



Willow Glen Business Association
Board of Directors & General Membership Meeting
Agenda for Tuesday, January 14th, 2025 * 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 December Minutes | 8:00 am | Review and approval of, December 10th, 2024, minutes |
| Executive Committee Report | A | Executive Committee Update – Tim Mulcahy | 8:05 am | Review and approval of January 3rd, 2025, minutes |
| Treasurer's Report | A | Treasurer, Barbara Hartman – December 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 Annual Meeting – 1/27/25 | 8:25 am – 8:45 am | Updates |
| | I | CBID Committee Chair: 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 – Recap A Night on the Avenue – 2/6 | | |
| 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 | Mango Blossom Apiary LLC Goombah's Car Club CaddyKid Small Business Consulting First Citizens Bank | 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, February 11th, 2025, 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
December 10, 2024**

Meeting was called to order at 8:07 a.m. by President Tim Mulcahy

In Attendance: Tim Mulcahy, Kathleen Erdmann, Barbara Hartman, Emilie Highley (by phone), Frank Bejan, Steve Sibley, Julie Flores, Jamie Sizelove, Ana Russo, Gisselle Terrazas (by phone and in person).

Staff Members: Kendra Middendorf. Jessica Reinoso

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

The minutes of November 2024 meeting were read and unanimously approved (motion by Ana Russo and seconded by Barbara Hartman)

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

Treasurer Report: Given by Barbara Hartman
Another schedule was added to the treasurer's report to provide details of income and expenses for each event. Reports posted online.
The treasurer's report was approved as stated (motion by Emilie Highley second by Ana Russo)

Member Relations Committee

WGBA Staff

- The permit has been approved, and the lights were expected to be installed by Bear Electric on or about 12/17 and the Garlands will follow in a day or so.
- The New Banners were hung by Pacific Display – Installation Cost = \$2,500.
- New Businesses: Waxing The City, at 1100 Lincoln Ave is a new addition to the avenue along with Hone Piercing at 1345 Lincoln. Hajis Restaurant is new in the space where Braise was at 1185 Lincoln. Herrera Pottery has moved in where Three Sisters formerly resided at 1393 Lincoln and Willow Glen Home and Garden at 1123 Lincoln is in the process of subleasing part of their floor space to a florist.
- A meeting with a representative from the city (Chris Hickey) to discuss prevailing vs living wage was attended by Tim and Kendra and it was determined that 99% of the wage will be calculated as living wage.
- Tim Mulcahy signed an extension of our current CBID contract as the City of San Jose is not able to draft and complete a new updated agreement until mid-year (7/1/2025). This will not affect the new rates which will increase in 2025. Payment will arrive March 15 and August 15.

Our Avenue Committee

- The Grant money from the city of San Jose was received. The banners are to be installed in the second week of December.
- The maintenance contract for 2025-2026 has been signed and awarded to Universal Site Services the CBID and RFP processes are now complete.
- A power wash and graffiti cleaning are planned to start in December to bring the expansion area up to current standards at the cost of approx. \$2k. Universal will provide a quote for the decomposed granite (DG) in the tree wells for the expansion area.
- The issue with the first 3 strands of lights on Lincoln Avenue is now resolved. The property owner turned the lights on after the Empress business moved and discontinued service. We are grateful for his help and cooperation. Thanks to Tim for contacting him through their mutual realtor.
- Holiday Planting Project for Lincoln Avenue planters has been completed. Two hundred each of red and white Cyclamen have been planted at the edge of each planter – Kandy Stevens has organized the effort and it will cost a little over \$2,000 and will be planted by Universal Site Services. All of the planters have been sponsored. A special thanks to Martin Flores for his suggestions and assistance on this project.

