



Willow Glen Business Association
Board of Directors & General Membership Meeting
Agenda for Tuesday, March 11th, 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 February Minutes	8:00 am	Review and approval of February 11th, 2025, minutes
Executive Committee Report	A	Executive Committee Update – Tim Mulcahy	8:05 am	Review and approval of March 3rd, 2025, minutes
Treasurer's Report	A	Treasurer, Barbara Hartman – February 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 Waxing the City – GO, 3/15	8:25 am – 8:45 am	Updates
	I	NEW COMMITTEE – Strategic Marketing Chair: OPEN Committee Update		
	I	Our Avenue Committee Chair: Ana Maria Russo Committee Update		
	I	Promotions & Events Committee Chair: Emilie Highley Committee Update Makers Market – 3/9 Spring Wine Walk – 4/5 Glen Fest – 9/27		
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, April 8th, 2025, time 8:00 am
Meeting location: The Garden Theater, 1165 Lincoln Avenue

**Willow Glen Business Association
Board Meeting Minutes
February 11, 2025**

Meeting was called to order at 8:05 a.m. by President Tim Mulcahy

In Attendance: Tim Mulcahy, Kathleen Erdmann, Emilie Highley, Barbara Hartman, Steve Sibley, Julie Flores, Frank Bejan, Jamie Sizelove, Colin Berger, Ana Russo, Gisselle Terrazas, Martin Flores, Gael Rodriguez, Dr. Jackie Muxen

Staff Members: Kendra Middendorf. Jessica Reinoso

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

The minutes of January 2025 board meeting were read and unanimously approved (motion by Jamie Sizelove and seconded by Ana Russo)

The Executive meeting minutes were read and approved (Motion by Jamie, second by Gisselle Terrazas)

New Board Members - A motion was made to add 4 community board members: Martin Flores, Steve Sibley, Anna Russo and Colin Berger they were unanimously accepted.

Treasurer Report: Given by Tim Mulcahy

A standard report including Profit and Loss statement along with a "broad brush" of fixed expenses and discretionary spending. This was read as a precursor to the budgeting process. It is an estimate as a place holder. Reports are posted online. There were questions about expenditures which will be clarified in the future with the help of our bookkeeper.

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

Member Relations Committee

WGBA Staff

- A ~\$2500 donation was received from The Zuckerberg/Chan Foundation through Benevity. Thanks to Steve and Kendra for entering the WGBA information.
- Language will be added to the bylaws to allow for electronic voting in the future. Steve Sibley will draft the proposed addition to the Bylaws.
- New Businesses on the Avenue are Hone Piercing, Sarika Thai Massage, Make Me Holey, and Studio Willow Glen. Coming soon: Locanda Sorrento.
- As in previous years WGBA will donate to the 5K run for education. Proposal to take advantage of the street closure. The race is Saturday May 10th!
- Staff is looking into including the Foundation statement and donation info on our current website. We are checking with Steve Sibley to determine if there are any restrictions on where this needs to be posted.

CBID Contract – Was completed earlier than expected by the City of San Jose and signed by Tim Mulcahy in his capacity as President of the WGBA, effective 4/1/25, pending review of insurance requirements. The CBID committee will now be will now transition to :

Strategic Marketing committee with the following sub-committees:

- Ambassador Program - Meet business owners, gather feedback and cultivate relationships. In addition, encouraging property owners and their tenants to maintain their storefronts and interior lighting after hours.
- Recruiting board members through the Ambassador Program strengthen the board and represent a diverse group of business.
- Associate Memberships - Develop plan to expand the program to recruit businesses.
- Business Development - Market the Avenue with the intention to assist in the recruitment of new businesses to relocate to Lincoln Avenue.
- Community Foundation-Develop a strategy to take advantage of our 501c3 status to raise charitable donations through corporations and the residents of the Willow Glen Community.

Our Avenue Committee

An overview of projects completed in 2024 was given.

- The Committee is in transition with Ana Russo as chair.

Promotions and Events

- Spring Wine Walk has 10 (of the proposed 22) wineries signed up, mostly from the Livermore Valley.
Glasses have not been sponsored for this event.
- Maker's Market will take place in the Garden Theater on March 9.
- Summer Wine Walk may include local artists.

