

Willow Glen Business Association **Board of Directors & General Membership Meeting**

Agenda for Tuesday, May 10th, 2022 * 8:00 am – 9:00 am Meeting Location: The Garden Theatre, 1165 Lincoln Avenue

Conference Room #204, located on the 2nd floor

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

Item	Туре	Person Responsible	Time line	Action
Meeting called to order	G	President, Tim Mulcahy	8:00 am	Welcome
Approval of minutes	Α	Approval of April Minutes	8:00 am	Review and approval of, April 12th, 2022, minutes
Executive Committee Report	I	Executive Committee Update – Tim Mulcahy	8:05 am	Review and approval of Apr 29th, 2022, minutes
Treasurer's Report	A	Treasurer, Tim Mulcahy – April Financial Report	8:10 am	Board approval Accept Report
Committees to provide an update to board and membership on their projects.	ı	Member Relations Committee WGBA Staff Strategic Marketing Committee Chair: Frank Bejan Guest Speaker – Joey (MediaMedia)	8:15 am – 8:50 am	Updates
	ı	CBID Committee Chair: Nate Perez		
	ı	Our Avenue Committee Chair: Kathleen Erdmann		
	ı	Promotions & Events Committee Chair: Lynne Rovai Restaurant Week, 6/27 LNO, 7/14 Holiday Ornament BBQ Update: Emilie/Robert		
OPEN FORUM/ PUBLIC COMMENT- 2 MIN. EACH	G	Moderated by Board President Guest Speaker – Marie Anderson (CBRE Brokerage Services) Willow Glen Neighborhood Assoc – Brian Li	8:50 am – 9:00 am	
		Time Certain Any person may address the Board on any subject not on the agenda. Since the subject is not on the agenda, the Brown Act (State Open Meeting Law) prohibits action by the Board. However, Board Members and Staff may briefly respond to statements or questions and/or provide referral to Staff. The Board may place the item on an agenda for a future meeting.		
Assoc Member Applications	А	None	9:00 am	
Meeting Adjournment	G	Tim Mulcahy	9:00 am	

The next WGBA Board meeting will be Tuesday, June 14th, 2022, time 8:00 am **Meeting location TBD**

The mission of the word is to make adminious without often a destracte destination to shop, eat and tocate a vasiness involgn me 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.

Board Meeting April 12, 2022

The meeting was called to order by President Tim Mulcahy at 8:08 a.m.

In attendance: Frank Bejan, Gea Carr, Kathleen Erdmann, Marcus Estrada, Lynne Rovai, Sara Rivas, Anne Saliba, Jamie Sizelove, Steve Wymer and staff member Kandy Stevens

Board Members not present: Emilie Highly, Barbara Hartman, and Steve Sibley, Jim Carpenetti, Marcus Estrada, Nathan Perez

Guest: Nicolas from Dev Davis' office

Minutes for March business meeting - accepted and approved

Tim talked about the importance of the CBID, Maximizing Event revenue, Relationship with the City of San Jose as being priorities in 2022.

Tim suggested we move the balance of funds from US Bank to Wells Fargo where we have an existing account.

Tim Mulcahy (acting as treasurer) gave the monthly financial report Accepted and approved

Non-Profit 501c3 – Steve Sibley – current status is non-profit but there is one more designation for public non profit status that allows larger entities to donate.

Parklets that were approved during Covid 19 may be made permanent and the city may add new requirements which will cost merchants additional funds. Steve Wymer suggested we have:

- a proposed budget
- a cohesive plan for Willow Glen

Our Avenue Committee: Updates on History, Mural delayed due to tax season (resumes 4/18) VTA contacted about the benches.

2 new plaques have been completed in the planter sponsorship Program

Promotions and Events: Lynn reported on the schedule for the coming months including The Spring Wine Walk, Ladies Night Out 7/14, Restaurant week 6/27

One time funding through the mayor's office was presented by Mary Ann Groen, Chief of Staff from Dev Davis's office at a previous business meeting. Lighting was suggested as something downtown WG needs. This pool of money would be available in this budget cycle and Maryanne would be the one to draft the paperwork. We estimated \$80k and plan to meet with John Gillian. John has requested a large copy of the schematic so he can analyze and propose actuals for this project.