Promotions and Events

- The new Christmas ornaments for 2024 are reportedly selling well.
- Bubbly Walk 12/7 was a big success! 647 tickets were sold (30 on the day of the event).
- Trolley rides began 12/8 and are such fun! They will continue through 12/18 board members were asked to sign up for a shift. More participation is required. The “Conducta” (Steve Sibley) and various mustached volunteer assistants brought lots of smiles – many went to dinner downtown before the ride. Thanks to Giselle’s father who agreed to conduct several evenings.
- The Holiday Party will be 1/8/25 at the Garden Theater
- The Annual Meeting is scheduled for 1/27/25

Open Forum and comments

Guest: Maren Sederquist – Sometime in January a Neighborhood Watch meeting will be conducted by an SJPD Captain.

National Night Out sponsored by WGNA is scheduled for August 5th.
The meeting was adjourned at 9:02 a.m.

Respectfully submitted,

Kathleen Erdmann, Secretary
Willow Glen Business Association

Executive Committee Meeting Minutes Meeting Date 1/3/2025

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

Staff: Kendra Middendorf, Jessica Reinosa joined us for the Social Media portion of the meeting

Meeting was called to order at 9:06 a.m. by President Mulcahy

Agenda:

Ballots: Ballots were set out on December 13 and are due back to the WGBA by January 20th, 2025. Very few have been returned as of this writing. Kendra recommended that in the future we send out the ballots electronically (WGNA does this). If we move to an electronic ballot, the By-Laws will need to be amended.

Website Update:

1. The Section which reflects info on the CBID: At this point we need to indicate that the "CBID update is in progress". Once approved we will need to show the Expansion Costs.
2. A discussion ensued on approving an additional 6 hours, engaging with Marie from SpinNest for her services. Cost would be \$450.00. This was approved by the Executive Board.

Replacement to Head Up the Our Avenue Committee: Kathleen has indicated that she no longer will be serving as head of this committee. The Board needs to find a replacement. Once a replacement is named, Kathleen is willing to stay on for a short time to mentor her replacement. As we move forward in 2025, the Committee will look to take on 'projects' that are approved by the Board and within the Committee's scope of work.

Annual Meeting: Annual Meeting is planned for Monday, January 27th at 5:00 p.m. at the Wheelhouse of Willow Glen. Accomplishments of 2024 will be reviewed, what's in store for 2025 and announcement of the new 2025 Board of Directors. Board members, please sign up.

New Budget: The Executive Board will be working on the 2025 budget – Fixed Costs, Personnel, Supplies, allocation of CBID monies received, etc. The Executive Committee will continue to update the Board. Due to the City of SJ by April 1st.

Holiday Garland: Thanks to engaging with Holiday Lights, we were able to hang a portion of the strands of garland. Holiday Lights has removed the garland and is storing all 11 strands at a cost of \$3600/annual for storage. To hang all 11 strands, the cost to the WGBA is \$1,000 per strand. The plan is to explore other avenues to help cut costs.

Social Media: Jessica joined the meeting and we reviewed social media in 2024 and suggestions for 2025. A list of suggestions was put together beginning with featuring the Clock on the Republic Urban Properties building.

The meeting was adjourned at 10:35 a.m.

