



**Willow Glen Business Association**  
**Board of Directors & General Membership Meeting**  
**Agenda for Tuesday, February 8th, 2022, • 8:00 am – 9:30 am**  
 Meeting Location: The Garden Theatre, 1165 Lincoln Avenue  
 Conference Room #204, located on the 2<sup>nd</sup> floor

**1 – Information Only    A – Action Required    G - Good of the Order**

Item	Type	Person Responsible	Time line	Action
Meeting called to order	G	Nominating Committee – Emilie Highley	8:00 am	Welcome
Election of <b>2022</b> Executive Board Officers	A	<u>Nominations/Election of Officers</u> President Vice President Treasurer Secretary	8:05 am	Board Approval
Approval of minutes	A	Approval of January Minutes	8:25 am	Review and approval of January 11th, 2022, minutes
Executive Committee Report	I	Executive Committee Update	8:35 am	January meeting canceled
Treasurer's Report	A	Treasurer, Tim Mulcahy - January Financial Report	8:45 am	Board approval Accept Report
Committees to provide an update to board and membership on their projects.	I	<b>Member Relations Committee</b> WGBA Staff	8:30 am – 8:55 am	Updates
	I	<b>Strategic Marketing Committee</b> January meeting canceled		
	I	<b>CBID Committee – Tim Mulcahy</b> Committee Update		
	I	<b>Our Avenue Committee</b> Kathleen Erdmann/Jamie Sizelove Committee Update		
	I	<b>Promotions &amp; Events Committee</b> Chair: Lynne Rovai Committee Update		
Neighborhood Report	I	Willow Glen Neighborhood Association Update	8:55 am– 9:00 am	
OPEN FORUM/ PUBLIC COMMENT– 2 MIN. EACH	G	Moderated by Board President <b>Time Certain</b> 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.	9:00 am - 9:05 am	
Assoc Member Application	A	None		
Meeting Adjournment	G	President	9:05 am	
Closed Session	A	President	9:30 am	

**Next WGBA Board meeting will be Tuesday, March 8<sup>th</sup>, 2022, Location TBD**

**Board of Directors and General Membership Meeting  
Tuesday, 11 January 2022  
Zoom Video Conference Board Meeting**

**Board Members in Attendance:** Frank Bejan, Kathleen Erdmann, Vince Falcone, Barbara Hartman, Emilie Highley, Tim Mulcahy, Sara Rivas, Lynne Rovai, Linda Ruiz, Jamie Sizelove, Cyndy Thomas. **Staff:** Kandy Stevens and Stephanie Whaley.

**Board Members not present:** Bobbie Johnson, Nate Perez, John Pisacane, Steve Sibley

**Guests:** Councilmember Dev Davis, District 6, Nicholas Ochoa, District 6 for Councilmember Dev Davis, Jim Carpen

President Ruiz called the 1<sup>st</sup> Board Meeting of 2022 to order at 8:04 a.m.

*Approval of December Minutes* – Motion was made by Kathleen Erdmann to approve. Second by Cyndy Thomas. Unanimously approved.

*Executive Committee Minutes* – President Ruiz reviewed the minutes for the meeting that was held on 4 January 2022 (reschedule of the December meeting). Tim Mulcahy made a motion to approve. Second by Emilie Highley. Unanimously approved.

*Councilmember Dev Davis – District 6 update:* (a) Update on the Pandemic – Councilmember discussed the importance of getting vaccinated and ‘boosted’ – encouraging everyone to do so. Type of masks make a difference – KN95 and the nylon with a filter are the most effective. If you do not have either, double masking is recommended. Social Distancing – still very important. (b) BBQ in the Glen – Councilmember hopes that by September this event could happen and that there is hope that the virus will not be ‘hovering’ over us. (c) Office of Economic Development had commented that Viva Calle ‘was not good for the Avenue’. A discussion ensued where Staff and the Board indicated that if we had more time, we would have been better prepared (we only had 2 weeks). Suggestion was made for 8 weeks advance notice to make this a successful event. (d) Frank Bejan asked whether the parklets are ADA compatible. Councilmember Davis commented that she was not sure but would check into this and report back to the Board. The Councilmember also commented that the City should let us know via the permits.