Willow Glen 5K walk/run offered 2 tickets to WGBA for our sponsorship

We discussed reaching out to the Neighborhood Association to our next meeting.

Strategic Marketing: The Video proposal for Lincoln Avenue by Media Media will be given by Joey at the next board meeting with a sample of the video taken at Mariette Chocolate Shop.

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

Respectfully,

Kathleen Erdmann

Willow Glen Business Association Executive Committee Meeting April 29, 2022

Meeting began at 8:06 a.m.

Attendees: Tim Mulcahy, Emily Highley, Barbara Hartman, Kathleen Erdmann Staff: Kandy Stevens

The meeting was held in the WGBA conference room.

Meeting was called to order by President Tim Mulcahy

CBID Renewal

City handles the sending/counting of ballots. The fee is \$32k and is due at the end of July. Formula is based on weighted value of property

- Tim is planning a meeting with 5-10 Property owners in May
- WGBA responded to Department of Transportation (Wong and Borden) with our CBID budget.
- We discussed what accounts the \$32k will come from

We need an updated list of Tenants and Property Owners. This will take some work. Board members know some property owners and will contact them.

WG Neighborhood Association Brian **Li** is going to attend the next board meeting.

- Marie Anderson (Commercial Property Management) has agreed to speak at the May Board meeting.
- Joey of MediaMedia will present a proposal and sample of his work

Resume's - 11 resume's have been received through Linkedin for the open position in the WGBA office. Rosamina, our intern, has agreed to fill in on a part time basis until August. Interviews to follow.

The BBQ in the Glen (9/24) has been signed. We tightened the language around reimbursing expenses. They must be in writing and approved. It was agreed to by the parties.

501C-3 WG Community Foundation – is ready to go but delayed because of a vacation taken by our contact. We must establish an account of \$500.

WGBA Bank Accounts - The U.S. Bank account will be closed after the next CBID check is received and a new account at Wells Fargo will be opened right away in anticipation of that change.

Financial Analysis - Barbara Hartman proposed to take on a model of our financials in Quick Books, which will be helpful going forward.

One time expense for a project in the Mayor's budget by Mary Anne Groen – we provided the information along with an estimate of how much lighting Lincoln will

cost. Tim and Emily planned to meet with John Gillian, former board member, owner of Golden State Builders. He will give us actually pricing for what we want to accomplish.

Respectfully submitted,

Kathleen Erdmann, Secretary Willow Glen Business Association 2:13 PM 05/05/22 Accrual Basis

Willow Glen Business Association Balance Sheet Prev Year Comparison

As of April 30, 2022

	Apr 30, 22	Apr 30, 21	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	269,041.71	210,548.66	58,493.05	27.78%
Wells Fargo Checking	1,879.13	4,494.03	-2,614.90	-58.19%
Total Checking/Savings	270,920.84	215,042.69	55,878.15	25.99%
Accounts Receivable				
Accounts Receivable	500.00	684.00	-184.00	-26.9%
Total Accounts Receivable	500.00	684.00	-184.00	-26.9%
Other Current Assets				
Pre-Paid Rent	500.00	0.00	500.00	100.0%
Service Deposits	500.00	500.00	0.00	0.0%
Total Other Current Assets	1,000.00	500.00	500.00	100.0%
Total Current Assets	272,420.84	216,226.69	56,194.15	25.99%
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	279,731.63	223,537.48	56,194.15	25.14%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	0.00	10.99	-10.99	-100.0%
Total Accounts Payable	0.00	10.99	-10.99	-100.0%
Other Current Liabilities				
ARTWORKS Project	6,546.18	6,546.18	0.00	0.0%
CBID Contingency Reserve	54,727.12	49,319.79	5,407.33	10.96%
Sales Tax Payable	-47.94	115.34	-163.28	-141.56%
Total Other Current Liabilities	61,225.36	55,981.31	5,244.05	9.37%
Total Current Liabilities	61,225.36	55,992.30	5,233.06	9.35%
Total Liabilities	61,225.36	55,992.30	5,233.06	9.35%
Equity				
Accumulated Net Assets	119,152.46	130,522.29	-11,369.83	-8.71%
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	99,353.81	37,022.89	62,330.92	168.36%
Total Equity	218,506.27	167,545.18	50,961.09	30.42%
TOTAL LIABILITIES & EQUITY	279,731.63	223,537.48	56,194.15	25.14%