Respectfully 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 | Bubly Walk (Fundraising Events) | Total Fundraising Events | ARTWORKS Mural Project (Promotions & Events) |
|--------------------------------|-----------------|----------------|-----------------|------------------------|------------|------------------------------------|--------------------------|---|
| Ordinary Income/Expense | | | | | | | | |
| Income | | | | | | | | |
| Event Revenue | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 24,294.21 | 24,294.21 | 0.00 |
| Grants | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Interest Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Sponsorships | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 24,294.21 | 24,294.21 | 0.00 |
| Expenses | | | | | | | | |
| Gross Profit | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 24,294.21 | 24,294.21 | 0.00 |
| Expense | | | | | | | | |
| Advertising and P/R | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 65.84 | 65.84 | 0.00 |
| Bank Service Charges | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 1,573.92 | 1,573.92 | 0.00 |
| Contract Services | 525.00 | 16,600.00 | 12,708.83 | 0.00 | 29,833.83 | 1,080.00 | 1,080.00 | 1,200.00 |
| 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 | 110.00 | 110.00 | 0.00 |
| Insurance | 142.41 | 0.00 | 0.00 | 0.00 | 142.41 | 0.00 | 0.00 | 0.00 |
| Meetings | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Personnel | 3,642.38 | 780.63 | 3,512.83 | -39.10 | 7,896.74 | 0.00 | 0.00 | 0.00 |
| Postage and Delivery | 73.00 | 0.00 | 0.00 | 0.00 | 73.00 | 0.00 | 0.00 | 0.00 |
| Professional Fees | 750.00 | 0.00 | 0.00 | 0.00 | 750.00 | 250.00 | 250.00 | 3,000.00 |
| 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 | 13,640.15 | 13,640.15 | 0.00 |
| Telephone and Internet | 91.47 | 0.00 | 0.00 | 0.00 | 91.47 | 0.00 | 0.00 | 0.00 |
| Total Expense | 6,150.74 | 17,380.63 | 16,221.66 | -39.10 | 39,713.93 | 16,719.91 | 16,719.91 | 4,200.00 |
| Net Ordinary Income | -6,150.74 | -17,380.63 | -16,221.66 | 39.10 | -39,713.93 | 7,574.30 | 7,574.30 | -4,200.00 |
| Net Income | -6,150.74 | -17,380.63 | -16,221.66 | 39.10 | -39,713.93 | 7,574.30 | 7,574.30 | -4,200.00 |

Willow Glen Business Association Profit & Loss by Class

| | Halloween Trick or Treat (Promotions & Events) | Holidays (Promotions & Events) | Total Promotions & Events | WGBA Administration | TOTAL |
|--------------------------------|---|-----------------------------------|---------------------------|---------------------|-------------------|
| Ordinary Income/Expense | | | | | |
| Income | | | | | |
| Event Revenue | 0.00 | 3,069.17 | 3,069.17 | 0.00 | 27,363.38 |
| Grants | 1,000.00 | 0.00 | 1,000.00 | 10,000.00 | 11,000.00 |
| Interest Income | 0.00 | 0.00 | 0.00 | 1.91 | 1.91 |
| Sponsorships | -500.00 | 0.00 | -500.00 | 0.00 | -500.00 |
| Total Income | 500.00 | 3,069.17 | 3,569.17 | 10,001.91 | 37,865.29 |
| Expenses | | | | | |
| Gross Profit | 500.00 | 3,069.17 | 3,569.17 | 10,001.91 | 37,865.29 |
| Expense | | | | | |
| Advertising and P/R | 0.00 | 0.00 | 0.00 | 0.00 | 65.84 |
| Bank Service Charges | 0.00 | 367.81 | 367.81 | 278.32 | 2,220.05 |
| Contract Services | 0.00 | 49,900.38 | 51,100.38 | 0.00 | 82,014.21 |
| Dues and Subscriptions | 0.00 | 0.00 | 0.00 | 0.00 | 69.00 |
| Equipment Rental | 0.00 | 0.00 | 0.00 | 0.00 | 567.48 |
| Insurance | 0.00 | 0.00 | 0.00 | 63.81 | 206.22 |
| Meetings | 0.00 | 0.00 | 0.00 | 30.95 | 30.95 |
| Personnel | 0.00 | 0.00 | 0.00 | 704.22 | 8,600.96 |
| Postage and Delivery | 0.00 | 0.00 | 0.00 | 219.00 | 292.00 |
| Professional Fees | 0.00 | 50.00 | 3,050.00 | 0.00 | 4,050.00 |
| Rent | 0.00 | 0.00 | 0.00 | 0.00 | 400.00 |
| Supplies | 0.00 | 506.12 | 506.12 | 113.73 | 14,260.00 |
| Telephone and Internet | 0.00 | 0.00 | 0.00 | 122.62 | 214.09 |
| Total Expense | 0.00 | 50,824.31 | 55,024.31 | 1,532.65 | 112,990.80 |
| Net Ordinary Income | 500.00 | -47,755.14 | -51,455.14 | 8,469.26 | -75,125.51 |
| Net Income | 500.00 | -47,755.14 | -51,455.14 | 8,469.26 | -75,125.51 |

