



Willow Glen Business Association
Board of Directors & General Membership Meeting
Agenda for Tuesday, February 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
Election of 2025 Executive Office Board	A	Nominations/Election of Officers President Vice President Treasurer Secretary Appointment of Community Board Members	8:05 am	Board Approval
Approval of minutes	A	Approval of January Minutes	8:10 am	Review and approval of, January 14th, 2025, minutes
Executive Committee Report	A	Executive Committee Update – Tim Mulcahy	8:15 am	Review and approval of January 31st, 2025, minutes
Treasurer's Report	A	Treasurer, Barbara Hartman – January Financial Reports	8:15 am – 8:30 am	Board approval Accept Report
Committees to provide an update to board and membership on their projects.	I	Member Relations Committee WGBA Staff New Businesses WG 5K Donation	8:30 am – 8:45 am	Updates
	I	NEW COMMITTEE – Strategic Marketing Chair: OPEN Committee Update		
	I	Our Avenue Committee Chair: Kathleen Erdmann Committee Update		
	I	Promotions & Events Committee Chair: Emilie Highley Committee Update A Night on the Avenue, 2/6 Makers Market, 3/9 Spring Wine Walk, 4/5		
OPEN FORUM/ PUBLIC COMMENT– 2 MIN. EACH	G	Moderated by Board President – Time Certain City of SJ – Placemaking Team, Alvaro Celaya 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	Mimosa's of Willow Glen	8:55 am	
Meeting Adjournment	G	Tim Mulcahy	9:00 am	

The next WGBA Board meeting will be Tuesday, March 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
January 14, 2025**

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

In Attendance: Tim Mulcahy, Kathleen Erdmann, Frank Bejan, Steve Sibley, Julie Flores, Jamie Sizelove, Colin Berger, Sara Rivas, Ana Russo, Gisselle Terrazas, Martin Flores

Staff Members: Kendra Middendorf. Jessica Reinosa

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

The minutes of December 2024 board meeting were read and unanimously approved (motion by Jamie Sizelove and seconded by Julie Flores)

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

New Board Member - A motion was made to add Martin Flores to the board as a Community member and he was unanimously accepted. Following the bylaws, he will also be voted in at the January 27th annual meeting.

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 Ana Russo second by Sara Rivas)

Member Relations Committee

WGBA Staff

The annual meeting is scheduled for 1/27 from 5-7 p.m. at The Wheel House on Lincoln Avenue.

The Ballots for board members have gone out via U.S. mail but only 20 have been returned. We will make a motion to change the bylaws to allow for electronic distribution in the future.

CBID Committee – will now become Strategic Marketing

Tim showed a sample of business cards that will be made available to board members And will be used in an "Ambassador Program" to connect with the businesses on the Avenue.

Our Avenue Committee

An overview of projects completed in 2024 was given.

- Mural painted on the wall of the Rose building and paid for with a grant

- The maintenance contract for 2025-2026 has been signed and awarded to Universal Site Services the CBID and RFP processes are now complete.

- New Banners were hung, design, printing and new hardware were all paid for with a grant. The expansion is included.
- Planters on Lincoln are all sponsored, completing phase 2 of this project. 400 Red and white Cyclamen were planted in the front of each planter on Lincoln.
- Light up the Avenue –
The new bright LED lights have been installed on the Avenue, the expansion is included.
- Holiday Garlands were hung late this year and only half of the garlands were used, but they went up right after the Lighting project was completed. Holiday Lights Company installed them and are storing them.
- A power wash and graffiti cleaning were completed 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.

Promotions and Events was given by Kendra

- Evening on the Avenue is scheduled for: Feb 6th starting at 5 p.m.
- Bubbly walk was a big success with \$20k profit
- Trolley Car rides were also very successful, final numbers not yet available
- Schedule for 2025 was distributed with a full slate of events!

