



Willow Glen Business Association
Board of Directors & General Membership Meeting
Agenda for Tuesday, December 10th, 2024 * 8:00 am – 10:00 am
 Meeting Location: The Garden Theater, 1165 Lincoln Avenue
 Conference Room #204, located on the 2nd floor.

I – Information Only A – Action Required G – Good for the Order

| Item | Type | Person Responsible | Time line | Action |
|--|------|--|-------------------|---|
| Meeting called to order | G | President, Tim Mulcahy | 8:00 am | Welcome |
| Approval of minutes | A | Approval of November Minutes | 8:00 am | Review and approval of November 12th, 2024, minutes |
| Executive Committee Report | A | Executive Committee Update – Tim Mulcahy | 8:05 am | Review and approval of December 2nd, 2024, minutes |
| Treasurer's Report | A | Treasurer, Barbara Hartman – November Financial Reports | 8:10 am – 8:25 am | Board approval Accept Report |
| Committees to provide an update to board and membership on their projects. | I | Member Relations Committee WGBA Staff | 8:25 am – 8:45 am | Updates |
| | I | CBID Committee Chair: Nate Perez Committee Update | | |
| | I | Our Avenue Committee Chair: Kathleen Erdmann Committee Update | | |
| | I | Promotions & Events Committee Chair: Emilie Highley Committee Update Bubbly Walk Recap Trolley Rides Holiday Party – 1/8 | | |
| 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 referrals to Staff. The Board may place the item on an agenda for a future meeting. | 8:45 am – 8:55 am | |
| Assoc Member Applications | A | N/A | 8:55 am | |
| Meeting Adjournment | G | Tim Mulcahy | 9:00 am | |

I – Information Only A – Action Required G – Good of the Order

The next WGBA Board meeting will be Tuesday, July 9th, 2024, time 8:00 am
Meeting location: The Garden Theater, 1165 Lincoln Avenue

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 Minutes
October 8, 2024**

Meeting was called to order at 8:11 a.m. by President Tim Mulcahy

In Attendance: Tim Mulcahy, Kathleen Erdmann, Barbara Hartman, Emilie Highley, Frank Bejan, Steve Sibley, Sara Rivas, Jamie Sizelove, Ana Russo, Gisselle Terrazas (by phone and in person) Bobbie Johnson and Colin Berger

Staff Members: Kendra Middendorf

The meeting was held in the conference room in the Garden Theater.

The minutes of October 2024 meeting were read and unanimously approved (motion by Steve Sibley and seconded by Frank Bejan)

The Executive meeting minutes were read and approved (Motion by Steve Sibley, second by Jamie Sizelove)

Treasurer report : Given by Barbara Hartman

Another schedule was added to the treasurers' report to provide detail of income and expenses for each event. The first was for Glen Fest which shows a profit of \$449 for this first-time community event.

The treasurer's report was approved as stated (motion by Emilie Highley second by Ana Russo)

Member Relations Committee

WGBA Staff

- Shop Local publicity has begun. It takes place the day after Thanksgiving.
- The ongoing saga of the dealings with the city of San Jose for an encroachment permit. We met with Bear Electric and a map has been submitted for the encroachment permit.
- Makers Market took place at the Garden Theater and crafts people and artisans came to sell their wares. It brought feet to the Avenue and WGBA made \$1,000. We hope to do this again in the Spring.
- A discussion about departing businesses such as Braise where there is a new restaurant and Vin Santo where a replacement will be another Italian "chain" currently in Campbell. It was suggested that a survey be generated and sent to Willow Glen residents to see what they'd like to see on the Avenue.

Our Avenue Committee

- Expenses for the Grant from the city of San Jose have been submitted for the purchase of the new banners and hardware and we exceeded the grant by \$300, which means we used all of the money. We are asking to have the banners shipment expedited so we can install sooner. Tamiko Raster - Rasteroids Designs is the designer.
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- The QR Codes signs for Willow Glen parking have been completed and will be distributed to downtown businesses.
- We have received the revised quote for the crushed granite in the tree wells in Zone 1. There are 66 and 16 need only some refreshing while 50 need to be redone. The quote is for a little over \$5,000.

- **RFP for maintenance 2025**

- Block by Block
- Universal Site Services

Each company attended a meeting with presentation and proposals. The proposal from Block by Block contained many requirements for their workers and business such as capital equipment (a truck with a 4-year lease, office, lockers and lunch room for their workers). Their bid was much higher than Universal's and we were concerned about the timing of staffing up to meet our January start date. We plan to meet with Universal to work through some of the details.

- **Holiday Planting**

- Project for Lincoln Avenue planters is underway. Two hundred each of red and white Cyclamen will be planted at the edge of the planters – Kandy Stevens has organized this, and it will cost a little over \$2,000 and be planted by Universal Site Services. All of the planters have been sponsored.