Open Forum and comments

Associate member applications:

Mimosas of Willow Glen – (motion to accept by Emilie Highley and second by Jamie Sizelove)

Guests:

Maren Sederquist, President of WGNA

- Neighborhood Watch meetings will be conducted 2/18 at 6:30pm at the Bahai Temple.
- Report that there is a visibility issue at a crosswalk on Lincoln. There is a tree obstructing the view. The location is not clear. Further investigation is required.

Alvaro Celaya - City of San Jose- Placemaking Team – Presenting Viva Calle'
The dates are as follows: 4/13, 6/8, and 9/7. We have asked for the route to see if Downtown Willow Glen is on the schedule.

Chris Core (from Susan Ellenberg's office) Reported a Silicon Valley Chamber meeting 2/18 with Dennis King-Ambassador.

The meeting was adjourned at 9:07 a.m.

Respectfully submitted,

Kathleen Erdmann, Secretary
Willow Glen Business Association

Willow Glen Business Association
Executive Committee Meeting
1 March 2025

Attendees: Kathleen Erdmann, Emilie Highley, Tim Mulcahy
Staff: Kendra Middendorf

Meeting was called to order at 9:11 a.m. by President Mulcahy

Agenda:

Strategic Marketing Committee - President Mulcahy discussed the subcommittees under the Strategic Marketing main heading: Ambassador Program, Recruiting, Business Development, Associate Membership, Community Foundation.

A 'kick-off meeting' will be planned for the Ambassador Program & Recruiting inviting Gael Rodriguez, Jacklyn Muxen, Julie Flores as interested Ambassadors.

The essence of the program will be laid out during this meeting.

Kick-off for the other subcommittees will be planned.

Tim also reviewed minutes from a recent WGNA Meeting,

Bylaws Edit – Verbiage was discussed adding Electronic Voting or Written Votes to the Bylaws. The new wording will be reviewed by Steve Sibley.

New Additions/Changes to the Avenue - GOs-Studio WG, Waxing the City, Sarika Massage, Sheldon's Hobby Shop, Locanda Sorrento. Also, the owner of Whatnots & Doodads has sold ownership to one of her employees.

Universal Site Services – Luis Vega was announced as the new account manager for our account. Upcoming projects: paving and safety upgrades in various areas.

2025-2026 Budget -Budget has been prepared for submittal to the City on 4/1/2025. Executive Committee reviewed the budget during the meeting.

Website – A discussion ensued on whether a separate website will be required for the Foundation. Kendra is going to explore this further.

Guest Speaker – Our next Executive Meeting, 3/28, we will be joined by Laura Perez Ehrheart – San Jose Chamber Chair for the Small Business Committee. The Executive Committee was presented with a brief overview of Ms. Ehrheart’s role for the Chamber.

The meeting was adjourned at 10:15 a.m.

Respectively submitted,

Emilie Highley, Co-Secretary
Willow Glen Business Association

Willow Glen Business Association
Profit & Loss by Class

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Ornaments (Fundraising Events)	Spring Wine Walk (Fundraising Events)	Summer Wine Walk (Fundraising Events)	Total Fundraising Events
Ordinary Income/Expense								
Income								
Event Revenue	0.00	0.00	0.00	0.00	0.00	3,150.80	0.00	3,150.80
Interest Income	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	3,150.80	0.00	3,150.80
Gross Profit	0.00	0.00	0.00	0.00	0.00	3,150.80	0.00	3,150.80
Expense								
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	176.59	0.00	176.59
Contract Services	525.00	0.00	19,582.13	20,107.13	0.00	336.88	0.00	336.88
Dues and Subscriptions	69.00	0.00	0.00	69.00	0.00	0.00	0.00	0.00
Equipment Rental	457.48	0.00	0.00	457.48	0.00	0.00	0.00	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
Personnel	3,704.94	757.15	3,407.21	7,869.30	0.00	0.00	0.00	0.00
Professional Fees	750.00	0.00	0.00	750.00	0.00	0.00	0.00	0.00
Rent	400.00	0.00	0.00	400.00	0.00	0.00	0.00	0.00
Retail Merchandise Expense	0.00	0.00	0.00	0.00	400.00	0.00	0.00	400.00
Software	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	-500.00	-500.00
Telephone and Internet	318.23	0.00	0.00	318.23	0.00	0.00	0.00	0.00
Total Expense	6,224.65	757.15	22,989.34	29,971.14	400.00	513.47	-500.00	413.47
Net Ordinary Income	-6,224.65	-757.15	-22,989.34	-29,971.14	-400.00	2,637.33	500.00	2,737.33
Net Income	-6,224.65	-757.15	-22,989.34	-29,971.14	-400.00	2,637.33	500.00	2,737.33