Open Forum and comments

Associate member applications:

Mango Blossom Apiary (Brian Godfrey)

Goombah's Car Club

CaddyKid Small Business Consulting (David Roberto)

First Citizen's Bank

A motion to accept these 4 new associate members was proposed by Jamie Sizelove and seconded by Steve Sibley

Guests:

Maren Sederquist, President of WGNA–Neighborhood Watch meetings will be conducted in the near future. One for a small group and one for Willow Glen.

Brian Godfrey – Mango Blossom Apiary – shared his business story (Honey)

The meeting was adjourned at 8:49 a.m.

Respectfully submitted,

Kathleen Erdmann, Secretary

Willow Glen Business Association

**Willow Glen Business Association
Executive Committee Meeting
31 January 2025**

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

The meeting was called to order at 9:07 a.m. by President Mulcahy.

Agenda:

How to use/market the WGCF (501©3). Currently there is 18K in the Foundation checking. Decision was made to check with Steve Sibley on: (1) Ensure we have all accreditations (2) Are we set up to accept both Corporate and Private donations? (3) Do we need a separate website/separate LOGO? (4) Mechanics of how to donate – contact Jess Gutierrez who is a managing partner of several non-profits. Jess has created and implemented financial procedures and best practices for non-profit organizations. (5) Set up a separate committee.

Change ByLaws to Reflect Electronic Ballot Voting: The Executive Board and Kendra will review the verbiage and present the changes to the Board.

Strategic Marketing: Strategic Marketing will become a Committee with the Foundation and Ambassador Program as subcommittees. A discussion ensued on Board Members being part of these committees. Foundation: Tim Mulcahy, Steve Sibley and Barbara Hartman (with input from Jess Gutierrez for the initial meeting). Ambassador Program: Tim Mulcahy, Gael Rodriguez, Julie Flores and Kathleen Erdmann. The Ambassador Program will also encompass marketing our businesses, how to bring business to Lincoln Avenue.

CBID Budget: The CBID Budget is due to the City of San Jose by April 1st.

Universal: This past week there was a meeting with Alvin from Universal reviewing areas of the Avenue that need attention – specifically Willow to Coe. Kendra provided Universal (Alvin) with a laminated CBID map.

River Glen Elementary School Donation: Kendra will prepare a basket with wine or champagne + 2 tickets to our Spring Wine Walk for their March event.

SJ Placemaking – BOD Meeting: City Parks & Recreation would like to attend our February Board Meeting to discuss upcoming events.

CBID Insurance: The WGBA has received correspondence from Jamie Kelch, Acisure Insurance regarding the City of San Jose insurance contract review to ensure that we have adequate coverage required by the CBID. The insurance policy is under review, any changes, increase in coverage will be determined by CBID approval in July.

Meeting was adjourned at 10:44 a.m.

Respectively submitted,

**Emilie Highley, Acting Secretary
Willow Glen Business Association**

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

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Bubbly Walk (Fundraising Events)	Ornaments (Fundraising Events)	Spring Wine Walk (Fundraising Events)	Summer Wine Walk (Fundraising Events)
Ordinary Income/Expense								
Income								
Event Revenue	0.00	0.00	0.00	0.00	0.00	15.00	291.12	0.00
Interest Income	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
Total Income	0.00	0.00	0.00	0.00	0.00	15.00	291.12	0.00
Gross Profit	0.00	0.00	0.00	0.00	0.00	15.00	291.12	0.00
Expense								
Advertising and P/R	0.00	0.00	0.00	0.00	20.69	0.00	0.00	0.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.53	20.52	0.00
Contract Services	525.00	0.00	25,474.13	25,999.13	0.00	0.00	0.00	302.96
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	284.82	0.00	0.00	284.82	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	3,787.55	722.15	3,249.71	7,759.41	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
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Telephone and Internet	91.65	0.00	0.00	91.65	0.00	0.00	0.00	0.00
Website	450.00	0.00	0.00	450.00	0.00	0.00	0.00	0.00
Total Expense	6,815.50	722.15	28,723.84	36,261.49	20.69	0.53	20.52	302.96
Net Ordinary Income	-6,815.50	-722.15	-28,723.84	-36,261.49	-20.69	14.47	270.60	-302.96
Net Income	-6,815.50	-722.15	-28,723.84	-36,261.49	-20.69	14.47	270.60	-302.96