Promotions and Events

- New Christmas ornament for 2024 has arrived and the earlier one will be distributed with the new "improved" one.
- Glen Fest was a success for our community, and we did well for the first year. It was great to have the food trucks and pop-up vendors provide the food, permits and for WGBA to sell beer, wine and provide entertainment for all ages. Profit of \$449 which was an improvement.
- Bubbly Walk is scheduled for 12/7 along with the Gumba's car show.
- Trolley rides begin 12/8 through 12/19 board members were asked to sign up for a shift.
- The Holiday Party will be 12/11

Application for Associate Member:

Michelle Elliot – Realtor submitted and application for an associate member. Her application was unanimously approved.

Open Forum and comments

Guest: Maren Sederquist – The new president of WGNA! We are hoping to continue to support and collaborate with them

The meeting was adjourned at 9:15 a.m.

Respectfully submitted,

Kathleen Erdmann, Secretary
Willow Glen Business Association

Executive Committee Meeting Minutes Meeting Date 12/2/2024

Attendees: Kathleen Erdmann, Barbara Hartman, Emilie Highley, Tim Mulcahy

Staff: Kendra Middendorf

Meeting was called to order at 2:05 p.m. by President Mulcahy

Lights: Kathleen and Kendra reported that the remaining strands of lights will be hung the week of 12/9/2024 by BEAR. Holiday garland, staff will be contacting DOT regarding cost to hang, and permit required.

Allocated expenses for new budget: The Executive Committee will be meeting to allocate funds per category. More to report in February.

New CBID Agreement: Due to the City backlog, the new agreement will not be signed off until 7/1/2025 however, services per the agreement will begin on 1/1/2025.

Living Wages. A meeting/call will be set up with
Prevailing Wages Chris Hickey from the City to discuss.

Banners: The new banners have been received and will be hung by Pacific Display. Additional hardware may be required. Cost to hang the banners is \$2300. The banners look great!

Board Recruitment: Emilie and Tim need to make final calls to a few business owners that are interested. Ballots are due to go out the week of 12/9/2024.

Trolley Sign-Ups: Signups are still required to cover all the nights of the trolley rides. An email will be sent to the WGBA Board to ensure they have all signed up.

Ornaments: The 'interim' ornaments are selling.

Bubbly Check: A check will be written for the amount that we anticipate for the cost of the champagne. If the check is not enough, a second check will be written.

Pallet: The champagne was delivered by a pallet which now needs to be broken down and disposed of. Barbara Hartman was going to contact her handyman.

The meeting was adjourned at 3:15 p.m.

Respectively submitted,

**Emilie Highley, Acting Secretary
WGBA Business Association**

Willow Glen Business Association Profit & Loss by Class

| | ADMIN (CBID) | DISI (CBID) | SOBOP (CBID) | CBID - Other (CBID) | Total CBID | Bubbly Walk (Fundraising Events) | Total Fundraising Events | Halloween Trick or Treat (Promotions & Events) |
|--------------------------------|------------------|----------------|-------------------|------------------------|-------------------|-------------------------------------|--------------------------|---|
| Ordinary Income/Expense | | | | | | | | |
| Income | | | | | | | | |
| Event Revenue | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 14,370.25 | 14,370.25 | 0.00 |
| Interest Income | 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 | 1,030.00 | 1,030.00 | 0.00 |
| Total Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 15,400.25 | 15,400.25 | 0.00 |
| Gross Profit | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 15,400.25 | 15,400.25 | 0.00 |
| Expense | | | | | | | | |
| Advertising and P/R | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 23.45 | 23.45 | 0.00 |
| Bank Service Charges | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 988.82 | 988.82 | 0.00 |
| Contract Services | 525.00 | 0.00 | 24,897.04 | 0.00 | 25,422.04 | 0.00 | 0.00 | 0.00 |
| Dues and Subscriptions | 69.00 | 0.00 | 0.00 | 0.00 | 69.00 | 0.00 | 0.00 | 0.00 |
| Equipment Rental | 457.48 | 0.00 | 0.00 | 0.00 | 457.48 | 1,017.19 | 1,017.19 | 0.00 |
| Insurance | 0.00 | 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 |
| Permits and Fees | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,707.29 | 1,707.29 | 0.00 |
| Personnel | 3,626.84 | 777.30 | 3,497.83 | -39.10 | 7,862.87 | 0.00 | 0.00 | 0.00 |
| Professional Fees | 3,640.00 | 0.00 | 0.00 | 0.00 | 3,640.00 | 0.00 | 0.00 | 0.00 |
| Rent | 400.00 | 0.00 | 0.00 | 0.00 | 400.00 | 0.00 | 0.00 | 0.00 |
| Supplies | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,102.33 | 3,102.33 | -240.00 |
| Telephone and Internet | 91.47 | 0.00 | 0.00 | 0.00 | 91.47 | 0.00 | 0.00 | 0.00 |
| Total Expense | 8,809.79 | 777.30 | 28,394.87 | -39.10 | 37,942.86 | 6,839.08 | 6,839.08 | -240.00 |
| Net Ordinary Income | -8,809.79 | -777.30 | -28,394.87 | 39.10 | -37,942.86 | 8,561.17 | 8,561.17 | 240.00 |
| Net Income | -8,809.79 | -777.30 | -28,394.87 | 39.10 | -37,942.86 | 8,561.17 | 8,561.17 | 240.00 |