2:14 PM 05/05/22 Accrual Basis

Willow Glen Business Association Profit & Loss Prev Year Comparison April 2022

	Apr 22	Apr 21	\$ Change	% Change	
Ordinary Income/Expense					
Income					
Event Revenue	39,785.80	714.15	39,071.65	5,471.07%	
Sponsorships	500.00	0.00	500.00	100.0%	
Total Income	40,285.80	714.15	39,571.65	5,541.08%	
Gross Profit	40,285.80	714.15	39,571.65	5,541.08%	
Expense					
Advertising and P/R	384.00	384.00	0.00	0.0%	
Bank Service Charges	2,660.32	0.00	2,660.32	100.0%	
Contract Services	11,630.24	11,595.89	34.35	0.3%	
Dues and Subscriptions	65.00	65.00	0.00	0.0%	
Equipment Rental	341.20	668.95	-327.75	-49.0%	
Insurance	594.48	644.81	-50.33	-7.81%	
Meetings	50.35	0.00	50.35	100.0%	
Personnel	5,322.96	6,427.50	-1,104.54	-17.19%	
Postage and Delivery	74.10	55.00	19.10	34.73%	
Professional Fees	600.00	600.00	0.00	0.0%	
Rent	250.00	250.00	0.00	0.0%	
Retail Merchandise Expense	0.00	600.00	-600.00	-100.0%	
Supplies	12,406.00	66.03	12,339.97	18,688.43%	
Telephone and Internet	185.35	180.07	5.28	2.93%	
Website	0.00	85.19	-85.19	-100.0%	
Total Expense	34,564.00	21,622.44	12,941.56	59.85%	
Net Ordinary Income		-20,908.29		127.37%	
Net Income	5,721.80	-20,908.29	26,630.09	127.37%	