Willow Glen Business Association
Profit & Loss by Class

	A Night on the Avenue (Promotions & Events)	Makers Market (Promotions & Events)	Total Promotions & Events	Strategic Marketing	WGBA Administration	TOTAL
Ordinary Income/Expense						
Income						
Event Revenue	0.00	1,170.00	1,170.00	0.00	0.00	4,320.80
Interest Income	0.00	0.00	0.00	0.00	1.01	1.01
Total Income	0.00	1,170.00	1,170.00	0.00	1.01	4,321.81
Gross Profit	0.00	1,170.00	1,170.00	0.00	1.01	4,321.81
Expense						
Advertising and P/R	53.26	0.00	53.26	1,069.54	0.00	1,122.80
Bank Service Charges	0.00	40.74	40.74	0.00	0.00	217.33
Contract Services	0.00	0.00	0.00	302.28	0.00	20,746.29
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	69.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00	457.48
Insurance	0.00	0.00	0.00	0.00	63.81	63.81
Meetings	0.00	0.00	0.00	0.00	30.95	30.95
Personnel	0.00	0.00	0.00	0.00	690.13	8,559.43
Professional Fees	1,600.00	0.00	1,600.00	0.00	0.00	2,350.00
Rent	0.00	0.00	0.00	0.00	0.00	400.00
Retail Merchandise Expense	0.00	0.00	0.00	0.00	0.00	400.00
Software	0.00	0.00	0.00	0.00	99.99	99.99
Supplies	368.61	0.00	368.61	0.00	19.25	-112.14
Telephone and Internet	0.00	0.00	0.00	0.00	23.59	341.82
Total Expense	2,021.87	40.74	2,062.61	1,371.82	927.72	34,746.76
Net Ordinary Income	-2,021.87	1,129.26	-892.61	-1,371.82	-926.71	-30,424.95
Net Income	-2,021.87	1,129.26	-892.61	-1,371.82	-926.71	-30,424.95

Willow Glen Business Association Profit & Loss Prev Year Comparison February 2025

	Feb 25	Feb 24	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	4,320.80	2,965.00	1,355.80	45.73%
Interest Income	1.01	1.07	-0.06	-5.61%
Member Dues	0.00	900.00	-900.00	-100.0%
Sponsorships	0.00	2,000.00	-2,000.00	-100.0%
Total Income	4,321.81	5,866.07	-1,544.26	-26.33%
Gross Profit	4,321.81	5,866.07	-1,544.26	-26.33%
Expense				
Advertising and P/R	1,122.80	1,000.00	122.80	12.28%
Bank Service Charges	217.33	184.30	33.03	17.92%
Contract Services	20,746.29	827.97	19,918.32	2,405.68%
Dues and Subscriptions	69.00	64.00	5.00	7.81%
Equipment Rental	457.48	450.72	6.76	1.5%
Insurance	63.81	4,449.47	-4,385.66	-98.57%
Meetings	30.95	29.95	1.00	3.34%
Personnel	8,559.43	8,653.54	-94.11	-1.09%
Professional Fees	2,350.00	1,350.00	1,000.00	74.07%
Rent	400.00	400.00	0.00	0.0%
Retail Merchandise Expense	400.00	0.00	400.00	100.0%
Software	99.99	99.99	0.00	0.0%
Supplies	-112.14	374.72	-486.86	-129.93%
Telephone and Internet	341.82	338.23	3.59	1.06%
Total Expense	34,746.76	18,222.89	16,523.87	90.68%
Net Ordinary Income	-30,424.95	-12,356.82	-18,068.13	-146.22%
Net Income	-30,424.95	-12,356.82	-18,068.13	-146.22%

Willow Glen Business Association
Balance Sheet Prev Year Comparison
As of February 28, 2025