Willow Glen Business Association Profit & Loss by Class

| | Holidays (Promotions & Events) | Total Promotions & Events | WG&BA Administration | TOTAL |
|--------------------------------|-----------------------------------|---------------------------|----------------------|-------------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Event Revenue | 19,145.94 | 19,145.94 | 0.00 | 33,516.19 |
| Interest Income | 0.00 | 0.00 | 2.16 | 2.16 |
| Sponsorships | 0.00 | 0.00 | 0.00 | 1,030.00 |
| Total Income | 19,145.94 | 19,145.94 | 2.16 | 34,548.35 |
| Gross Profit | 19,145.94 | 19,145.94 | 2.16 | 34,548.35 |
| Expense | | | | |
| Advertising and PIR | 0.00 | 0.00 | 0.00 | 23.45 |
| Bank Service Charges | 1,219.09 | 1,219.09 | 0.00 | 2,207.91 |
| Contract Services | 0.00 | 0.00 | 0.00 | 25,422.04 |
| Dues and Subscriptions | 0.00 | 0.00 | 0.00 | 69.00 |
| Equipment Rental | 569.82 | 569.82 | 0.00 | 2,044.49 |
| Insurance | 0.00 | 0.00 | 127.62 | 127.62 |
| Meetings | 0.00 | 0.00 | 30.95 | 30.95 |
| Permits and Fees | 0.00 | 0.00 | 0.00 | 1,707.29 |
| Personnel | 0.00 | 0.00 | 702.21 | 8,565.08 |
| Professional Fees | 0.00 | 0.00 | 2,485.00 | 6,125.00 |
| Rent | 0.00 | 0.00 | 0.00 | 400.00 |
| Supplies | 0.00 | -240.00 | 0.00 | 2,862.33 |
| Telephone and Internet | 0.00 | 0.00 | 125.26 | 216.73 |
| Total Expense | 1,788.91 | 1,548.91 | 3,471.04 | 49,801.89 |
| Net Ordinary Income | 17,357.03 | 17,597.03 | -3,468.88 | -15,253.54 |
| Net Income | 17,357.03 | 17,597.03 | -3,468.88 | -15,253.54 |

Willow Glen Business Association Profit & Loss Prev Year Comparison November 2024

| | Nov 24 | Nov 23 | \$ Change | % Change |
|--------------------------------|-------------------|-------------------|------------------|----------------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Event Revenue | 33,516.19 | 32,076.24 | 1,439.95 | 4.49% |
| Interest Income | 2.16 | 2.05 | 0.11 | 5.37% |
| K-rail Pass Through Income | 0.00 | 1,115.00 | -1,115.00 | -100.0% |
| Sponsorships | 1,030.00 | 0.00 | 1,030.00 | 100.0% |
| Total Income | 34,548.35 | 33,193.29 | 1,355.06 | 4.08% |
| Gross Profit | 34,548.35 | 33,193.29 | 1,355.06 | 4.08% |
| Expense | | | | |
| Advertising and P/R | 23.45 | 175.13 | -151.68 | -86.61% |
| Bank Service Charges | 2,207.91 | 1,942.13 | 265.78 | 13.69% |
| Contract Services | 25,422.04 | 22,399.27 | 3,022.77 | 13.5% |
| Dues and Subscriptions | 69.00 | 64.00 | 5.00 | 7.81% |
| Equipment Rental | 2,044.49 | 450.72 | 1,593.77 | 353.61% |
| Insurance | 127.62 | 173.38 | -45.76 | -26.39% |
| K-Rail Pass Through Expense | 0.00 | 1,215.00 | -1,215.00 | -100.0% |
| Meetings | 30.95 | 29.95 | 1.00 | 3.34% |
| Permits and Fees | 1,707.29 | 2,682.98 | -975.69 | -36.37% |
| Personnel | 8,565.08 | 9,110.16 | -545.08 | -5.98% |
| Professional Fees | 6,125.00 | 5,493.00 | 632.00 | 11.51% |
| Rent | 400.00 | 400.00 | 0.00 | 0.0% |
| Supplies | 2,862.33 | 13,981.18 | -11,118.85 | -79.53% |
| Telephone and Internet | 216.73 | 205.43 | 11.30 | 5.5% |
| Total Expense | 49,801.89 | 58,322.33 | -8,520.44 | -14.61% |
| Net Ordinary Income | -15,253.54 | -25,129.04 | 9,875.50 | 39.3% |
| Net Income | -15,253.54 | -25,129.04 | 9,875.50 | 39.3% |

