenda for Tuesday, September 10th, 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 August Minutes	8:00 am	Review and approval of August 13th, 2019 minutes
Executive Committee Rpt	I	Executive Committee Update - Robert Hernandez	8:05 am	Review and approval of, August 30th, 2019 minutes
Treasurer's Report	A	Treasurer-Tim Mulcahy – August 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: Vince Falcone Committee Update		
	I	Promotions & Events Committee Chair: Lynne Rovai Committee Update WG Elem Parents' Night Out, 10/11 (canceled) Fall Wine Walk, 10/12 Christmas Ornament Bubbly Walk, 12/7 Holiday Cable Car DOTA – New Event		
	I	Farmer's Market Committee Chair: Lisa O'Hara Committee Update 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.	9:00 am - 9:30 am	
Assoc Member Applications	A	Autonomous Vehicle Briefing, City of SJ None		
Meeting Adjournment	G	Robert Hernandez	9:30 am	

The next WGBA Board meeting will be Tuesday, October 8th, 2019 8:00 am
WG Community Center, 2175 Lincoln Ave.

The mission of the WGBA is to make downtown Willow Glen a desirable destination to shop, eat and locate a business through maintenance and beautification projects and the promotion of a positive identity for the Willow Glen business community through advertising, public relations, sponsorships, events and festivals and the preservation of the historical and architectural character of downtown Willow Glen.

Willow Glen Business Association Board Meeting

Tuesday, 13 August 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, John Pisacane, Matthew Rodriguez, Lynne Rovai, Steve Sibley, Jamie Sizelove Staff – Stephanie Whaley & Kandy Stevens

Not present: Vince Falcone, Lisa O’Hara, Nate Perez, Sara Rivas

Meeting was called to order 8:05 a.m. by Board President Robert Hernandez

Approval of Minutes: Motion was made Tim Mulcahy to approve the July Board Minutes, Second by Matthew Rodriguez. Unanimously approved.

Executive Committee Minutes – July Minutes were reviewed by President Hernandez.

Motion was made by Frank Bejan for acceptance of July Minutes. Second by Bill McAfee. Unanimously approved.

Treasurer’s Report – Tim Mulcahy reported (a) This is the first month of the new Fiscal Year. (b) Accounts Receivables are up with 12K in sponsorship from the BBQ Emilie Highley made a motion to approve the Treasurer’s Report. Second by Steve Sibley. Unanimously approved.

Membership – Staff reported that they have contacted about 80 past members that had Associate Memberships. More updates next meeting.

Our Avenue – The Committee reported: (a) Committee has reached out to Serena Desai of Councilmember’s Davis’ Office for assistance with the light poles (b) It is noted that the concrete retaining wall by Manley’s was damaged (c) Green Waste – suggestion was made to reach out to a City individual to assist in getting the lids cleaned and liners replaced in the trash containers to eliminate the stench

Farmer’s Market – No report. Steve did comment that it was awesome – good selection of produce.

Promotions & Events – Lynne reported: (a) October Wine Walk – Lynne expressed concerns that it would be to ‘taxing’ on staff and volunteers with the Holidays just around the corner. In past years the Fall Wine Walk was in September. Robert discussed what was made in past years. Bill McAfee recommended getting actual ‘net’ numbers for the past Wine Walks. It was noted that October still is a great month to have some activity. If the Wine Walk ‘happens’, would it make sense to hire a professional to put the event on and manage it – line up the wineries, volunteers, sponsors, etc. Cost for a professional could be \$1500+ (b) The Beer Walk is planned for October – while it is not a WGBA

event, it draws many of the same folks as the Wine Walk. (c) Lynne also pointed out the number of empty businesses that are on the Avenue - how will the Community view coming to the Avenue for events and seeing all these empty businesses. (d) Bubbly Walk - plans are underway. The Bubbly Walk is the WGBA's biggest money maker along with the Holidays (e) Need Board participation the day of the events - this is critical. (f) Ornaments are on order - we may see them in October. (g) Parents Night Out is scheduled for October 11th - we partner with the WG PTA. Parents would drop their children off for roughly 3 hours at the school where there will be organized activities with adult supervision - parents then enjoy an evening of dinner and strolling the Avenue. Great Community event and a great way to partner with the WG PTA!