	Feb 28, 25	Feb 29, 24	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Wells Fargo Checking-debit acct	7,633.87	7,858.46	-224.59	-2.86%
WF Checking -4504	107,326.02	119,733.08	-12,407.06	-10.36%
Total Checking/Savings	114,959.89	127,591.54	-12,631.65	-9.9%
Accounts Receivable				
Accounts Receivable	0.00	50,520.00	-50,520.00	-100.0%
Total Accounts Receivable	0.00	50,520.00	-50,520.00	-100.0%
Other Current Assets				
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	1,150.00	-250.00	-21.74%
Total Current Assets	115,859.89	179,261.54	-63,401.65	-35.37%
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	123,170.68	186,572.33	-63,401.65	-33.98%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	336.88	0.00	336.88	100.0%
Total Accounts Payable	336.88	0.00	336.88	100.0%
Other Current Liabilities				
ARTWORKS Project	9,256.80	20,346.18	-11,089.38	-54.5%
CBID Contingency Reserve	40,053.72	34,361.11	5,692.61	16.57%
Sales Tax Payable	194.92	164.53	30.39	18.47%
Total Other Current Liabilities	49,505.44	54,871.82	-5,366.38	-9.78%
Total Current Liabilities	49,842.32	54,871.82	-5,029.50	-9.17%
Total Liabilities	49,842.32	54,871.82	-5,029.50	-9.17%
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	-102,550.92	-81,546.17	-21,004.75	-25.76%
Total Equity	73,328.36	131,700.51	-58,372.15	-44.32%
TOTAL LIABILITIES & EQUITY	123,170.68	186,572.33	-63,401.65	-33.98%

**Willow Glen Business Association
Profit & Loss YTD Comparison
February 2025**

	Feb 25	Jul '24 - Feb 25
Ordinary Income/Expense		
Income		
CBID	0.00	117,385.38
Event Revenue	4,320.80	180,428.47
Grants	0.00	11,000.00
Interest Income	1.01	14.53
Member Dues	0.00	1,800.00
Sponsorships	0.00	25,116.00
Total Income	<u>4,321.81</u>	<u>335,744.38</u>
Gross Profit	<u>4,321.81</u>	<u>335,744.38</u>
Expense		
Advertising and P/R	1,122.80	3,567.69
Bank Service Charges	217.33	11,425.45
City Fees	0.00	3,325.00
Contract Services	20,746.29	241,647.86
Dues and Subscriptions	69.00	607.00
Equipment Rental	457.48	23,898.80
Equipment/Furnishings	0.00	108.28
Insurance	63.81	1,984.62
Meetings	30.95	798.14
Permits and Fees	0.00	5,506.46
Personnel	8,559.43	69,798.38
Postage and Delivery	0.00	547.00
Printing and Reproduction	0.00	1,983.12
Professional Fees	2,350.00	21,431.00
Rent	400.00	3,200.00
Retail Merchandise Expense	400.00	3,435.54
Software	99.99	99.99
Supplies	-112.14	42,561.54
Telephone and Internet	341.82	1,848.83
Website	0.00	685.60
Total Expense	<u>34,746.76</u>	<u>438,460.30</u>
Net Ordinary Income	<u>-30,424.95</u>	<u>-102,715.92</u>
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	<u>0.00</u>	<u>165.00</u>
Net Income	<u><u>-30,424.95</u></u>	<u><u>-102,550.92</u></u>

Willow Glen Business Association
YTD Profit & Loss by Class
July 2024 through February 2025