Willow Glen Business Association
Balance Sheet Prev Year Comparison
As of November 30, 2024

| | Nov 30, 24 | Nov 30, 23 | \$ Change | % Change |
|--|-------------------|-------------------|-------------------|----------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| Wells Fargo Checking-debit acct | 8,536.08 | 4,981.62 | 3,554.46 | 71.35% |
| WF Checking -4504 | 252,981.00 | 211,853.11 | 41,127.89 | 19.41% |
| Total Checking/Savings | 261,517.08 | 216,834.73 | 44,682.35 | 20.61% |
| Accounts Receivable | | | | |
| Accounts Receivable | 500.00 | 47,375.00 | -46,875.00 | -98.95% |
| Total Accounts Receivable | 500.00 | 47,375.00 | -46,875.00 | -98.95% |
| Other Current Assets | | | | |
| Loan to related entity | 0.00 | 1,000.00 | -1,000.00 | -100.0% |
| Pre-Paid Rent | 400.00 | 650.00 | -250.00 | -38.46% |
| Service Deposits | 18,314.12 | 500.00 | 17,814.12 | 3,562.82% |
| Total Other Current Assets | 18,714.12 | 2,150.00 | 16,564.12 | 770.42% |
| Total Current Assets | 280,731.20 | 266,359.73 | 14,371.47 | 5.4% |
| Fixed Assets | | | | |
| Eqpmt, Furnit., and Computers | 7,310.79 | 7,310.79 | 0.00 | 0.0% |
| Total Fixed Assets | 7,310.79 | 7,310.79 | 0.00 | 0.0% |
| TOTAL ASSETS | 288,041.99 | 273,670.52 | 14,371.47 | 5.25% |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| Accounts Payable | | | | |
| Accounts Payable | 15,649.43 | 6,208.00 | 9,441.43 | 152.09% |
| Total Accounts Payable | 15,649.43 | 6,208.00 | 9,441.43 | 152.09% |
| Other Current Liabilities | | | | |
| ARTWORKS Project | 11,753.18 | 6,546.18 | 5,207.00 | 79.54% |
| CBID Contingency Reserve | 40,053.72 | 34,361.11 | 5,692.61 | 16.57% |
| Sales Tax Payable | 3,958.81 | 103.01 | 3,855.80 | 3,743.13% |
| Total Other Current Liabilities | 55,765.71 | 41,010.30 | 14,755.41 | 35.98% |
| Total Current Liabilities | 71,415.14 | 47,218.30 | 24,196.84 | 51.25% |
| Total Liabilities | 71,415.14 | 47,218.30 | 24,196.84 | 51.25% |
| Equity | | | | |
| Accumulated Net Assets | 175,879.28 | 213,246.68 | -37,367.40 | -17.52% |
| 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 | 40,747.57 | 13,205.54 | 27,542.03 | 208.56% |
| Total Equity | 216,626.85 | 226,452.22 | -9,825.37 | -4.34% |
| TOTAL LIABILITIES & EQUITY | 288,041.99 | 273,670.52 | 14,371.47 | 5.25% |