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

| | Dec 24 | Dec 23 | \$ Change | % Change |
|--------------------------------|------------|------------|------------|-----------|
| Ordinary Income/Expense | | | | |
| Income | | | | |
| Event Revenue | 27,363.38 | 10,426.24 | 16,937.14 | 162.45% |
| Eventbrite Ticket Sales | 0.00 | 5.62 | -5.62 | -100.0% |
| Grants | 11,000.00 | 0.00 | 11,000.00 | 100.0% |
| Interest Income | 1.91 | 1.68 | 0.23 | 13.69% |
| Sponsorships | -500.00 | 0.00 | -500.00 | -100.0% |
| Total Income | 37,865.29 | 10,433.54 | 27,431.75 | 262.92% |
| Gross Profit | 37,865.29 | 10,433.54 | 27,431.75 | 262.92% |
| Expense | | | | |
| Advertising and P/R | 65.84 | 20.18 | 45.66 | 226.26% |
| Bank Service Charges | 2,220.05 | 893.27 | 1,326.78 | 148.53% |
| Contract Services | 82,014.21 | 42,384.59 | 39,629.62 | 93.5% |
| Dues and Subscriptions | 69.00 | 64.00 | 5.00 | 7.81% |
| Equipment Rental | 567.48 | 2,278.61 | -1,711.13 | -75.1% |
| Insurance | 206.22 | 173.38 | 32.84 | 18.94% |
| Meetings | 30.95 | 29.95 | 1.00 | 3.34% |
| Personnel | 8,600.96 | 8,950.55 | -349.59 | -3.91% |
| Postage and Delivery | 292.00 | 335.01 | -43.01 | -12.84% |
| Professional Fees | 4,050.00 | 1,000.00 | 3,050.00 | 305.0% |
| Rent | 400.00 | 400.00 | 0.00 | 0.0% |
| Supplies | 14,260.00 | -207.90 | 14,467.90 | 6,959.07% |
| Telephone and Internet | 214.09 | 205.92 | 8.17 | 3.97% |
| Total Expense | 112,990.80 | 56,527.56 | 56,463.24 | 99.89% |
| Net Ordinary Income | -75,125.51 | -46,094.02 | -29,031.49 | -62.98% |
| Net Income | -75,125.51 | -46,094.02 | -29,031.49 | -62.98% |

Willow Glen Business Association Balance Sheet Prev Year Comparison As of December 31, 2024

| | Dec 31, 24 | Dec 31, 23 | \$ Change | % Change |
|--|-------------------|-------------------|-------------------|----------------|
| ASSETS | | | | |
| Current Assets | | | | |
| Checking/Savings | | | | |
| Wells Fargo Checking-debit acct | 13,223.14 | 11,383.61 | 1,839.53 | 16.16% |
| WF Checking -4504 | 175,686.70 | 164,480.48 | 11,206.22 | 6.81% |
| Total Checking/Savings | 188,909.84 | 175,864.09 | 13,045.75 | 7.42% |
| Accounts Receivable | | | | |
| Accounts Receivable | 0.00 | 36,120.00 | -36,120.00 | -100.0% |
| Total Accounts Receivable | 0.00 | 36,120.00 | -36,120.00 | -100.0% |
| 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 | 500.00 | 500.00 | 0.00 | 0.0% |
| Total Other Current Assets | 900.00 | 2,150.00 | -1,250.00 | -58.14% |
| Total Current Assets | 189,809.84 | 214,134.09 | -24,324.25 | -11.36% |
| 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 | 197,120.63 | 221,444.88 | -24,324.25 | -10.98% |
| LIABILITIES & EQUITY | | | | |
| Liabilities | | | | |
| Current Liabilities | | | | |
| 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 | 3,812.39 | 179.39 | 3,633.00 | 2,025.2% |
| Total Other Current Liabilities | 55,619.29 | 41,086.68 | 14,532.61 | 35.37% |
| Total Current Liabilities | 55,619.29 | 41,086.68 | 14,532.61 | 35.37% |
| Total Liabilities | 55,619.29 | 41,086.68 | 14,532.61 | 35.37% |
| 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 | -34,377.94 | -32,888.48 | -1,489.46 | -4.53% |
| Total Equity | 141,501.34 | 180,358.20 | -38,856.86 | -21.54% |
| TOTAL LIABILITIES & EQUITY | 197,120.63 | 221,444.88 | -24,324.25 | -10.98% |