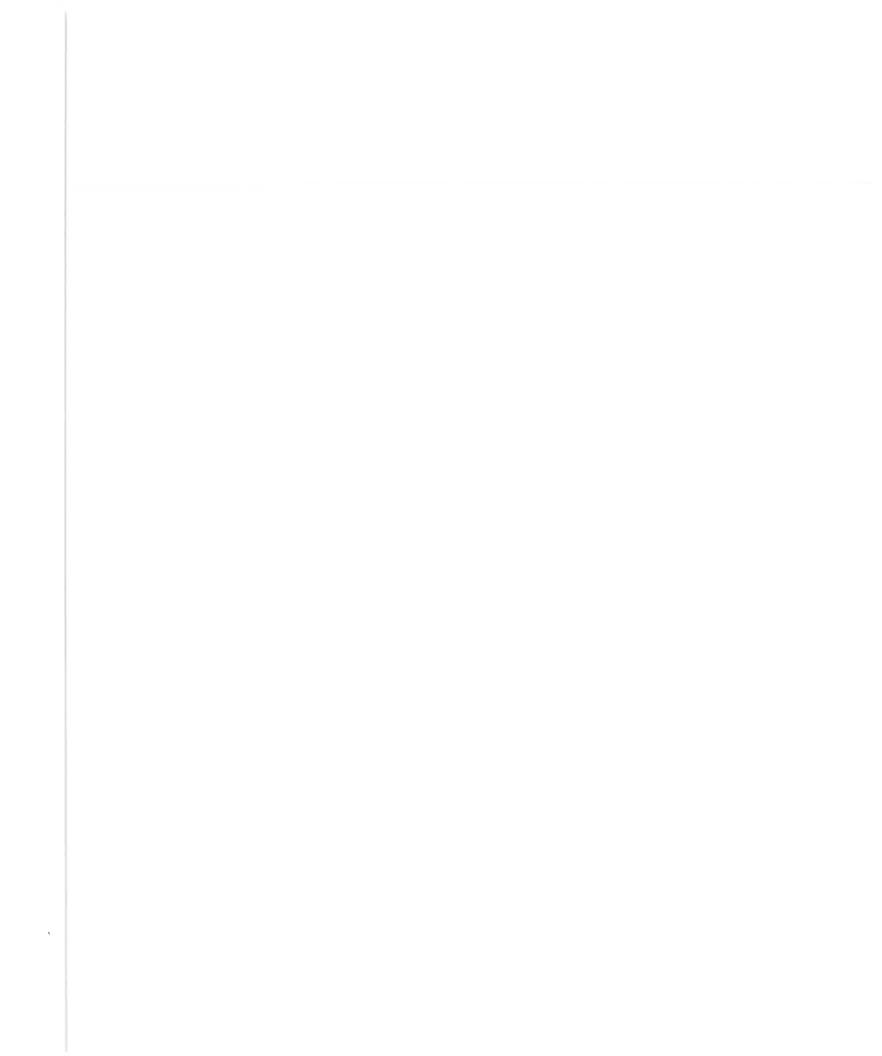


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Willow Glen Business Association Profit & Loss YTD Comparison April 2022

	Apr 22	Jul '21 - Apr 22
Ordinary Income/Expense	·	
Income		
CBID	0.00	268,988.50
Event Revenue	39,785.80	117,787.26
Grants	0.00	15,000.00
Member Dues	0.00	240.00
Sponsorships	500.00	12,550.00
Total Income	40,285.80	414,565.76
Gross Profit	40,285.80	414,565.76
Expense		
Advertising and P/R	384.00	1,703.40
Bank Service Charges	2,660.32	4,372.22
City Fees	0.00	5,000.00
Contract Services	11,630.24	145,412.89
Dues and Subscriptions	65.00	650.00
Equipment Rental	341.20	7,671.57
Equipment/Furnishings	0.00	491.63
Insurance	594.48	8,337.72
Meetings	50.35	636.46
Permits and Fees	0.00	4,673.77
Personnel	5,322.96	65,426.53
Postage and Delivery	74.10	575.60
Printing and Reproduction	0.00	294.98
Professional Fees	600.00	13,215.50
Rent	250.00	2,250.00
Retail Merchandise Expense	0.00	-609.00
Sales Tax Adjustment	0.00	0.66
Software	0.00	99.99
Supplies	12,406.00	50,123.58
Telephone and Internet	185.35	1,935.29
Website	0.00	2,949.16
Total Expense	34,564.00	315,211.95
Net Ordinary Income	5,721.80	99,353.81
Net Income	5,721.80	99,353.81