*Treasurer’s Report:* Tim Mulcahy reported (a) We currently have \$173,188.25 cash on hand which is \$23,732.13 more than the previous year. (b) Event revenue for December was \$49,372.46. Total expenses for the month \$40,590.69. (c) Expenses for street maintenance were up slightly for the month. *Note: A full set of December 2021 Financials are made part of these minutes.*

*Member Relations:* Kandy and Steff reported: (a) Wheelhouse has been secured for the WGBA Annual Meeting scheduled for 24 January at 6:00. (b) Board Election ballots are still being received. Last day for the office to receive ballots will be 17 January 2022.

**Strategic Marketing:** Linda reported: (a) An email was sent out to the Board indicating that the website is 'up and running'. All businesses are on the website as well as featured events. Analytics are hooked up showing results. Training for staff is being scheduled.

**Note:** Tim Mulcahy commented that he has contacted Marie Anderson, Leasing Agent that the Mulcahy Family uses to speak to the Board about leasing and attracting businesses to the Avenue. This will be scheduled after the new WGBA Board is in place.

**CBID:** Tim Mulcahy reported that while there is no report at this time, a meeting has been scheduled for 18 January – more to report in February.

**Our Avenue:** Vince reported (a) Water leak by DooDad's – repairs are pending scheduling. (b) 'Defunk' newspaper racks have been disposed of. (c) In the process of filling in the granite around the trees where there are divots. (d) Still waiting for the bench artwork from Eric Stachnick (Willow Glen High School). (e) Murals – More updates at the February Board Meeting. (f) Plaques – Kathleen picked up the plaques for the current sponsors: Goosetown, The Thrift Box and Universal Site Services. Kathleen held up each of them for us to see – the Board agreed that they look great! Joe Sax will be contacted for installation.

**P&E:** Lynne reviewed: (a) Tentative schedule for 2022 Events. Newer events: Restaurant Week, BBQ in the Glen and Taste of Willow Glen. Steff explained the concept of Restaurant Week - an event being held in many other areas. As we go forward with events, a Sponsorship Form will be introduced for generating sponsorship monies. (b) 2021 Ornaments are in route and the office hopes to receive them in 1-2 weeks.

**Recruitment Committee:** Emilie reported (a) The office has currently received over 40 ballots. All ballots are due to be received by 17 January 2022. (b) Ballots will be counted by Kandy Stevens, Stephanie Whaley and Pat Gutierrez, ProTemp Accounting Solutions (Accounting firm for the WGBA). The process that Tim and I have put into place is that the 3 ladies will count the ballots independently. Pat will deliver the results to Tim and myself at which time we will announce to the Board and new Board Members.

**Open Forum:** No members from the Community were present to speak.

**Associate Member Applications:** No applications were submitted.

The meeting was adjourned at 8:48 a.m.