	Ordinary Income/Expense					Income					BeerWalk					Bubbly Walk					Glen Feast					Ornaments					
	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	CBID - Other (CBID)	Total CBID	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)				
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	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			
Event Revenue	0.00	0.00	0.00	0.00	0.00	0.00	-369.18	43,574.99	21,006.80	15.00																					
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	45,592.80	15.00																					
Gross Profit	29,346.35	2,347.70	12,912.39	72,778.94	0.00	117,385.38	-369.18	44,604.99	45,592.80	15.00																					
Expense																															
Advertising and P/R	0.00	0.00	700.00	0.00	0.00	700.00	125.94	109.98	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	0.53																					
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	4,200.00	0.00	18,600.00	149,135.28	0.00	169,935.28	0.00	1,382.96	14,876.96	0.00																					
Dues and Subscriptions	607.00	0.00	0.00	0.00	0.00	607.00	0.00	0.00	0.00	0.00																					
Equipment Rental	3,659.84	0.00	0.00	0.00	0.00	3,659.84	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	1,139.33	0.00	0.00	0.00	0.00	1,139.33	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	29,698.76	0.00	6,238.54	28,073.40	-234.60	63,776.10	0.00	0.00	0.00	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	0.00	0.00																					
Professional Fees	9,765.00	0.00	0.00	0.00	0.00	9,765.00	0.00	450.00	1,181.00	0.00																					
Rent	3,200.00	0.00	0.00	0.00	0.00	3,200.00	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																					
Software	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	0.00	0.00	0.00																					
Telephone and Internet	1,819.55	0.00	0.00	0.00	0.00	1,819.55	0.00	16,842.48	5,548.35	0.00																					
Website	450.00	0.00	235.60	0.00	0.00	685.60	0.00	0.00	0.00	0.00																					
Total Expense	56,985.48	0.00	23,774.14	177,208.68	-234.60	257,733.70	125.94	24,462.14	44,018.24	400.53																					
Net Ordinary Income	-27,639.13	2,347.70	-10,861.75	-104,429.74	234.60	-140,348.32	-495.12	20,142.85	1,574.36	-385.53																					
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	-27,639.13	2,347.70	-10,861.75	-104,429.74	234.60	-140,348.32	-495.12	20,142.85	1,574.36	-385.53																					

Willow Glen Business Association
YTD Profit & Loss by Class
July 2024 through February 2025

	Planter Box Adoption (Fundraising Events)	Spring Wine Walk (Fundraising Events)	Summer Wine Walk (Fundraising Events)	Trolley Rides (Fundraising Events)	Total Fundraising Events	Member Relations	A Night on the Avenue (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	3,441.92	25,927.23	0.00	93,596.56	0.00	0.00
Grants	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
Member Dues	0.00	0.00	0.00	0.00	0.00	1,800.00	0.00
Sponsorships	0.00	0.00	0.00	0.00	25,616.00	0.00	0.00
Total Income	0.00	3,441.92	25,927.23	0.00	119,212.56	1,800.00	0.00
Gross Profit	0.00	3,441.92	25,927.23	0.00	119,212.56	1,800.00	0.00
Expense							
Advertising and P/R	0.00	0.00	158.21	0.00	623.38	0.00	53.26
Bank Service Charges	0.00	197.11	1,890.05	0.00	5,489.62	0.46	0.00
City Fees	0.00	0.00	0.00	0.00	825.00	0.00	0.00
Contract Services	875.00	336.88	2,096.16	0.00	19,567.96	0.00	0.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	0.00	0.00	1,127.19	720.00	19,126.37	0.00	0.00
Equipment/Furnishings	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Insurance	0.00	0.00	0.00	0.00	271.00	0.00	0.00
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Permits and Fees	0.00	0.00	1,607.29	0.00	5,506.46	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	0.00	0.00	0.00	0.00	0.00
Professional Fees	0.00	0.00	1,200.00	0.00	2,991.00	0.00	1,600.00
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	400.00	0.00	0.00
Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Supplies	2,460.27	0.00	14,214.80	0.00	39,065.90	0.00	368.61
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	3,335.27	693.99	22,093.70	720.00	95,849.81	0.46	2,021.87
Net Ordinary Income	-3,335.27	2,747.93	3,833.53	-720.00	23,362.75	1,799.54	-2,021.87
Other Income/Expense							
Other Expense	0.00	0.00	-165.00	0.00	-165.00	0.00	0.00
Total Other Expense	0.00	0.00	-165.00	0.00	-165.00	0.00	0.00
Net Other Income	0.00	0.00	165.00	0.00	165.00	0.00	0.00
Net Income	-3,335.27	2,747.93	3,998.53	-720.00	23,527.75	1,799.54	-2,021.87

Willow Glen Business Association
YTD Profit & Loss by Class
July 2024 through February 2025