**Willow Glen Business Association
 Profit & Loss YTD Comparison
 November 2024**

| | Nov 24 | Jul - Nov 24 |
|-----------------------------------|-------------------|---------------------|
| Ordinary Income/Expense | | |
| Income | | |
| CBID | 0.00 | 117,385.38 |
| Event Revenue | 33,516.19 | 147,822.17 |
| Interest Income | 2.16 | 10.16 |
| Member Dues | 0.00 | 240.00 |
| Sponsorships | 1,030.00 | 25,616.00 |
| Total Income | <u>34,548.35</u> | <u>291,073.71</u> |
| Gross Profit | 34,548.35 | 291,073.71 |
| Expense | | |
| Advertising and P/R | 23.45 | 2,358.36 |
| Bank Service Charges | 2,207.91 | 8,966.56 |
| City Fees | 0.00 | 3,325.00 |
| Contract Services | 25,422.04 | 112,585.27 |
| Dues and Subscriptions | 69.00 | 400.00 |
| Equipment Rental | 2,044.49 | 21,418.59 |
| Equipment/Furnishings | 0.00 | 108.28 |
| Insurance | 127.62 | 1,365.96 |
| Meetings | 30.95 | 158.50 |
| Permits and Fees | 1,707.29 | 5,506.46 |
| Personnel | 8,565.08 | 43,922.95 |
| Postage and Delivery | 0.00 | 255.00 |
| Printing and Reproduction | 0.00 | 1,983.12 |
| Professional Fees | 6,125.00 | 14,181.00 |
| Rent | 400.00 | 2,000.00 |
| Retail Merchandise Expense | 0.00 | 3,035.54 |
| Supplies | 2,862.33 | 27,601.74 |
| Telephone and Internet | 216.73 | 1,083.21 |
| Website | 0.00 | 235.60 |
| Total Expense | <u>49,801.89</u> | <u>250,491.14</u> |
| Net Ordinary Income | -15,253.54 | 40,582.57 |
| Other Income/Expense | | |
| Other Expense | | |
| Other Expenses | 0.00 | -165.00 |
| Total Other Expense | <u>0.00</u> | <u>-165.00</u> |
| Net Other Income | 0.00 | 165.00 |
| Net Income | <u>-15,253.54</u> | <u>40,747.57</u> |

Willow Glen Business Association
YTD Profit & Loss by Class

July through November 2024

| | ADMIN (CBID) | C & R (CBID) | DISI (CBID) | SOBOP (CBID) | CBID - Other (CBID) | Total CBID | BeerWalk (Fundraising Events) | Bubbly Walk (Fundraising Events) | Glen Fest (Fundraising Events) | Planter Box Adoption (Fundraising Events) |
|--------------------------------|--------------|--------------|-------------|--------------|---------------------|------------|-------------------------------|----------------------------------|--------------------------------|---|
| Ordinary Income/Expense | | | | | | | | | | |
| Income | | | | | | | | | | |
| CBID | 29,346.35 | 2,347.70 | 12,912.39 | 72,778.94 | 0.00 | 117,385.38 | 0.00 | 0.00 | 0.00 | 0.00 |
| Event Revenue | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | -369.18 | 19,280.78 | 21,006.60 | 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 |
| Sponsorships | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,030.00 | 24,586.00 | 0.00 |
| Total Income | 29,346.35 | 2,347.70 | 12,912.39 | 72,778.94 | 0.00 | 117,385.38 | -369.18 | 20,310.78 | 45,592.60 | 0.00 |
| Gross Profit | 29,346.35 | 2,347.70 | 12,912.39 | 72,778.94 | 0.00 | 117,385.38 | -369.18 | 20,310.78 | 45,592.60 | 0.00 |
| Expense | | | | | | | | | | |
| Advertising and P/R | 0.00 | 0.00 | 700.00 | 0.00 | 0.00 | 700.00 | 125.94 | 23.45 | 229.25 | 0.00 |
| Bank Service Charges | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,268.32 | 759.69 | 0.00 |
| City Fees | 2,500.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,500.00 | 0.00 | 0.00 | 825.00 | 0.00 |
| Contract Services | 2,625.00 | 0.00 | 0.00 | 91,370.19 | 0.00 | 93,995.19 | 0.00 | 302.96 | 14,876.96 | 875.00 |
| Dues and Subscriptions | 400.00 | 0.00 | 0.00 | 0.00 | 0.00 | 400.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Equipment Rental | 2,287.40 | 0.00 | 0.00 | 0.00 | 0.00 | 2,287.40 | 0.00 | 1,017.19 | 16,151.99 | 0.00 |
| Equipment/Furnishings | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Insurance | 712.10 | 0.00 | 0.00 | 0.00 | 0.00 | 712.10 | 0.00 | 0.00 | 271.00 | 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 | 0.00 | 1,707.29 | 2,191.88 | 0.00 |
| Personnel | 18,563.89 | 0.00 | 3,978.61 | 17,903.65 | -195.50 | 40,250.65 | 0.00 | 0.00 | 0.00 | 0.00 |
| Postage and Delivery | 73.00 | 0.00 | 0.00 | 0.00 | 0.00 | 73.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Printing and Reproduction | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,983.12 | 0.00 |
| Professional Fees | 7,515.00 | 0.00 | 0.00 | 0.00 | 0.00 | 7,515.00 | 0.00 | 200.00 | 1,181.00 | 0.00 |
| Rent | 2,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,000.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Retail Merchandise Expense | 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 | 0.00 | 3,202.33 | 5,548.35 | 2,460.27 |
| Telephone and Internet | 740.43 | 0.00 | 0.00 | 0.00 | 94.36 | 834.79 | 0.00 | 0.00 | 0.00 | 0.00 |
| Website | 0.00 | 0.00 | 235.60 | 0.00 | 0.00 | 235.60 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Expense | 37,416.82 | 0.00 | 4,914.21 | 109,273.84 | -101.14 | 151,503.73 | 125.94 | 7,721.54 | 44,018.24 | 3,335.27 |
| Net Ordinary Income | -8,070.47 | 2,347.70 | 7,998.18 | -36,494.90 | 101.14 | -34,118.35 | -495.12 | 12,589.24 | 1,574.36 | -3,335.27 |
| Other Income/Expense | | | | | | | | | | |
| Other Expense | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Other Expense | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Net Other Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Net Income | -8,070.47 | 2,347.70 | 7,998.18 | -36,494.90 | 101.14 | -34,118.35 | -495.12 | 12,589.24 | 1,574.36 | -3,335.27 |