Respectively submitted,

Emilie Highley, Secretary  
Willow Glen Business Association

**Willow Glen Business Association**  
**Balance Sheet Prev Year Comparison**  
As of January 31, 2022

	Jan 31, 22	Jan 31, 21	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
<b>Checking/Savings</b>				
US Bank Checking	162,880.52	123,104.99	39,775.53	32.31%
Wells Fargo Checking	5,038.67	4,791.40	247.27	5.16%
<b>Total Checking/Savings</b>	<b>167,919.19</b>	<b>127,896.39</b>	<b>40,022.80</b>	<b>31.29%</b>
<b>Accounts Receivable</b>				
Accounts Receivable	228.00	744.00	-516.00	-69.36%
<b>Total Accounts Receivable</b>	<b>228.00</b>	<b>744.00</b>	<b>-516.00</b>	<b>-69.36%</b>
<b>Other Current Assets</b>				
Service Deposits	500.00	500.00	0.00	0.0%
<b>Total Other Current Assets</b>	<b>500.00</b>	<b>500.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>Total Current Assets</b>	<b>168,647.19</b>	<b>129,140.39</b>	<b>39,506.80</b>	<b>30.59%</b>
<b>Fixed Assets</b>				
Eqpmt, Furnit., and Computers	7,310.79	7,310.79	0.00	0.0%
<b>Total Fixed Assets</b>	<b>7,310.79</b>	<b>7,310.79</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>175,957.98</b>	<b>136,451.18</b>	<b>39,506.80</b>	<b>28.95%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
<b>Accounts Payable</b>				
Accounts Payable	10,825.24	0.00	10,825.24	100.0%
<b>Total Accounts Payable</b>	<b>10,825.24</b>	<b>0.00</b>	<b>10,825.24</b>	<b>100.0%</b>
<b>Other Current Liabilities</b>				
ARTWORKS Project	6,546.18	13,437.68	-6,891.50	-51.29%
CBID Contingency Reserve	54,727.12	49,319.79	5,407.33	10.96%
Sales Tax Payable	0.06	107.38	-107.32	-99.94%
<b>Total Other Current Liabilities</b>	<b>61,273.36</b>	<b>62,864.85</b>	<b>-1,591.49</b>	<b>-2.53%</b>
<b>Total Current Liabilities</b>	<b>72,098.60</b>	<b>62,864.85</b>	<b>9,233.75</b>	<b>14.69%</b>
<b>Total Liabilities</b>	<b>72,098.60</b>	<b>62,864.85</b>	<b>9,233.75</b>	<b>14.69%</b>
<b>Equity</b>				
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	-15,293.08	-56,935.96	41,642.88	73.14%
<b>Total Equity</b>	<b>103,859.38</b>	<b>73,586.33</b>	<b>30,273.05</b>	<b>41.14%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>175,957.98</b>	<b>136,451.18</b>	<b>39,506.80</b>	<b>28.95%</b>

**Willow Glen Business Association  
Profit & Loss YTD Comparison  
January 2022**

	<b>Jan 22</b>	<b>Jul '21 - Jan 22</b>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>CBID</b>	0.00	102,860.58
<b>Event Revenue</b>	0.00	77,951.46
<b>Grants</b>	0.00	15,000.00
<b>Member Dues</b>	0.00	120.00
<b>Retail Merchandise Income</b>	60.00	60.00
<b>Sponsorships</b>	800.00	7,850.00
<b>Total Income</b>	<u>860.00</u>	<u>203,842.04</u>
<b>Gross Profit</b>	860.00	203,842.04
<b>Expense</b>		
<b>Advertising and P/R</b>	319.40	319.40
<b>Bank Service Charges</b>	0.00	1,998.52
<b>City Fees</b>	0.00	2,500.00
<b>Contract Services</b>	14,910.18	105,649.99
<b>Dues and Subscriptions</b>	65.00	455.00
<b>Equipment Rental</b>	437.51	4,552.76
<b>Insurance</b>	0.00	3,052.89
<b>Meetings</b>	411.71	542.67
<b>Permits and Fees</b>	0.00	3,021.03
<b>Personnel</b>	6,731.08	45,622.83
<b>Postage and Delivery</b>	58.00	501.50
<b>Printing and Reproduction</b>	0.00	294.98
<b>Professional Fees</b>	1,500.00	10,607.00
<b>Rent</b>	250.00	1,750.00
<b>Retail Merchandise Expense</b>	-1,425.00	-1,249.00
<b>Sales Tax Adjustment</b>	0.00	0.66
<b>Supplies</b>	592.97	35,270.52
<b>Telephone and Internet</b>	185.28	1,295.21
<b>Website</b>	95.90	2,949.16
<b>Total Expense</b>	<u>24,132.03</u>	<u>219,135.12</u>
<b>Net Ordinary Income</b>	-23,272.03	-15,293.08
<b>Net Income</b>	<u><u>-23,272.03</u></u>	<u><u>-15,293.08</u></u>