	ARTWORKS Mural Project (Promotions & Events)	Farmers Market (Promotions & Events)	Halloween Trick or Treat (Promotions & Events)	Holidays (Promotions & Events)	Makers Market (Promotions & Events)	Mrs. Roper Romp (Promotions & Events)
Ordinary Income/Expense						
Income						
CBID	0.00	0.00	0.00	0.00	0.00	0.00
Event Revenue	0.00	0.00	0.00	84,005.91	2,210.00	0.00
Grants	0.00	0.00	1,000.00	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	0.00	0.00	-500.00	0.00	0.00	0.00
Total Income	0.00	0.00	500.00	84,005.91	2,210.00	0.00
Gross Profit	0.00	0.00	500.00	84,005.91	2,210.00	0.00
Expense						
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00
Bank Service Charges	0.00	0.00	0.00	5,582.25	74.80	0.00
City Fees	0.00	0.00	0.00	0.00	0.00	0.00
Contract Services	1,200.00	164.00	302.96	49,900.38	0.00	275.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	0.00	0.00	0.00	1,112.59	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	3,000.00	0.00	300.00	685.00	0.00	0.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00
Retail Merchandise Expense	0.00	0.00	0.00	3,035.54	0.00	0.00
Software	0.00	0.00	0.00	0.00	0.00	0.00
Supplies	0.00	0.00	719.52	1,118.47	0.00	202.34
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	4,200.00	164.00	1,322.48	61,434.23	74.80	477.34
Net Ordinary Income	-4,200.00	-164.00	-822.48	22,571.68	2,135.20	-477.34
Other Income/Expense						
Other Expense	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	-4,200.00	-164.00	-822.48	22,571.68	2,135.20	-477.34

Willow Glen Business Association
YTD Profit & Loss by Class
July 2024 through February 2025

	National Night Out (Promotions & Events)	Passport (Promotions & Events)	Safes with Santa (Promotions & Events)	Willow Glen Home Tour Books (Promotions & Events)	Promotions & Events - Other (Promotions & Events)
Ordinary Income/Expense					
Income					
CBID	0.00	0.00	0.00	0.00	0.00
Event Revenue	0.00	0.00	551.00	65.00	0.00
Grants	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
Sponsorships	0.00	0.00	0.00	0.00	0.00
Total Income	0.00	0.00	551.00	65.00	0.00
Gross Profit	0.00	0.00	551.00	65.00	0.00
Expense					
Advertising and PIR	1,000.00	0.00	0.00	0.00	0.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00
City Fees	0.00	0.00	0.00	0.00	0.00
Contract Services	0.00	0.00	0.00	0.00	0.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00
Equipment/Furnishings	0.00	0.00	0.00	0.00	0.00
Insurance	0.00	0.00	0.00	0.00	0.00
Meetings	0.00	0.00	0.00	0.00	0.00
Permits and Fees	0.00	0.00	0.00	0.00	0.00
Personnel	0.00	0.00	0.00	0.00	0.00
Postage and Delivery	0.00	0.00	0.00	0.00	0.00
Printing and Reproduction	0.00	0.00	0.00	0.00	0.00
Professional Fees	0.00	0.00	0.00	0.00	255.00
Rent	0.00	0.00	0.00	0.00	0.00
Retail Merchandise Expense	0.00	0.00	0.00	0.00	0.00
Software	0.00	0.00	0.00	0.00	0.00
Supplies	0.00	0.00	24.58	0.00	0.00
Telephone and Internet	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	0.00	0.00	0.00
Total Expense	1,000.00	0.00	24.58	0.00	255.00
Net Ordinary Income	-1,000.00	0.00	-24.58	65.00	-255.00
Other Income/Expense					
Other Expense	0.00	0.00	0.00	0.00	0.00
Other Expenses	0.00	0.00	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00	0.00	0.00
Net Other Income	-1,000.00	0.00	-24.58	65.00	-255.00
Net Income	-1,000.00	0.00	-24.58	65.00	-255.00

Willow Glen Business Association
YTD Profit & Loss by Class
July 2024 through February 2025