Willow Glen Business Association Profit & Loss by Class

	Trolley Rides (Fundraising Events)	Total Fundraising Events	Member Relations	Holidays (Promotions & Events)	Selfies with Santa (Promotions & Events)
Ordinary Income/Expense					
Income					
Event Revenue	0.00	306.12	0.00	0.00	551.00
Interest Income	0.00	0.00	0.00	0.00	0.00
Member Dues	0.00	0.00	1,560.00	0.00	0.00
Total Income	0.00	306.12	1,560.00	0.00	551.00
Gross Profit	0.00	306.12	1,560.00	0.00	551.00
Expense					
Advertising and P/R	0.00	20.69	0.00	0.00	0.00
Bank Service Charges	0.00	21.05	0.46	0.00	0.00
Contract Services	0.00	302.96	0.00	0.00	0.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00
Equipment Rental	720.00	720.00	0.00	277.77	0.00
Insurance	0.00	0.00	0.00	0.00	0.00
Meetings	0.00	0.00	0.00	0.00	0.00
Personnel	0.00	0.00	0.00	0.00	0.00
Professional Fees	0.00	0.00	0.00	0.00	0.00
Rent	0.00	0.00	0.00	0.00	0.00
Supplies	0.00	0.00	0.00	612.35	50.00
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	720.00	1,064.70	0.46	890.12	50.00
Net Ordinary Income	-720.00	-758.58	1,559.54	-890.12	501.00
Net Income	-720.00	-758.58	1,559.54	-890.12	501.00

Willow Glen Business Association Profit & Loss by Class

	Willow Glen Home Tour Books (Promotions & Events)	Total Promotions & Events	Strategic Marketing	WGBA Administration	TOTAL
Ordinary Income/Expense					
Income					
Event Revenue	65.00	616.00	0.00	0.00	922.12
Interest Income	0.00	0.00	0.00	1.45	1.45
Member Dues	0.00	0.00	0.00	0.00	1,560.00
Total Income	65.00	616.00	0.00	1.45	2,483.57
Gross Profit	65.00	616.00	0.00	1.45	2,483.57
Expense					
Advertising and P/R	0.00	0.00	0.00	0.00	20.69
Bank Service Charges	0.00	0.00	0.00	0.00	21.51
Contract Services	0.00	0.00	0.00	0.00	26,302.09
Dues and Subscriptions	0.00	0.00	0.00	0.00	69.00
Equipment Rental	0.00	277.77	0.00	0.00	1,455.25
Insurance	0.00	0.00	0.00	63.81	348.63
Meetings	0.00	0.00	0.00	577.74	577.74
Personnel	0.00	0.00	0.00	955.63	8,715.04
Professional Fees	0.00	0.00	100.00	0.00	850.00
Rent	0.00	0.00	0.00	0.00	400.00
Supplies	0.00	662.35	0.00	149.59	811.94
Telephone and Internet	0.00	0.00	0.00	118.06	209.71
Website	0.00	0.00	0.00	0.00	450.00
Total Expense	0.00	940.12	100.00	1,864.83	40,231.60
Net Ordinary Income	65.00	-324.12	-100.00	-1,863.38	-37,748.03
Net Income	65.00	-324.12	-100.00	-1,863.38	-37,748.03