Willow Glen Business Association Profit & Loss YTD Comparison December 2024

| | Dec 24 | Jul - Dec 24 |
|-----------------------------------|--------------------------|--------------------------|
| Ordinary Income/Expense | | |
| Income | | |
| CBID | 0.00 | 117,385.38 |
| Event Revenue | 27,363.38 | 175,185.55 |
| Grants | 11,000.00 | 11,000.00 |
| Interest Income | 1.91 | 12.07 |
| Member Dues | 0.00 | 240.00 |
| Sponsorships | -500.00 | 25,116.00 |
| Total Income | <u>37,865.29</u> | <u>328,939.00</u> |
| Gross Profit | 37,865.29 | 328,939.00 |
| Expense | | |
| Advertising and P/R | 65.84 | 2,424.20 |
| Bank Service Charges | 2,220.05 | 11,186.61 |
| City Fees | 0.00 | 3,325.00 |
| Contract Services | 82,014.21 | 194,599.48 |
| Dues and Subscriptions | 69.00 | 469.00 |
| Equipment Rental | 567.48 | 21,986.07 |
| Equipment/Furnishings | 0.00 | 108.28 |
| Insurance | 206.22 | 1,572.18 |
| Meetings | 30.95 | 189.45 |
| Permits and Fees | 0.00 | 5,506.46 |
| Personnel | 8,600.96 | 52,523.91 |
| Postage and Delivery | 292.00 | 547.00 |
| Printing and Reproduction | 0.00 | 1,983.12 |
| Professional Fees | 4,050.00 | 18,231.00 |
| Rent | 400.00 | 2,400.00 |
| Retail Merchandise Expense | 0.00 | 3,035.54 |
| Supplies | 14,260.00 | 41,861.74 |
| Telephone and Internet | 214.09 | 1,297.30 |
| Website | 0.00 | 235.60 |
| Total Expense | <u>112,990.80</u> | <u>363,481.94</u> |
| Net Ordinary Income | -75,125.51 | -34,542.94 |
| 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><u>-75,125.51</u></u> | <u><u>-34,377.94</u></u> |