BBQ in the Glen - Robert updated us on: (a) VIP Tent - this is new. 6 tables are planned, 8 per table. Food, beer and wine will be provided to the VIP's. VIP access will be at 11:00 at a designated VIP Check In. Tables are being sold for \$560 per. Robert noted that there is 100% profit on donated beer and wine. (b) Sponsorships - \$14,000 Working on ACE and Green EGG. (c) Based on the recent shootings at the Gilroy Garlic Festival, the BBQ will be staffed with 4 policemen and additional security officers.

Neighborhood Report - No representation

Open Forum - (a) Kevin Swanson - IWM gave us an overview of the WG Treasure Hunt which his company is sponsoring - a community event with focus on businesses on the Avenue. Bring out the community! Each monthly hunt has a different theme and takes about 2.5 hours. Support is coming in from businesses with certificates for various items. To date, 11 businesses, 2 restaurants and 2 property owners are supporting the Treasure Hunt. (b) Darrell Cortez, Executive Director of "Shop with a Cop" spoke to the WGBA about the Foundation's "12th Anniversary Taco Fiesta Fundraiser benefitting the Heroes & Helpers Holiday shoppers for under-served youth" Darrell asked for our support for in-kind donations. (c) Fred Oliver, Coldwell Banker attended as an observer. (d) Serena Desai, Councilmember Davis' Office - had no report but talked about the fabulous trip to Europe that she experienced and how she loves the outdoor café's!

Associate Member Applications - None

Meeting adjournment - 9:15 a.m.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association

**Willow Glen Business Association
Executive Committee Meeting
30 August 2019**

In attendance: Robert Hernandez, Bobbie Johnson, Emilie Highley and Staff – Kandy Stevens

Joining during the meeting – Frank Bejan, Tim Mulcahy (unfortunately there was some confusion on the time of the meeting). Meeting time for the Executive Committee Meeting is the last Friday of the month at 8:30 a.m.

1. Sculpture – Now has a ‘home’ on the Avenue replacing the one that had been damaged. Kandy had pictures to share with us.
2. BBQ - Robert indicated that a letter was received from the City granting their ‘OK’ to have the event. There were a couple of items that needed to be followed up – Robert and Kandy will address these items. Sponsorship now at a firm \$14,000 – still a few other possible sponsors making decisions.
3. Kandy has signed up the WGBA to “Volunteer Local” (\$600 per year). Volunteer Local is a means of giving volunteers the ease of signing up for our events – BBQ, Wine Walk, etc. Some sign ups have already been posted.
4. Wells Fargo Account – Bobbie addressed the need to increase the checking account in preparation for the BBQ. The account can be increased to Platinum - \$20,000 with additional ‘add on’ accounts of \$5,000 (no additional charge) – to accommodate all monies from the BBQ. Once monies have been deposited, these accounts can be cancelled and our current checking account goes back into effect.
5. Wine Walk – Saturday, 10/12 is the date set. All stores have signed up. 9 wineries have committed, with more ready to commit. Art work is done, the event is posted on FB, Kiosks’ posters are up.
6. A brief discussion ensued regarding IWM hanging Treasure Hunt Flags on the Avenue – the majority of the Executive Committee prefers NOT to have the flags hung.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association

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

	Aug 31, 19	Aug 31, 18	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	213,208.72	152,724.67	60,484.05	39.6%
Wells Fargo Checking	3,382.11	4,668.71	-1,286.60	-27.56%
Total Checking/Savings	216,590.83	157,393.38	59,197.45	37.61%
Accounts Receivable				
Accounts Receivable	6,546.00	2,500.00	4,046.00	161.84%
Total Accounts Receivable	6,546.00	2,500.00	4,046.00	161.84%
Other Current Assets				
Pre-Paid Rent	250.00	250.00	0.00	0.0%
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	1,750.00	-1,000.00	-57.14%
Total Current Assets	223,886.83	161,643.38	62,243.45	38.51%
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	231,197.62	168,205.28	62,992.34	37.45%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	780.00	9,602.77	-8,822.77	-91.88%
Total Accounts Payable	780.00	9,602.77	-8,822.77	-91.88%
Other Current Liabilities				
ARTWORKS Project	10,989.38	13,037.88	-2,048.50	-15.71%
CBID Contingency Reserve	31,716.79	31,716.79	0.00	0.0%
Sales Tax Payable	0.50	10.93	-10.43	-95.43%
Total Other Current Liabilities	42,706.67	44,765.60	-2,058.93	-4.6%
Total Current Liabilities	43,486.67	54,368.37	-10,881.70	-20.02%
Total Liabilities	43,486.67	54,368.37	-10,881.70	-20.02%
Equity				
Accumulated Net Assets	120,909.27	48,592.38	72,316.89	148.82%
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	66,801.68	65,244.53	1,557.15	2.39%
Total Equity	187,710.95	113,836.91	73,874.04	64.9%
TOTAL LIABILITIES & EQUITY	231,197.62	168,205.28	62,992.34	37.45%