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

	Jan 25	Jan 24	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	922.12	-330.14	1,252.26	379.31%
Interest Income	1.45	1.39	0.06	4.32%
Member Dues	1,560.00	480.00	1,080.00	225.0%
Sponsorships	0.00	2,600.00	-2,600.00	-100.0%
Total Income	2,483.57	2,751.25	-267.68	-9.73%
Gross Profit	2,483.57	2,751.25	-267.68	-9.73%
Expense				
Advertising and P/R	20.69	25.87	-5.18	-20.02%
Bank Service Charges	21.51	-320.81	342.32	106.71%
Contract Services	26,302.09	1,077.96	25,224.13	2,339.99%
Dues and Subscriptions	69.00	64.00	5.00	7.81%
Equipment Rental	1,455.25	450.72	1,004.53	222.87%
Equipment/Furnishings	0.00	684.55	-684.55	-100.0%
Insurance	348.63	63.47	285.16	449.28%
Meetings	577.74	743.80	-166.06	-22.33%
Personnel	8,715.04	9,775.62	-1,060.58	-10.85%
Postage and Delivery	0.00	304.91	-304.91	-100.0%
Professional Fees	850.00	25,056.98	-24,206.98	-96.61%
Rent	400.00	400.00	0.00	0.0%
Sales Tax Adjustment	0.00	0.61	-0.61	-100.0%
Supplies	811.94	518.22	293.72	56.68%
Telephone and Internet	209.71	206.22	3.49	1.69%
Website	450.00	0.00	450.00	100.0%
Total Expense	40,231.60	39,052.12	1,179.48	3.02%
Net Ordinary Income	-37,748.03	-36,300.87	-1,447.16	-3.99%
Net Income	-37,748.03	-36,300.87	-1,447.16	-3.99%

Willow Glen Business Association
Balance Sheet Prev Year Comparison
As of January 31, 2025

	Jan 31, 25	Jan 31, 24	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Wells Fargo Checking-debit acct	10,086.29	8,765.35	1,320.94	15.07%
WF Checking -4504	134,792.87	129,418.48	5,374.39	4.15%
Total Checking/Savings	144,879.16	138,183.83	6,695.33	4.85%
Accounts Receivable				
Accounts Receivable	0.00	37,320.00	-37,320.00	-100.0%
Total Accounts Receivable	0.00	37,320.00	-37,320.00	-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	145,779.16	177,653.83	-31,874.67	-17.94%
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	153,089.95	184,964.62	-31,874.67	-17.23%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Other Current Liabilities				
ARTWORKS Project	9,256.80	6,546.18	2,710.62	41.41%
CBID Contingency Reserve	40,053.72	34,361.11	5,692.61	16.57%
Sales Tax Payable	26.12	0.00	26.12	100.0%
Total Other Current Liabilities	49,336.64	40,907.29	8,429.35	20.61%
Total Current Liabilities	49,336.64	40,907.29	8,429.35	20.61%
Total Liabilities	49,336.64	40,907.29	8,429.35	20.61%
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	-72,125.97	-69,189.35	-2,936.62	-4.24%
Total Equity	103,753.31	144,057.33	-40,304.02	-27.98%
TOTAL LIABILITIES & EQUITY	153,089.95	184,964.62	-31,874.67	-17.23%

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

	Jan 25	Jul '24 - Jan 25
Ordinary Income/Expense		
Income		
CBID	0.00	117,385.38
Event Revenue	922.12	176,107.67
Grants	0.00	11,000.00
Interest Income	1.45	13.52
Member Dues	1,560.00	1,800.00
Sponsorships	0.00	25,116.00
Total Income	<u>2,483.57</u>	<u>331,422.57</u>
Gross Profit	2,483.57	331,422.57
Expense		
Advertising and P/R	20.69	2,444.89
Bank Service Charges	21.51	11,208.12
City Fees	0.00	3,325.00
Contract Services	26,302.09	220,901.57
Dues and Subscriptions	69.00	538.00
Equipment Rental	1,455.25	23,441.32
Equipment/Furnishings	0.00	108.28
Insurance	348.63	1,920.81
Meetings	577.74	767.19
Permits and Fees	0.00	5,506.46
Personnel	8,715.04	61,238.95
Postage and Delivery	0.00	547.00
Printing and Reproduction	0.00	1,983.12
Professional Fees	850.00	19,081.00
Rent	400.00	2,800.00
Retail Merchandise Expense	0.00	3,035.54
Supplies	811.94	42,673.68
Telephone and Internet	209.71	1,507.01
Website	450.00	685.60
Total Expense	<u>40,231.60</u>	<u>403,713.54</u>
Net Ordinary Income	-37,748.03	-72,290.97
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>-37,748.03</u></u>	<u><u>-72,125.97</u></u>