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

4:03 PM
 01/07/25
 Accrual Basis

| | ADMIN (CBID) | C & R (CBID) | DISI (CBID) | SOBOP (CBID) | CBID - Other (CBID) | Total CBID | BeerWalk (Fundraising Events) | Bubbly Walk (Fundraising Events) | Glen Feast (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 | 43,574.99 | 21,006.60 | 0.00 |
| Grants | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Interest Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Member Dues | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| 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 | 44,604.99 | 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 | 44,604.99 | 45,592.60 | 0.00 |
| Expense | | | | | | | | | | |
| Advertising and PIR | 0.00 | 0.00 | 700.00 | 0.00 | 0.00 | 700.00 | 125.94 | 89.29 | 229.25 | 0.00 |
| Bank Service Charges | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,842.24 | 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 | 3,150.00 | 0.00 | 16,600.00 | 104,079.02 | 0.00 | 123,829.02 | 0.00 | 1,382.96 | 14,876.96 | 875.00 |
| Dues and Subscriptions | 469.00 | 0.00 | 0.00 | 0.00 | 0.00 | 469.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Equipment Rental | 2,744.88 | 0.00 | 0.00 | 0.00 | 0.00 | 2,744.88 | 0.00 | 1,127.19 | 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 | 854.51 | 0.00 | 0.00 | 0.00 | 0.00 | 854.51 | 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 | 0.00 | 0.00 | 0.00 |
| Personnel | 22,206.27 | 0.00 | 4,759.24 | 21,416.48 | -234.60 | 48,147.39 | 0.00 | 1,707.29 | 2,191.88 | 0.00 |
| Postage and Delivery | 146.00 | 0.00 | 0.00 | 0.00 | 0.00 | 146.00 | 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 | 8,265.00 | 0.00 | 0.00 | 0.00 | 0.00 | 8,265.00 | 0.00 | 450.00 | 1,181.00 | 0.00 |
| Rent | 2,400.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,400.00 | 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 | 16,842.48 | 5,548.35 | 2,460.27 |
| Telephone and Internet | 831.90 | 0.00 | 0.00 | 0.00 | 94.36 | 926.26 | 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 | 43,567.56 | 0.00 | 22,294.84 | 125,495.50 | -140.24 | 191,217.66 | 125.94 | 24,441.45 | 44,018.24 | 3,335.27 |
| Net Ordinary Income | -14,221.21 | 2,347.70 | -9,382.45 | -52,716.56 | 140.24 | -73,832.28 | -495.12 | 20,163.54 | 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 | -14,221.21 | 2,347.70 | -9,382.45 | -52,716.56 | 140.24 | -73,832.28 | -495.12 | 20,163.54 | 1,574.36 | -3,335.27 |

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

4:03 PM
 01/07/25
 Accrual Basis

| | Spring Wine Walk (Fundraising Events) | Summer Wine Walk (Fundraising Events) | Total Fundraising Events | Member Relations | ARTWORKS Mural Project (Promotions & Events) | Farmers Market (Promotions & Events) |
|------------------------------------|--|--|--------------------------|------------------|---|---|
| Ordinary Income/Expense | | | | | | |
| Income | | | | | | |
| CBID | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Event Revenue | 0.00 | 25,927.23 | 90,139.64 | 0.00 | 0.00 | 0.00 |
| Grants | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Interest Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Member Dues | 0.00 | 0.00 | 0.00 | 240.00 | 0.00 | 0.00 |
| Sponsorships | 0.00 | 0.00 | 25,616.00 | 0.00 | 0.00 | 0.00 |
| Total Income | 0.00 | 25,927.23 | 115,755.64 | 240.00 | 0.00 | 0.00 |
| Expense | | | | | | |
| Advertising and P/R | 0.00 | 158.21 | 602.69 | 0.00 | 0.00 | 0.00 |
| Bank Service Charges | 0.00 | 1,690.05 | 5,291.98 | 0.00 | 0.00 | 0.00 |
| City Fees | 0.00 | 0.00 | 825.00 | 0.00 | 0.00 | 0.00 |
| Contract Services | 0.00 | 1,793.20 | 18,928.12 | 0.00 | 1,200.00 | 164.00 |
| Dues and Subscriptions | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Equipment Rental | 0.00 | 1,127.19 | 18,406.37 | 0.00 | 0.00 | 0.00 |
| Equipment/Furnishings | 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 |
| Meetings | 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 |
| 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 | 1,983.12 | 0.00 | 0.00 | 0.00 |
| Professional Fees | 160.00 | 1,200.00 | 2,991.00 | 0.00 | 3,000.00 | 0.00 |
| 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 | 14,714.80 | 39,665.90 | 0.00 | 0.00 | 0.00 |
| Telephone and Internet | 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 |
| Total Expense | 160.00 | 22,290.74 | 94,371.64 | 0.00 | 4,200.00 | 164.00 |
| Net Ordinary Income/Expense | -160.00 | 3,636.49 | 21,384.00 | 240.00 | -4,200.00 | -164.00 |
| Other Expense | | | | | | |
| Other Expenses | 0.00 | -165.00 | -165.00 | 0.00 | 0.00 | 0.00 |
| Total Other Expense | 0.00 | -165.00 | -165.00 | 0.00 | 0.00 | 0.00 |
| Net Other Income | 0.00 | 165.00 | 165.00 | 0.00 | 0.00 | 0.00 |
| Net Income | -160.00 | 3,801.49 | 21,549.00 | 240.00 | -4,200.00 | -164.00 |