	Total Promotions & Events	Strategic Marketing	WG&A Administration	TOTAL
Ordinary Income/Expense				
Income				
CBID	0.00	0.00	0.00	117,385.98
Event Revenue	86,831.91	0.00	0.00	180,423.47
Grants	1,000.00	0.00	10,000.00	11,000.00
Interest Income	0.00	0.00	14.53	14.53
Member Dues	0.00	0.00	0.00	1,800.00
Sponsorships	-500.00	0.00	0.00	25,116.00
Total Income	87,331.91	0.00	10,014.53	335,744.38
Gross Profit	87,331.91	0.00	10,014.53	335,744.38
Expense				
Advertising and P/R	1,053.26	1,191.05	0.00	3,567.89
Bank Service Charges	5,657.05	0.00	278.32	11,425.45
City Fees	0.00	0.00	0.00	3,325.00
Contract Services	51,842.34	302.28	0.00	241,647.68
Dues and Subscriptions	0.00	0.00	0.00	607.00
Equipment Rental	1,112.59	0.00	0.00	23,898.80
Equipment/Furnishings	0.00	0.00	108.28	108.28
Insurance	0.00	0.00	574.29	1,984.62
Meetings	0.00	0.00	798.14	798.14
Permits and Fees	0.00	0.00	0.00	5,506.46
Personnel	0.00	0.00	6,022.28	69,798.38
Postage and Delivery	0.00	0.00	401.00	547.00
Printing and Reproduction	0.00	0.00	0.00	1,983.12
Professional Fees	5,840.00	350.00	2,485.00	21,431.00
Rent	0.00	0.00	0.00	3,200.00
Retail Merchandise Expense	3,036.54	0.00	0.00	3,435.54
Software	0.00	0.00	99.99	99.99
Supplies	2,483.52	0.00	1,012.12	42,561.54
Telephone and Internet	0.00	0.00	229.28	1,848.83
Website	0.00	0.00	0.00	685.50
Total Expense	71,024.30	1,843.33	12,008.70	438,480.30
Net Ordinary Income	16,307.61	-1,843.33	-1,994.17	-102,715.92
Other Income/Expense				
Other Expense	0.00	0.00	0.00	-155.00
Total Other Expense	0.00	0.00	0.00	-165.00
Net Other Income	0.00	0.00	0.00	165.00
Net Income	16,307.61	-1,843.33	-1,994.17	-102,550.92

Willow Glen Community Foundation
Balance Sheet
As of February 28, 2025

Feb 28, 25

ASSETS

Current Assets

Checking/Savings

Wells Fargo Checking -4496 20,424.73

Total Checking/Savings 20,424.73

Total Current Assets 20,424.73

TOTAL ASSETS 20,424.73

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 17,438.97

Net Income 2,485.76

Total Equity 19,924.73

TOTAL LIABILITIES & EQUITY 20,424.73

Willow Glen Community Foundation
Profit & Loss
February 2025

Feb 25

Ordinary Income/Expense	
Income	
Direct Public Support	
Foundation Gift	<u>2,485.76</u>
Total Direct Public Support	<u>2,485.76</u>
Total Income	<u>2,485.76</u>
Net Ordinary Income	<u>2,485.76</u>
Net Income	<u><u>2,485.76</u></u>

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

**Willow Glen Business Association
March 11th, 2025, Membership & Board Meeting**

Board Members – Please check in

<input checked="" type="checkbox"/> Bejan, Frank <input checked="" type="checkbox"/> Berger, Colin <input checked="" type="checkbox"/> Erdmann, Kathleen <input checked="" type="checkbox"/> Flores, Julie <input checked="" type="checkbox"/> Flores, Martin	<input type="checkbox"/> Hartman, Barbara <input checked="" type="checkbox"/> Highley, Emilie <input checked="" type="checkbox"/> Mulcahy, Tim <input type="checkbox"/> Muxen, Jacklyn <input checked="" type="checkbox"/> Rodriguez, Gael	<input checked="" type="checkbox"/> Russo, Ana Maria <input checked="" type="checkbox"/> Rivas, Sara <input checked="" type="checkbox"/> Sibley, Steve <input checked="" type="checkbox"/> Sizelove, Jamie <input checked="" type="checkbox"/> Terrazas, Gisselle
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Guests – Please print

Name	Business	Phone & E-mail
1. Jessica Hellman	Do Courai Office	408-390-5532 jessica.hellman@sanjoseca.gov
2. Chris Core	Santa Clara County DY	Christopher.Core@B.S.SC.gov
3. Maren Sederquist	W6NA	
4.		
5.		