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

	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)	Ornaments (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	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	45,592.60	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	45,592.60	15.00
Expense										
Advertising and PIR	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	3,675.00	0.00	16,600.00	129,553.15	0.00	149,828.15	0.00	1,382.96	14,876.96	0.00
Dues and Subscriptions	538.00	0.00	0.00	0.00	0.00	538.00	0.00	0.00	0.00	0.00
Equipment Rental	3,202.36	0.00	0.00	0.00	0.00	3,202.36	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	25,983.82	0.00	5,481.39	24,868.19	-234.60	55,906.80	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	1,983.12	0.00
Professional Fees	9,015.00	0.00	0.00	0.00	0.00	9,015.00	0.00	450.00	1,181.00	0.00
Rent	2,800.00	0.00	0.00	0.00	0.00	2,800.00	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	0.00	0.00	0.00
Telephone and Internet	923.55	0.00	0.00	0.00	94.36	1,017.91	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	50,383.06	0.00	23,016.99	154,219.34	-140.24	227,479.15	125.94	24,462.14	44,018.24	0.53
Net Ordinary Income	-21,036.71	2,347.70	-10,104.60	-81,440.40	140.24	-110,093.77	-495.12	20,142.85	1,574.36	14.47
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
Other Expenses	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	-21,036.71	2,347.70	-10,104.60	-81,440.40	140.24	-110,093.77	-495.12	20,142.85	1,574.36	14.47

Willow Glen Business Association
YTD Profit & Loss by Class
July 2024 through January 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
Ordinary Income/Expense						
Income						
CBID	0.00	0.00	0.00	0.00	0.00	0.00
Event Revenue	0.00	291.12	25,927.23	0.00	90,445.76	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	0.00	0.00	1,800.00
Sponsorships	0.00	0.00	0.00	0.00	25,616.00	0.00
Total Income	0.00	291.12	25,927.23	0.00	116,061.76	1,800.00
Gross Profit	0.00	291.12	25,927.23	0.00	116,061.76	1,800.00
Expense						
Advertising and P/R	0.00	0.00	158.21	0.00	623.38	0.00
Bank Service Charges	0.00	20.52	1,690.05	0.00	5,313.03	0.46
City Fees	0.00	0.00	0.00	0.00	825.00	0.00
Contract Services	875.00	0.00	2,096.16	0.00	19,231.08	0.00
Dues and Subscriptions	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
Equipment/Furnishings	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
Meetings	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
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	1,983.12	0.00
Professional Fees	0.00	160.00	1,200.00	0.00	2,991.00	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	2,460.27	0.00	14,714.80	0.00	39,565.90	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	3,335.27	180.52	22,593.70	720.00	95,436.34	0.46
Net Ordinary Income	-3,335.27	110.60	3,333.53	-720.00	20,625.42	1,799.54
Other Income/Expense						
Other Expense	0.00	0.00	-165.00	0.00	-165.00	0.00
Total Other Expense	0.00	0.00	-165.00	0.00	-165.00	0.00
Net Other Income	0.00	0.00	165.00	0.00	165.00	0.00
Net Income	-3,335.27	110.60	3,498.53	-720.00	20,790.42	1,799.54

Willow Glen Business Association
YTD Profit & Loss by Class
July 2024 through January 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	1,040.00	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	1,040.00	0.00
Gross Profit	0.00	0.00	500.00	84,005.91	1,040.00	0.00
Expense						
Advertising and PIR	0.00	0.00	0.00	0.00	0.00	0.00
Bank Service Charges	0.00	0.00	0.00	5,582.25	34.06	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
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	34.06	477.34
Net Ordinary Income	-4,200.00	-164.00	-822.48	22,571.68	1,005.94	-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	1,005.94	-477.34