**Willow Glen Business Association**  
**Profit & Loss Prev Year Comparison**  
**January 2022**

	Jan 22	Jan 21	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>Event Revenue</b>	0.00	190.40	-190.40	-100.0%
<b>Retail Merchandise Income</b>	60.00	0.00	60.00	100.0%
<b>Sponsorships</b>	800.00	0.00	800.00	100.0%
<b>Total Income</b>	860.00	190.40	669.60	351.68%
<b>Gross Profit</b>	860.00	190.40	669.60	351.68%
<b>Expense</b>				
<b>Advertising and P/R</b>	319.40	119.40	200.00	167.5%
<b>Bank Service Charges</b>	0.00	3.63	-3.63	-100.0%
<b>Contract Services</b>	14,910.18	12,292.64	2,617.54	21.29%
<b>Dues and Subscriptions</b>	65.00	65.00	0.00	0.0%
<b>Equipment Rental</b>	437.51	668.95	-231.44	-34.6%
<b>Meetings</b>	411.71	17.00	394.71	2,321.82%
<b>Personnel</b>	6,731.08	6,760.20	-29.12	-0.43%
<b>Postage and Delivery</b>	58.00	55.00	3.00	5.46%
<b>Professional Fees</b>	1,500.00	600.00	900.00	150.0%
<b>Rent</b>	250.00	250.00	0.00	0.0%
<b>Retail Merchandise Expense</b>	-1,425.00	0.00	-1,425.00	-100.0%
<b>Sales Tax Adjustment</b>	0.00	-0.40	0.40	100.0%
<b>Supplies</b>	592.97	628.42	-35.45	-5.64%
<b>Telephone and Internet</b>	185.28	180.26	5.02	2.79%
<b>Website</b>	95.90	85.30	10.60	12.43%
<b>Total Expense</b>	24,132.03	21,725.40	2,406.63	11.08%
<b>Net Ordinary Income</b>	-23,272.03	-21,535.00	-1,737.03	-8.07%
<b>Net Income</b>	-23,272.03	-21,535.00	-1,737.03	-8.07%

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

January 2022

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Planter Adoption Fundraising	Spring Wine Walk Fundraising	Total Fundraising	Farmers' I Promot
<b>Ordinary Income/Expense</b>								
<b>Income</b>								
Retail Merchandise	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	
<b>Total Income</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
<b>Gross Profit</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
<b>Expense</b>								
Advertising and P/R	119.40	0.00	0.00	119.40	0.00	0.00	0.00	
Contract Services	525.00	0.00	13,724.24	14,249.24	0.00	0.00	0.00	
Dues/Subscriptions	65.00	0.00	0.00	65.00	0.00	0.00	0.00	
Equipment Rental	437.51	0.00	0.00	437.51	0.00	0.00	0.00	
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	
Personnel	982.96	116.68	2,158.32	3,257.96	0.00	0.00	0.00	
Postage and Delivery	58.00	0.00	0.00	58.00	0.00	0.00	0.00	
Professional Fees	600.00	0.00	0.00	600.00	0.00	250.00	250.00	
Rent	250.00	0.00	0.00	250.00	0.00	0.00	0.00	
Retail Merchandise	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	
Supplies	175.95	0.00	0.00	175.95	208.88	0.00	208.88	
Telephone/Internet	185.28	0.00	0.00	185.28	0.00	0.00	0.00	
Website	95.90	0.00	0.00	95.90	0.00	0.00	0.00	
<b>Total Expense</b>	3,495.00	116.68	15,882.56	19,494.24	208.88	250.00	458.88	
<b>Net Ordinary Income</b>	-3,495.00	-116.68	-15,882.56	-19,494.24	-208.88	-250.00	-458.88	
<b>Net Income</b>	-3,495.00	-116.68	-15,882.56	-19,494.24	-208.88	-250.00	-458.88	