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

4:03 PM
 01/07/25
 Accrual Basis

| | Halloween Trick or Treat (Promotions & Events) | Holidays (Promotions & Events) | Makers Market (Promotions & Events) | Mrs. Roper Romp (Promotions & Events) | National Night Out (Promotions & Events) | Passport (Promotions & Events) |
|--------------------------------|---|-----------------------------------|--|--|---|-----------------------------------|
| Ordinary Income/Expense | | | | | | |
| Income | | | | | | |
| CBID | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Event Revenue | 0.00 | 84,005.91 | 1,040.00 | 0.00 | 0.00 | 0.00 |
| Grants | 1,000.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Interest Income | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Member Dues | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Sponsorships | -500.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Total Income | 500.00 | 84,005.91 | 1,040.00 | 0.00 | 0.00 | 0.00 |
| Gross Profit | 500.00 | 84,005.91 | 1,040.00 | 0.00 | 0.00 | 0.00 |
| Expense | | | | | | |
| Advertising and PIR | 0.00 | 0.00 | 0.00 | 0.00 | 1,000.00 | 0.00 |
| Bank Service Charges | 0.00 | 5,582.25 | 34.06 | 0.00 | 0.00 | 0.00 |
| City Fees | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Contract Services | 302.96 | 49,900.38 | 0.00 | 275.00 | 0.00 | 0.00 |
| Dues and Subscriptions | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Equipment Rental | 0.00 | 834.82 | 0.00 | 0.00 | 0.00 | 0.00 |
| 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 | 300.00 | 685.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Rent | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Retail Merchandise Expense | 0.00 | 3,035.54 | 0.00 | 0.00 | 0.00 | 0.00 |
| Supplies | 719.52 | 506.12 | 0.00 | 202.34 | 0.00 | 24.58 |
| Telephone and Internet | 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 |
| Total Expense | 1,322.48 | 60,544.11 | 34.06 | 477.34 | 1,000.00 | 24.58 |
| Net Ordinary Income | -822.48 | 23,461.80 | 1,005.94 | -477.34 | -1,000.00 | -24.58 |
| 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 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 | 0.00 |
| Net Income | -822.48 | 23,461.80 | 1,005.94 | -477.34 | -1,000.00 | -24.58 |