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

	National Night Out (Promotions & Events)	Passport (Promotions & Events)	Selfies 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
Supplies	0.00	24.58	50.00	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	24.58	50.00	0.00	255.00
Net Ordinary Income	-1,000.00	-24.58	501.00	65.00	-255.00
Other Income/Expense					
Other Expense	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	0.00	0.00	0.00	0.00	0.00
Net Income	-1,000.00	-24.58	501.00	65.00	-255.00

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

	Total Promotions & Events	Strategic Marketing	WG&A Administration	TOTAL
Ordinary Income/Expense				
Income				
CBID	0.00	0.00	0.00	117,385.38
Event Revenue	85,661.91	0.00	0.00	176,107.67
Grants	1,000.00	0.00	10,000.00	11,000.00
Interest Income	0.00	0.00	13.52	13.52
Member Dues	0.00	0.00	0.00	1,800.00
Sponsorships	-500.00	0.00	0.00	25,116.00
Total Income	86,161.91	0.00	10,013.52	331,422.57
Gross Profit	86,161.91	0.00	10,013.52	331,422.57
Expense				
Advertising and P/R	1,000.00	121.51	0.00	2,444.89
Bank Service Charges	5,616.31	0.00	278.32	11,208.12
City Fees	0.00	0.00	0.00	3,325.00
Contract Services	51,842.34	0.00	0.00	220,901.57
Dues and Subscriptions	0.00	0.00	0.00	538.00
Equipment Rental	1,112.59	0.00	0.00	23,441.32
Equipment/Furnishings	0.00	0.00	108.28	108.28
Insurance	0.00	0.00	510.48	1,920.81
Meetings	0.00	0.00	767.19	767.19
Permits and Fees	0.00	0.00	0.00	5,506.46
Personnel	0.00	0.00	5,332.15	61,236.95
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	4,240.00	350.00	2,485.00	19,081.00
Rent	0.00	0.00	0.00	2,800.00
Retail Merchandise Expense	3,035.54	0.00	0.00	3,035.54
Supplies	2,114.91	0.00	992.87	42,673.68
Telephone and Internet	0.00	0.00	489.10	1,507.01
Website	0.00	0.00	0.00	685.60
Total Expense	68,961.69	471.51	11,364.39	403,713.54
Net Ordinary Income	17,200.22	-471.51	-1,350.87	-72,290.97
Other Income/Expense				
Other Expense				
Other Expenses	0.00	0.00	0.00	-165.00
Total Other Expense	0.00	0.00	0.00	-165.00
Net Other Income	0.00	0.00	0.00	165.00
Net Income	17,200.22	-471.51	-1,350.87	-72,125.97

Willow Glen Community Foundation
Balance Sheet
As of January 31, 2025

Jan 31, 25

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 17,438.97

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
February 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 checked="" type="checkbox"/> Hartman, Barbara <input checked="" type="checkbox"/> Highley, Emilie <input checked="" type="checkbox"/> Mulcahy, Tim <input checked="" type="checkbox"/> Muxen, Jacklyn <input checked="" type="checkbox"/> Rodriguez, Gael	<input checked="" type="checkbox"/> Russo, Ana Maria <input type="checkbox"/> Rivas, Sara <input checked="" type="checkbox"/> Sibley, Steve <input checked="" type="checkbox"/> Sizelove, Jamie <input checked="" type="checkbox"/> Terrazas, Gisselle
---	--	--

Guests – Please print

Name	Business	Phone & E-mail
1. Chris Core	Santa Clara County	Christopher.Core@Bus.sccgov.org
2. Maren Sederquist	WGN A	
3. Alvaro Celaya / Brian Campitt	City of SJ - Plaemaking	alvaro.celaya@sanjoseca.gov
4.		
5.		