



Willow Glen Business Association
Board of Directors & General Membership Meeting
Tuesday, September 14th 2021 * 8:00 am – 9:00 am
Zoom Meeting Login
Meeting ID: 963 1739 9734 Passcode: 738936

<https://sanjoseca.zoom.us/j/96317399734?pwd=QjVHOWpUZmk0Z0MrYVdsMHUxYmovUT09>

Item	Type	Person Responsible	Time line	Action
Meeting called to order	G	Linda Ruiz, President	8:00 am	Welcome
Approval of minutes	A	Approval of August Minutes	8:05 am	Review and approval of August 10 th 2021 minutes
Executive Committee Report	I	Executive Committee Update – Linda Ruiz	8:10 am	Review and approval of August 27 th 2021 minutes
Treasurer's Report	A	Treasurer, Tim Mulcahy – August Financial Report	8:15 am	Board approval, accept report
Committees to provide an update to board and membership on their projects.	I	Member Relations Committee WGBA Staff	8:25 am – 8:50 am	Updates
	I	Strategic Marketing Committee Chair: Linda Ruiz Committee Update		
	I	CBID Committee Chair: Nate Perez Committee Update		
	I	Our Avenue Committee Chair: Vince Falcone Committee Update		
Committees to provide an update to board and membership on their projects.	I	Promotions & Events Committee Chair: Lynne Rovai Committee Update Fall Wine Walk, 9/18 Halloween on the Avenue, 10/29 Holiday Ornament Small Business Saturday, 11/27 Bubbly Walk, 12/4		
OPEN FORUM/ PUBLIC COMMENT– 2 MIN. EACH	G	Neighborhood Report 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 referral to Staff. The Board may place the item on an agenda for a future meeting.	8:50 am – 8:55 am	
Assoc Member Applications	A	None	8:55 am	
Meeting Adjournment	G	Linda Ruiz	9:00 am	

The next WGBA Board meeting will be Tuesday, October 12th 2021, time 8:00 am
Meeting Location, TBD

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.

**Board of Directors and General Membership Meeting
Tuesday, 10 August 2021
Zoom Video Conference Board Meeting**

Board Members in Attendance: Frank Bejan, Kathleen Erdmann, Barbara Hartman, Emilie Highley, Tim Mulcahy, Nate Perez, John Pisacane, Linda Ruiz, Sara Rivas, Lynne Rovai, Steve Sibley, Jamie Szelove **Staff:** Kandy Stevens, Steff Whaley & Rosamia Morales Valdez

Board Members Absent: Bobbie Johnson, Cyndy Thomas, Vince Falcone

Guests: Ann Saliba

WGBA Meeting was called to order at 8:03 a.m. by President Linda Ruiz

President Ruiz reviewed the July Board Meeting Minutes and asked for a motion to approve. The motion was made by Tim Mulcahy to approve, second by Steve Sibley.

Unanimously approved.

Executive Committee Meeting Minutes were review by President Ruiz pointing out the key items: (1) Archways – Quote was changed due to the size of the archways (2) Grant status was reviewed. Frank Bejan made a motion to approve the Executive Committee Minutes. Second by Barbara Hartman. Unanimously approved.

Treasurers Report: Tim Mulcahy reported: (1) Cash and total assets were 1% lower than in 2020 (2) Revenue for the month - \$117,878.89. The first CBID check was received for 2021-2022 and the WGBA earned a COVID grant from the City for \$15,000 (3) P&L – nothing to report for this month. (4) The WGBA appears to be in good financial shape, however the virus (Delta Variant) may impact our profit-making opportunities. A motion was made by Emilie Highley to approve, second by Kathleen Erdmann. Unanimously approved. Full details of the Treasurers Report are made part of these minutes.

Strategic Marketing: Linda reported (1) Focus of the committee has been on the website. The RFP has gone out to 3 companies for bid. (2) Two Campaigns are in process: Parking and Biking. It was mentioned thst we need better signage by the BofA parking lot. (b) Business Recruitment – Need to pass on to the Business Owners and Property Managers the survey that shows the types of businesses that the Community would like to see come to the Avenue. Note: John Pisacane commented that retail is a tough business at this time – landlords want to attract businesses that will pay.

Member Relations: (1) Our intern, Rosamia Morales Valdez, was formally introduced. (2) Tim Mulcahy and Emilie Highley will head up the Board Recruitment Committee – there are several spots that will need to be filled.