Willow Glen Business Association
YTD Profit & Loss by Class
July through November 2024

| | Spring Wine Walk (Fundraising Events) | Summer Wine Walk (Fundraising Events) | Total Fundraising Events | Member Relations | Farmers Market (Promotions & Events) | Halloween Trick or Treat (Promotions & Events) | Holidays (Promotions & Events) |
|--------------------------------|--|--|--------------------------|------------------|---|---|-----------------------------------|
| Ordinary Income/Expense | | | | | | | |
| Income | | | | | | | |
| CBID | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Event Revenue | 0.00 | 25,927.23 | 65,845.43 | 0.00 | 0.00 | 0.00 | 80,936.74 |
| Interest Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Member Dues | 0.00 | 0.00 | 0.00 | 240.00 | 0.00 | 0.00 | 0.00 |
| Sponsorships | 0.00 | 0.00 | 25,616.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Income | 0.00 | 25,927.23 | 91,461.43 | 240.00 | 0.00 | 0.00 | 80,936.74 |
| Gross Profit | 0.00 | 25,927.23 | 91,461.43 | 240.00 | 0.00 | 0.00 | 80,936.74 |
| Expense | | | | | | | |
| Advertising and P/R | 0.00 | 158.21 | 536.85 | 0.00 | 0.00 | 0.00 | 0.00 |
| Bank Service Charges | 0.00 | 1,690.05 | 3,718.06 | 0.00 | 0.00 | 0.00 | 5,214.44 |
| City Fees | 0.00 | 0.00 | 825.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Contract Services | 0.00 | 1,793.20 | 17,848.12 | 0.00 | 164.00 | 302.96 | 0.00 |
| Dues and Subscriptions | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Equipment Rental | 0.00 | 1,127.19 | 18,296.37 | 0.00 | 0.00 | 0.00 | 834.82 |
| Equipment/Furnishings | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Insurance | 0.00 | 0.00 | 271.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Meetings | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Permits and Fees | 0.00 | 1,607.29 | 5,506.46 | 0.00 | 0.00 | 0.00 | 0.00 |
| Personnel | 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 |
| Printing and Reproduction | 0.00 | 0.00 | 1,863.12 | 0.00 | 0.00 | 0.00 | 0.00 |
| Professional Fees | 160.00 | 1,200.00 | 2,741.00 | 0.00 | 0.00 | 0.00 | 635.00 |
| Rent | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Retail Merchandise Expense | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,035.54 |
| Supplies | 0.00 | 14,714.80 | 25,925.75 | 0.00 | 0.00 | 719.52 | 0.00 |
| Telephone and Internet | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Website | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Expense | 160.00 | 22,290.74 | 77,651.73 | 0.00 | 164.00 | 1,322.48 | 9,719.80 |
| Net Ordinary Income | -160.00 | 3,636.49 | 13,809.70 | 240.00 | -164.00 | -1,322.48 | 71,216.94 |
| Other Income/Expense | | | | | | | |
| Other Expense | 0.00 | -165.00 | -165.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Other Expenses | 0.00 | -165.00 | -165.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Other Expense | 0.00 | -165.00 | -165.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Net Other Income | 0.00 | 165.00 | 165.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Net Income | -160.00 | 3,801.49 | 13,974.70 | 240.00 | -164.00 | -1,322.48 | 71,216.94 |