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

	Aug 19	Aug 18	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	1,120.00	109.08	1,010.92	926.77%
Member Dues	600.00	120.00	480.00	400.0%
Sponsorships	1,356.00	6,000.00	-4,644.00	-77.4%
Total Income	3,076.00	6,229.08	-3,153.08	-50.62%
Gross Profit	3,076.00	6,229.08	-3,153.08	-50.62%
Expense				
Bank Service Charges	150.00	153.78	-3.78	-2.46%
Contract Services	11,819.34	10,025.10	1,794.24	17.9%
Dues and Subscriptions	345.00	95.00	250.00	263.16%
Equipment Rental	1,357.05	771.36	585.69	75.93%
Insurance	146.74	684.21	-537.47	-78.55%
Meetings	17.95	16.95	1.00	5.9%
Permits and Fees	0.00	1,037.75	-1,037.75	-100.0%
Personnel	6,456.42	3,329.28	3,127.14	93.93%
Printing and Reproduction	280.00	0.00	280.00	100.0%
Professional Fees	1,300.00	1,470.00	-170.00	-11.57%
Rent	250.00	250.00	0.00	0.0%
Supplies	216.91	174.80	42.11	24.09%
Telephone and Internet	204.28	156.08	48.20	30.88%
Website	85.30	85.30	0.00	0.0%
Total Expense	22,628.99	18,249.61	4,379.38	24.0%
Net Ordinary Income	-19,552.99	-12,020.53	-7,532.46	-62.66%
Net Income	-19,552.99	-12,020.53	-7,532.46	-62.66%

Willow Glen Business Association Profit & Loss YTD Comparison August 2019

Ordinary Income/Expense	Aug 19	Jul - Aug 19
Income		
CBID	0.00	104,737.32
Event Revenue	1,120.00	1,120.00
Member Dues	600.00	960.00
Sponsorships	1,356.00	5,856.00
Total Income	3,076.00	112,673.32
Gross Profit		
Expense		
Bank Service Charges	150.00	150.00
City Fees	0.00	2,500.00
Contract Services	11,819.34	23,325.91
Dues and Subscriptions	345.00	440.00
Equipment Rental	1,357.05	1,952.40
Insurance	146.74	749.41
Meetings	17.95	35.90
Personnel	6,456.42	12,924.84
Postage and Delivery	0.00	92.00
Printing and Reproduction	280.00	280.00
Professional Fees	1,300.00	1,900.00
Rent	250.00	500.00
Supplies	216.91	442.05
Telephone and Internet	204.28	408.53
Website	85.30	170.60
Total Expense	22,628.99	45,871.64
Net Ordinary Income	-19,552.99	66,801.68
Net Income	-19,552.99	66,801.68