Page 1 of 1



2:16 PM 05/05/22 Accrual Basis

Willow Glen Business Association Profit & Loss by Class April 2022

						April 2022				
	ADMIN	DISI	SOBOP		Planter Adoption	Spring Wine Walk	Total	Strategic	WGBA	
	(CBID)	(CBID)	(CBID)	Total CBID	Fundraising Events	Fundraising Events	Fundraising Events	Marketing	Admin	TOTAL
Ordinary Income/Expense										
Income										
Event Revenue	0.00	0.00	0.00	0.00	0.00	39,785.80	39,785.80	0.00	0.00	39,785.80
Sponsorships	0.00	0.00	0.00	0.00	0.00	500.00	500.00	0.00	0.00	500.00
Total Income	0.00	0.00	0.00	0.00	0.00	40,285.80	40,285.80	0.00	0.00	40,285.80
Gross Profit	0.00	0.00	0.00	0.00	0.00	40,285.80	40,285.80	0.00	0.00	40,285.80
Expense										
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	384.00	0.00	384.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	2,660.32	2,660.32	0.00	0.00	2,660.32
Contract Services	525.00	0.00	10,825.24	11,350.24	0.00	280.00	280.00	0.00	0.00	11,630.24
Dues/Subscriptions	65.00	0.00	0.00	65.00	0.00	0.00	0.00	0.00	0.00	65.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00	341.20	341.20	0.00	0.00	341.20
Insurance	216.84	0.00	0.00	216.84	0.00	0.00	0.00	0.00	377.64	594.48
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.35	50.35
Personnel	695.70	94.97	1,757.04	2,547.71	0.00	0.00	0.00	0.00	2,775.25	5,322.96
Postage/Delivery	74.10	0.00	0.00	74.10	0.00	0.00	0.00	0.00	0.00	74.10
Professional Fees	600.00	0.00	0.00	600.00	0.00	0.00	0.00	0.00	0.00	600.00
Rent	250.00	0.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	250.00
Supplies	72.18	0.00	0.00	72.18	530.32	11,613.76	12,144.08	0.00	189.74	12,406.00
Telephone/Internet	185.35	0.00	0.00	185.35	0.00	0.00	0.00	0.00	0.00	185.35
Total Expense	2,684.17	94.97	12,582.28	15,361.42	530.32	14,895.28	15,425.60	384.00	3,392.98	34,564.00
Net Ordinary Income	-2,684.17	-94.97	-12,582.28	-15,361.42	-530.32	25,390.52	24,860.20	-384.00	-3,392.98	5,721.80
Net Income	-2,684.17	-94.97	-12,582.28	-15,361.42	-530.32	25,390.52	24,860.20	-384.00	-3,392.98	5,721.80

Willow Glen Business Association YTD Profit & Loss by Class July 2021 through April 2022

	ADMIN	C&R	DISI	SOBOP		Bubbly Walk	Fall Wine Walk	Planter Box Adoption	Spring Wine Walk		
	(CBID)	(CBID)	(CBID)	(CBID)	Total CBID	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	(Fundraising Events)	Total Fundraising Events	Member Relations
Ordinary Income/Expense											
Income											
CBID	67,247.13	5,379.77	29,588.73	166,772.87	268,988.50	0.00	0.00	0.00	0.00		0.00
Event Revenue	0.00	0.00	0.00	0.00	0.00	50,472.40	26,770.75	600.00	39,835.80		0.00
Grants	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		240.00
Sponsorships	0.00	0.00	0.00	0.00	0.00	3,150.00	1,500.00	2,600.00	3,500.00		0.00
Total Income	67,247.13	5,379.77	29,588.73	166,772.87	268,988.50	53,622.40	28,270.75	3,200.00	43,335.80	128,428.95	240.00
Gross Profit	67,247.13	5,379.77	29,588.73	166,772.87	268,988.50	53,622.40	28,270.75	3,200.00	43,335.80	128,428.95	240.00
Expense											
Advertising and P/R	119.40	0.00	1,000.00	0.00	1,119.40	0.00	0.00	0.00	0.00		
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	1,866.02	21.43	2,660.32		
City Fees	5,000.00	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	
Contract Services	5,250.00	0.00	11,120.24	117,808.43	134,178.67	3,239.07	1,662.50	2,269.68	2,397.50		
Dues and Subscriptions	650.00	0.00	0.00	0.00	650.00	0.00	0.00	0.00	0.00		
Equipment Rental	4,017.59	0.00	0.00	0.00	4,017.59	993.56	934.14	0.00	1,726.28		
Equipment/Furnishings	491.63	0.00	0.00	0.00	491.63	0.00	0.00	0.00	0.00		
Insurance	3,713.48	0.00	0.00	0.00	3,713.48	0.00	0.00	0.00	0.00		
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00			
Permits and Fees	0.00	0.00	0.00	0.00	0.00	1,582.74	1,418.29	0.00	1,632.74		
Personnel	8,878.35	0.00	1,170.08	21,644.46	31,692.89	0.00	0.00	0.00	0.00		
Postage and Delivery	441.60	0.00	0.00	0.00	441.60	0.00	0.00	0.00	0.00		
Printing and Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	294.98	0.00	0.00		
Professional Fees	10,140.50	0.00	0.00	75.00	10,215.50	400.00	800.00	0.00			
Rent	2,250.00	0.00	0.00	0.00	2,250.00	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		
Sales Tax Adjustment	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		
Supplies	401.12	0.00	0.00	0.00	401.12	21,187.80	9,190.15	1,156.96	13,295.59		
Telephone and Internet	1,935.29	0.00	0.00	0.00	1,935.29	0.00	0.00	0.00	0.00		
Website	95.90	0.00	2,853.26	0.00	2,949.16	0.00	0.00	0.00	0.00		
Total Expense	43,384.86	0.00	16,143.58	139,527.89	199,056.33	27,403.17	16,166.08	3,448.07	22,187.43	69,204.75	3.96
Net Ordinary Income	23,862.27	5,379.77	13,445.15	27,244.98	69,932.17	26,219.23		-248.07	21,148.37		
let Income	23,862.27	5,379.77	13,445.15	27,244.98	69,932.17	26,219.23	12,104.67	-248.07	21,148.37	59,224.20	236.04