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

July through November 2024

| | Makers Market (Promotions & Events) | Mrs. Roper Romp (Promotions & Events) | National Night Out (Promotions & Events) | Passport (Promotions & Events) | Promotions & Events - Other (Promotions & Events) | Total Promotions & Events |
|--------------------------------|--|--|---|-----------------------------------|--|---------------------------|
| Ordinary Income/Expense | | | | | | |
| Income | | | | | | |
| CBID | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Event Revenue | 1,040.00 | 0.00 | 0.00 | 0.00 | 0.00 | 81,976.74 |
| Interest Income | 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 |
| Sponsorships | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Income | 1,040.00 | 0.00 | 0.00 | 0.00 | 0.00 | 81,976.74 |
| Gross Profit | 1,040.00 | 0.00 | 0.00 | 0.00 | 0.00 | 81,976.74 |
| Expense | | | | | | |
| Advertising and P/R | 0.00 | 0.00 | 1,000.00 | 0.00 | 0.00 | 1,000.00 |
| Bank Service Charges | 34.06 | 0.00 | 0.00 | 0.00 | 0.00 | 5,248.50 |
| City Fees | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Contract Services | 0.00 | 275.00 | 0.00 | 0.00 | 0.00 | 741.96 |
| Dues and Subscriptions | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Equipment Rental | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 834.82 |
| Equipment/Furnishings | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Insurance | 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 |
| Permits and Fees | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Personnel | 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 |
| Printing and Reproduction | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Professional Fees | 0.00 | 0.00 | 0.00 | 0.00 | 255.00 | 1,190.00 |
| Rent | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Retail Merchandise Expense | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Supplies | 0.00 | 202.34 | 0.00 | 24.58 | 0.00 | 3,035.54 |
| Telephone and Internet | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 946.44 |
| Website | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Expense | 34.06 | 477.34 | 1,000.00 | 24.58 | 255.00 | 12,997.26 |
| Net Ordinary Income | 1,005.94 | -477.34 | -1,000.00 | -24.58 | -255.00 | 68,979.48 |
| Other Income/Expense | | | | | | |
| Other Expense | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Other Expenses | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Other Expense | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Net Other Income | 1,005.94 | -477.34 | -1,000.00 | -24.58 | -255.00 | 68,979.48 |

Willow Glen Business Association
YTD Profit & Loss by Class
July through November 2024

| | Strategic Marketing | WGBA Administration | TOTAL |
|--------------------------------|---------------------|---------------------|-------------------|
| Ordinary Income/Expense | | | |
| Income | | | |
| CBID | 0.00 | 0.00 | 117,385.38 |
| Event Revenue | 0.00 | 0.00 | 147,822.17 |
| Interest Income | 0.00 | 10.16 | 10.16 |
| Member Dues | 0.00 | 0.00 | 240.00 |
| Sponsorships | 0.00 | 0.00 | 25,616.00 |
| Total Income | 0.00 | 10.16 | 291,073.71 |
| Gross Profit | 0.00 | 10.16 | 291,073.71 |
| Expense | | | |
| Advertising and P/R | 121.51 | 0.00 | 2,358.96 |
| Bank Service Charges | 0.00 | 0.00 | 8,966.56 |
| City Fees | 0.00 | 0.00 | 3,325.00 |
| Contract Services | 0.00 | 0.00 | 112,585.27 |
| Dues and Subscriptions | 0.00 | 0.00 | 400.00 |
| Equipment Rental | 0.00 | 0.00 | 21,418.59 |
| Equipment/Furnishings | 0.00 | 108.28 | 108.28 |
| Insurance | 0.00 | 382.86 | 1,365.96 |
| Meetings | 0.00 | 158.50 | 158.50 |
| Permits and Fees | 0.00 | 0.00 | 5,506.46 |
| Personnel | 0.00 | 3,672.30 | 43,822.95 |
| Postage and Delivery | 0.00 | 182.00 | 255.00 |
| Printing and Reproduction | 0.00 | 0.00 | 1,083.12 |
| Professional Fees | 250.00 | 2,485.00 | 14,181.06 |
| Rent | 0.00 | 0.00 | 2,000.00 |
| Retail Merchandise Expense | 0.00 | 0.00 | 3,035.54 |
| Supplies | 0.00 | 729.55 | 27,601.74 |
| Telephone and Internet | 0.00 | 248.42 | 1,083.21 |
| Website | 0.00 | 0.00 | 235.60 |
| Total Expense | 371.51 | 7,966.91 | 250,491.14 |
| Net Ordinary Income | -371.51 | -7,956.75 | 40,582.57 |
| Other Income/Expense | | | |
| Other Expense | | | |
| Other Expenses | 0.00 | 0.00 | -165.00 |
| Total Other Expense | 0.00 | 0.00 | -165.00 |
| Net Other Income | 0.00 | 0.00 | 165.00 |
| Net Income | -371.51 | -7,956.75 | 40,747.57 |