Willow Glen Business Association
Profit & Loss by Class

August 2019

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	BBQ Fundraising	Fall Wine Walk Fundraising	Total Fundraising	Member Relations	Summer LNO Promotions	Total Promotions	WGBA Admin	TOTAL
Ordinary Income/Expense												
Income												
Event Revenue	0.00	0.00	0.00	0.00	1,120.00	0.00	1,120.00	0.00	0.00	0.00	0.00	1,120.00
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	600.00	0.00	0.00	0.00	600.00
Sponsorships	0.00	0.00	0.00	0.00	1,356.00	0.00	1,356.00	0.00	0.00	0.00	0.00	1,356.00
Total Income	0.00	0.00	0.00	0.00	2,476.00	0.00	2,476.00	600.00	0.00	0.00	0.00	3,076.00
Gross Profit	0.00	0.00	0.00	0.00	2,476.00	0.00	2,476.00	600.00	0.00	0.00	0.00	3,076.00
Expense												
Bank Service Charge	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150.00	150.00
Contract Services	525.00	0.00	11,294.34	11,819.34	0.00	0.00	0.00	0.00	0.00	0.00	0.00	11,819.34
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	345.00	345.00
Equipment Rental	595.35	0.00	0.00	595.35	450.00	311.70	761.70	0.00	0.00	0.00	0.00	1,357.05
Insurance	116.50	0.00	0.00	116.50	0.00	0.00	0.00	0.00	0.00	0.00	30.24	146.74
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
Personnel	854.62	116.68	2,158.32	3,129.62	0.00	0.00	0.00	0.00	0.00	0.00	3,326.80	6,456.42
Printing/Reproduction	0.00	0.00	0.00	0.00	0.00	280.00	280.00	0.00	0.00	0.00	0.00	280.00
Professional Fees	600.00	0.00	0.00	600.00	0.00	0.00	0.00	0.00	500.00	500.00	200.00	1,300.00
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
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	216.91	216.91
Telephone/Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	204.28	204.28
Website	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	2,691.47	201.98	13,452.66	16,346.11	450.00	591.70	1,041.70	0.00	500.00	500.00	4,741.18	22,628.99
Net Ordinary Income	-2,691.47	-201.98	-13,452.66	-16,346.11	2,026.00	-591.70	1,434.30	600.00	-500.00	-500.00	-4,741.18	-19,552.99
Net Income	-2,691.47	-201.98	-13,452.66	-16,346.11	2,026.00	-591.70	1,434.30	600.00	-500.00	-500.00	-4,741.18	-19,552.99

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	Fall Wine Walk Fundraising	Total Fundraising	Member Relations	Summer LNO Promotions	Other Promotions	Total Promotions	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	0.00	104,737.32
Event Revenue	0.00	0.00	0.00	0.00	0.00	1,120.00	0.00	1,120.00	0.00	0.00	0.00	0.00	0.00	1,120.00
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	960.00	0.00	0.00	0.00	0.00	960.00
Sponsorships	0.00	0.00	0.00	0.00	0.00	8,524.00	0.00	8,524.00	0.00	0.00	0.00	0.00	0.00	8,524.00
Total Income	26,184.33	2,094.75	11,521.10	64,937.14	104,737.32	9,644.00	0.00	9,644.00	960.00	0.00	0.00	0.00	0.00	115,341.32
Gross Profit	26,184.33	2,094.75	11,521.10	64,937.14	104,737.32	9,644.00	0.00	9,644.00	960.00	0.00	0.00	0.00	0.00	115,341.32
Expense														
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150.00	150.00
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	0.00	2,500.00
Contract Services	1,575.00	0.00	685.63	21,590.28	23,850.91	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	23,850.91
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	440.00	440.00
Equipment Rental	1,190.70	0.00	0.00	0.00	1,190.70	450.00	311.70	761.70	0.00	0.00	0.00	0.00	0.00	1,952.40
Insurance	719.17	0.00	0.00	0.00	719.17	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30.24	749.41
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	35.90	35.90
Personnel	1,709.24	0.00	233.36	4,316.64	6,259.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,665.60	12,924.84
Postage/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	92.00	92.00
Printing/Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	280.00	280.00	0.00	0.00	0.00	0.00	0.00	280.00
Professional Fees	1,800.00	0.00	0.00	0.00	1,800.00	0.00	0.00	0.00	0.00	500.00	0.00	500.00	200.00	2,500.00
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	500.00	500.00
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	193.92	2.14	196.06	245.99	442.05
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	408.53	408.53
Website	0.00	0.00	170.60	0.00	170.60	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	170.60
Total Expense	9,494.11	0.00	1,089.59	25,906.92	36,490.62	450.00	591.70	1,041.70	0.00	693.92	2.14	696.06	8,768.26	46,996.64
Net Ordinary Income	16,690.22	2,094.75	10,431.51	39,030.22	68,246.70	9,194.00	-591.70	8,602.30	960.00	-693.92	-2.14	-696.06	-8,768.26	68,344.68
Net Income	16,690.22	2,094.75	10,431.51	39,030.22	68,246.70	9,194.00	-591.70	8,602.30	960.00	-693.92	-2.14	-696.06	-8,768.26	68,344.68