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

| | Promotions & Events - Other (Promotions & Events) | Total Promotions & Events | Strategic Marketing | WG&A Administration | TOTAL |
|--------------------------------|--|---------------------------|---------------------|---------------------|------------|
| Ordinary Income/Expense | | | | | |
| Income | | | | | |
| CBID | 0.00 | 0.00 | 0.00 | 0.00 | 117,385.38 |
| Event Revenue | 0.00 | 85,045.91 | 0.00 | 0.00 | 175,185.55 |
| Grants | 0.00 | 1,000.00 | 0.00 | 10,000.00 | 11,900.00 |
| Interest Income | 0.00 | 0.00 | 0.00 | 12.07 | 12.07 |
| Member Dues | 0.00 | 0.00 | 0.00 | 0.00 | 240.00 |
| Sponsorships | 0.00 | -500.00 | 0.00 | 0.00 | 25,116.00 |
| Total Income | 0.00 | 85,545.91 | 0.00 | 10,012.07 | 328,939.00 |
| Gross Profit | 0.00 | 85,545.91 | 0.00 | 10,012.07 | 328,939.00 |
| Expense | | | | | |
| Advertising and P/R | 0.00 | 1,000.00 | 121.51 | 0.00 | 2,424.20 |
| Bank Service Charges | 0.00 | 5,616.31 | 0.00 | 278.32 | 11,186.61 |
| City Fees | 0.00 | 0.00 | 0.00 | 0.00 | 3,325.00 |
| Contract Services | 0.00 | 51,842.34 | 0.00 | 0.00 | 194,599.48 |
| Dues and Subscriptions | 0.00 | 0.00 | 0.00 | 0.00 | 469.00 |
| Equipment Rental | 0.00 | 834.82 | 0.00 | 0.00 | 21,986.07 |
| Equipment/Furnishings | 0.00 | 0.00 | 0.00 | 108.28 | 108.28 |
| Insurance | 0.00 | 0.00 | 0.00 | 446.67 | 1,572.18 |
| Meetings | 0.00 | 0.00 | 0.00 | 189.45 | 189.45 |
| Permits and Fees | 0.00 | 0.00 | 0.00 | 0.00 | 5,506.46 |
| Personnel | 0.00 | 0.00 | 0.00 | 4,376.52 | 52,523.91 |
| Postage and Delivery | 0.00 | 0.00 | 0.00 | 401.00 | 547.00 |
| Printing and Reproduction | 0.00 | 0.00 | 0.00 | 0.00 | 1,983.12 |
| Professional Fees | 255.00 | 4,240.00 | 250.00 | 2,485.00 | 18,231.00 |
| Rent | 0.00 | 0.00 | 0.00 | 0.00 | 2,400.00 |
| Retail Merchandise Expense | 0.00 | 3,035.54 | 0.00 | 0.00 | 3,035.54 |
| Supplies | 0.00 | 1,452.56 | 0.00 | 843.28 | 41,861.74 |
| Telephone and Internet | 0.00 | 0.00 | 0.00 | 371.04 | 1,297.30 |
| Website | 0.00 | 0.00 | 0.00 | 0.00 | 235.60 |
| Total Expense | 255.00 | 68,021.57 | 371.51 | 9,499.56 | 363,481.94 |
| Net Ordinary Income | -255.00 | 17,524.34 | -371.51 | 512.51 | -34,542.94 |
| Other Income/Expense | | | | | |
| Other Expense | 0.00 | 0.00 | 0.00 | 0.00 | -165.00 |
| Other Expenses | 0.00 | 0.00 | 0.00 | 0.00 | -165.00 |
| Total Other Expense | 0.00 | 0.00 | 0.00 | 0.00 | -165.00 |
| Net Other Income | 0.00 | 0.00 | 0.00 | 0.00 | 165.00 |
| Net Income | -255.00 | 17,524.34 | -371.51 | 512.51 | -34,377.94 |

Willow Glen Community Foundation Balance Sheet

As of December 31, 2024

Dec 31, 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

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

**Willow Glen Business Association
January 14th, 2025, Membership & Board Meeting**

Board Members – Please check in

| | | |
|---|--|--|
| <input checked="" type="checkbox"/> Bejan, Frank <input checked="" type="checkbox"/> Berger, Colin <input type="checkbox"/> Erdmann, Kathleen <input checked="" type="checkbox"/> Flores, Julie <input type="checkbox"/> Hartman, Barbara | <input type="checkbox"/> Highley, Emilie <input type="checkbox"/> Johnson, Bobbie <input checked="" type="checkbox"/> Mulcahy, Tim <input checked="" type="checkbox"/> Russo, Ana Maria | <input checked="" type="checkbox"/> Rivas, Sara <input checked="" type="checkbox"/> Sibley, Steve <input checked="" type="checkbox"/> Szelove, Jamie <input checked="" type="checkbox"/> Terrazas, Gisselle |
|---|--|--|

Guests – Please print

| Name | Business | Phone & E-mail |
|---------------------|---------------------------|---------------------------|
| 1. Maren Sederquist | WGNNA | |
| 2. Bryan Godfrey | Mango Blossom Apiary, LLC | |
| 3. | | |
| 4. | | |
| 5. | | |