2:09 PM 05/05/22 **Accrual Basis**

Willow Glen Business Association YTD Profit & Loss by Class July 2021 through April 2022

	Farmer's Market	Halloween	Holidays	Small BusSaturday	Spring LNO	Summer LNO	WG Books	Other	Total	Strategic	WGBA	
	(Promotions)	(Promotions)	(Promotions)	(Promotions)	(Promotions)	(Promotions)	(Promotions)	(Promotions)	Promotions & Events	Marketing	Admin	TOTAL
Ordinary Income/Expense		da in the										
Income												
CBID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	268,988.50
Event Revenue	0.00	0.00	0.00	0.00	0.00	0.00	108.31	0.00	108.31	0.00	0.00	117,787.26
Grants	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	15,000.00
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	240.00
Sponsorships	0.00	1,000.00	800.00	0.00	0.00	0.00	0.00	0.00	1,800.00	0.00	0.00	12,550.00
Total Income	0.00	1,000.00	800.00	0.00	0.00	0.00	108.31	0.00	1,908.31	0.00	15,000.00	414,565.76
Gross Profit	0.00	1,000.00	800.00	0.00	0.00	0.00	108.31	0.00	1,908.31	0.00	15,000.00	414,565.76
Expense												
Advertising and P/R	0.00	0.00	200.00	0.00	0.00	0.00	0.00	0.00	200.00	384.00	0.00	1,703.40
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-179.51	4,372.22
City Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Contract Services	164.06	770.00	534.53	0.00	196.88	0.00	0.00	0.00	1,665.47	0.00	0.00	145,412.89
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	650.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,671.57
Equipment/Furnishings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	491.63
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	4,624.24	8,337.72
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	47.68	47.68	0.00	588.78	636.46
Permits and Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	40.00	4,673.77
Personnel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	33,733.64	65,426.53
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	134.00	575.60
Printing and Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	294.98
Professional Fees	0.00	0.00	250.00	0.00	875.00	200.00	0.00	0.00	1,325.00	0.00	0.00	13,215.50
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,250.00
Retail Merchandise Expense	0.00	0.00	-549.00	0.00	0.00	0.00	-60.00	0.00	-609.00	0.00	0.00	-609.00
Sales Tax Adjustment	0.00	0.00	47.67	0.00	0.00	0.00	0.00	0.00	47.67	0.00	-47.01	0.66
Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.99	99.99
Supplies	0.00	1,002.40	69.84	131.21	393.68	205.63	0.00	0.00	1,802.76	0.00	3,089.20	50,123.58
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,935.29
Website	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,949.16
Total Expense	164.06	1,772.40	553.04	131.21	1,465.56	405.63	-60.00	47.68	4,479.58	384.00	42,083.33	315,211.95
Net Ordinary Income	-164.06	-772.40	246.96	-131.21	-1,465.56	-405.63	168.31	-47.68	-2,571.27	-384.00	-27,083.33	99,353.81
Net Income	-164.06	-772.40	246.96	-131.21	-1,465.56	-405.63	168.31	-47.68	-2,571.27	-384.00	-27,083.33	99,353.81