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

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Bubbly Walk (Fundraising Events)	Fall Wine Walk (Fundraising Events)
<b>Ordinary Income/Expense</b>							
<b>Income</b>							
<b>CBID</b>	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	0.00	0.00
<b>Event Revenue</b>	0.00	0.00	0.00	0.00	0.00	50,472.40	26,770.75
<b>Grants</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Member Dues</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Retail Merchandise</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sponsorships</b>	0.00	0.00	0.00	0.00	0.00	3,150.00	1,500.00
<b>Total Income</b>	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	53,622.40	28,270.75
<b>Gross Profit</b>	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	53,622.40	28,270.75
<b>Expense</b>							
<b>Advertising and P/R</b>	119.40	0.00	0.00	0.00	119.40	0.00	0.00
<b>Bank Service Charges</b>	0.00	0.00	0.00	0.00	0.00	0.00	1,866.02
<b>City Fees</b>	2,500.00	0.00	0.00	0.00	2,500.00	0.00	0.00
<b>Contract Services</b>	3,675.00	0.00	0.00	95,407.95	99,082.95	3,239.07	1,662.50
<b>Dues/Subscriptions</b>	455.00	0.00	0.00	0.00	455.00	0.00	0.00
<b>Equipment Rental</b>	2,625.06	0.00	0.00	0.00	2,625.06	993.56	934.14
<b>Insurance</b>	3,052.89	0.00	0.00	0.00	3,052.89	0.00	0.00
<b>Meetings</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Permits and Fees</b>	0.00	0.00	0.00	0.00	0.00	1,582.74	1,418.29
<b>Personnel</b>	6,110.68	0.00	816.76	15,108.24	22,035.68	0.00	0.00
<b>Postage and Delivery</b>	367.50	0.00	0.00	0.00	367.50	0.00	0.00
<b>Printing/Reproduction</b>	0.00	0.00	0.00	0.00	0.00	0.00	294.98
<b>Professional Fees</b>	7,982.00	0.00	0.00	75.00	8,057.00	400.00	800.00
<b>Rent</b>	1,750.00	0.00	0.00	0.00	1,750.00	0.00	0.00
<b>Retail Merchandise</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Sales Tax Adjustment</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Supplies</b>	317.00	0.00	0.00	0.00	317.00	21,283.80	9,190.15
<b>Telephone/Internet</b>	1,295.21	0.00	0.00	0.00	1,295.21	0.00	0.00
<b>Website</b>	95.90	0.00	2,853.26	0.00	2,949.16	0.00	0.00
<b>Total Expense</b>	30,345.64	0.00	3,670.02	110,591.19	144,606.85	27,499.17	16,166.08
<b>Net Ordinary Income</b>	-4,630.49	2,057.21	7,644.64	-46,817.63	-41,746.27	26,123.23	12,104.67
<b>Net Income</b>	-4,630.49	2,057.21	7,644.64	-46,817.63	-41,746.27	26,123.23	12,104.67



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

	Farmers' Market (Promotions)	Halloween (Promotions)	Holidays (Promotions)	Small Bus Saturday (Promotions)	Spring LNO (Promotions)
<b>Ordinary Income/Expense</b>					
<b>Income</b>					
CBID	0.00	0.00	0.00	0.00	0.00
Event Revenue	0.00	0.00	0.00	0.00	0.00
Grants	0.00	0.00	0.00	0.00	0.00
Member Dues	0.00	0.00	0.00	0.00	0.00
Retail Merchandise	0.00	0.00	0.00	0.00	0.00
Sponsorships	0.00	1,000.00	800.00	0.00	0.00
<b>Total Income</b>	<b>0.00</b>	<b>1,000.00</b>	<b>800.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Gross Profit</b>	<b>0.00</b>	<b>1,000.00</b>	<b>800.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Expense</b>					
Advertising and P/R	0.00	0.00	200.00	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	164.06	770.00	534.53	0.00	196.88
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00
Equipment Rental	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/Reproduction	0.00	0.00	0.00	0.00	0.00
Professional Fees	0.00	0.00	250.00	0.00	850.00
Rent	0.00	0.00	0.00	0.00	0.00
Retail Merchandise	0.00	0.00	-1,249.00	0.00	0.00
Sales Tax Adjustment	0.00	0.00	47.67	0.00	0.00
Supplies	0.00	1,002.40	69.84	131.21	205.63
Telephone/Internet	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<b>164.06</b>	<b>1,772.40</b>	<b>-146.96</b>	<b>131.21</b>	<b>1,252.51</b>
<b>Net Ordinary Income</b>	<b>-164.06</b>	<b>-772.40</b>	<b>946.96</b>	<b>-131.21</b>	<b>-1,252.51</b>
<b>Net Income</b>	<b>-164.06</b>	<b>-772.40</b>	<b>946.96</b>	<b>-131.21</b>	<b>-1,252.51</b>