Willow Glen Community Foundation

Balance Sheet

As of November 30, 2024

Nov 30, 24

ASSETS

Current Assets

Checking/Savings

Wells Fargo Checking -4496 17,938.97

Total Checking/Savings 17,938.97

Total Current Assets 17,938.97

TOTAL ASSETS 17,938.97

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

Accounts Payable 500.00

Total Accounts Payable 500.00

Total Current Liabilities 500.00

Total Liabilities 500.00

Equity

Unrestricted Net Assets 23,051.00

Net Income -5,612.03

Total Equity 17,438.97

TOTAL LIABILITIES & EQUITY 17,938.97

For the five months ending November 30, 2024

| | Willow Glen Business Association | | | | Willow Glen Community Foundation | | | | WGBA & WGCF | |
|--------------------------|----------------------------------|-------|------------|-------|----------------------------------|------|----------|------|---------------|----------|
| | Revenue | % | Expenses | % | Revenue | % | Expenses | % | Profit (loss) | |
| CBID | 117,385 | 40.3% | (151,504) | 58.3% | | 0.0% | | 0.0% | | (34,118) |
| Fundraising | | | | | | | | | | |
| Beer Walk | | | | | | | | | | |
| Glen Fest | (369) | -0.1% | (126) | 0.0% | | | | | | (495) |
| Fall Wine Walk | 45,593 | 15.7% | (44,018) | 16.9% | | | | | | 1,575 |
| Holidays (Cable cars) | | 0.0% | | 0.0% | | | | | | |
| 10/21/2023- 400 tickets | | | | | | | | | | |
| 12/1/2023 - 2268 tickets | 77,811 | 26.7% | (24,498) | 9.4% | | | | | | 53,313 |
| Ornaments | 3,125 | 1.1% | (3,036) | 1.2% | | | | | | 90 |
| Bubbly Walk | 20,311 | 7.0% | (7,722) | 3.0% | | | | | | 12,589 |
| Planter Adoption | | 0.0% | (3,335) | 1.3% | | | | | | (3,335) |
| Spring Wine Walk | | 0.0% | (160) | 0.1% | | | | | | (160) |
| 4/6/2024 | | | | | | | | | | |
| Summer Wine Walk | 26,092 | 9.0% | (22,291) | 8.6% | | | | | | 3,802 |
| Total Fundraising | 172,563 | 59.3% | (105,186) | 0 | | 0.0% | | | | 67,378 |
| Promotions and Events | | | | | | | | | | |
| Light Up the Ave | | 0.0% | | 0.0% | | | | | | |
| Passport | | 0.0% | (25) | 0.0% | | | | | | (25) |
| Halloween | | 0.0% | (1,322) | 0.5% | | | | | | (1,322) |
| WG Home Books | | 0.0% | | 0.0% | | | | | | |
| 10/31/2024 | | | | | | | | | | |
| MsRomper | | | (477) | 0.2% | | | | | | (477) |
| Farmers Market | | | (164) | 0.1% | | | | | | (164) |
| Makers Market | 1,040 | | (34) | 0.0% | | | | | | 1,006 |
| National Night Out | | | (1,000) | 0.4% | | | | | | (1,000) |
| Other | | | (255) | 0.1% | | | | | | (255) |
| Total P&E | 1,040 | 0.0% | (3,277) | 1% | | | | | | (2,237) |
| Member Dues | 240 | 0.1% | | 0.0% | | | | | | 240 |
| Bad Debt | | | | 0.0% | | | | | | |
| Totals | 291,229 | 100% | (259,967) | 100% | | | | | | 31,263 |
| Strategic Marketing | | | | | | | | | | |
| Interest Income | 10 | | (372) | 0.1% | | | | | | (372) |
| Lights | | | | | | | | | | 10 |
| Administration | | | | | | | | | | |
| | | | (7,967) | 3.1% | | | | | | (7,967) |
| Agrees to fs in total | 291,239 | | (268,305) | | | | | | | 22,935 |
| Cash on hand | | | | | | | | | | |
| WGBA | 11/30/2024 | | 11/30/2023 | | | | | | | |
| WGCF | 261,517 | | 216,835 | | | | | | | |
| | 17,939 | | 38,001 | | | | | | | |
| | 279,456 | | 254,836 | | | | | | | |

**Board Members – Please check your name
Guests – Please sign in**

**Willow Glen Business Association
November 12th, 2024, Membership & Board Meeting**

Board Members – Please check in

- Bejan, Frank
- Berger, Colin
- Erdmann, Kathleen
- Flores, Julie
- Hartman, Barbara

- Highley, Emilie
- Johnson, Bobbie
- Mulcahy, Tim
- Russo, Ana Maria

- Rivas, Sara
- Sibley, Steve
- Sizelove, Jamie
- Terrazas, Gisselle

Guests – Please print

| Name | Business | Phone & E-mail |
|----------------------------|----------|----------------|
| 1. <i>Maren Sederquist</i> | | |
| 2. | | |
| 3. | | |
| 4. | | |
| 5. | | |