CBID: Nate reported: (1) Subcommittee meeting set for 8/24 – update at the next Board Meeting. (2) Tim and Staff worked on a letter that will be sent to the property owners. (3) Nate touched on the Business/Economic Development issue – unfortunately Willow Glen does not command that degree of attention from the City on various kinds of businesses. (4) Willow Glen Community Foundation (501C3) has been finalized and sent to the IRS.

P&E: Lynne reported: (1) Ladies Night Out was very successful – the Avenue was “hopping and popping”! (2) Wine Walk – moving forward with this event. Tickets now on sale. (3) Holiday’s – Santa and the ornaments in place. (4) Taste of Willow Glen in a ‘pause’ mode due to the uncertainty of the new Delta Variant. Looking at June of 2022 for the event. (5) Bike Trolley – Adults only – safety issue to allow children to ride. (6) Linda suggested a family event to replace DOTA – the P&E Committee has already put a subcommittee into place to work on the BBQ in the Glen.

Our Avenue: (1) Kathleen reported that the Thrift Box ‘reopened’ on July 15th – great turnout! Unfortunately, due to the lack of staff, hours for the Thrift Box have been reduced. (2) “Adopt a Planter” packets went out last Friday – pictures of the new LOGO were included. Joe, from the City gave his availability to walk the Avenue and schedule a time to take the old plaques off and put the new ones on. (3) Kathleen commented that the sidewalks look terrible and voiced her concern on the overall appearance of the Avenue. Also, the planters need pruning, trimming, and sprucing up. Kathleen will investigate this. (4) Garbage can liners have been replaced. Need to ensure that Universal power washes the cans. There will probably be an additional charge for this – loop Vince in once he returns from his Alaska fishing trip. We need to figure out exactly what we need and communicate this to Universal. *Taking care of the Avenue is the #1 priority for the WGBA!* (5) Property owners are putting up fences where dogs are pooping. (6) Ann Saliba brought up the bench project – need to get in touch with the schools

Open Forum/Neighborhood Report – No one was present.

Associate Member Applications – Kalla Bay Homes – application was approved

Meeting was adjourned at 8:55 a.m.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association

**Willow Glen Business Association
Executive Committee Meeting
27 August 2021**

Attendees: Linda Ruiz, Frank Bejan, Emilie Highley. Staff – Kandy Stevens
Board Members Not Present: Bobbie Johnson, Tim Mulcahy (both excused)

President Ruiz called the meeting together at 9:04 a.m. The meeting was held, in person, in the WGBA Conference Room.

Archway Sign Update: Linda gave an overview from when we met with Mimi Braatz and her staff. The prototype of the sign has been approved. Kandy will reach out to Mimi regarding installation of the signs.

Outstanding item: Rope Lights – will the City be willing to remove them or do we, WGBA, need to find a resource to do this before the new signs are installed?

Lighting for the new signs will be another project for the WGBA. This will be discussed at future meetings.

Website Update: Only one RFQ has been received from Robert Hernandez, Squiber. ABC has never responded. Marie Cole, Nest Marketing, has lost part of her staff and a family situation has developed – she has been unable to respond.

Decision needs to be made on going out for bid to other companies.

The RFQ received from Robert Hernandez does need to be reviewed and a response given to Squiber.

Strategic Marketing: Linda Ruiz reported – (1) Ride Your Bike Campaign has begun – Linda will provide more info on this campaign (2) Business Directory – Subcategories. . . Kandy Stevens is working on this (3) Social Media Training – Our intern, Rosamina is reaching out to FB to see if there is someone that could come and train us (4) Property Manager Letter – Linda has developed a letter which we reviewed the content. She will have the CBID Committee review and approve before being sent out. (5) Discussed the “Coming Soon” for businesses to the Avenue – advertise this on our website. Give these new businesses visibility! Also, the Car Show is scheduled for 9/12 – need to alert the businesses.

Meeting Location: It is still unclear on when the Community Center will begin scheduling meetings. For the time being the WGBA will operate monthly meetings via 'zoom' unless a decision is made to have a meeting in the Conference Room at the Garden Theater. Stay tuned! September Meeting will be via 'zoom'.

Events: (1) Briefly discussed the Fall Wine Walk (2) "Taste of Willow Glen" has gone into a 'pause' mode due to the uncertainty of the new Delta Variant. Plans are being made for a June 2022 Community Event. More to come on this.

Meeting was adjourned at 9:50 a.m.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association

Willow Glen Business Association
Profit & Loss Prev Year Comparison
August 2021

	Aug 21	Aug 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	600.00	0.00	600.00	100.0%
Member Dues	120.00	0.00	120.00	100.0%
Total Income	<u>720.00</u>	<u>0.00</u>	<u>720.00</u>	<u>100.0%</u>
Gross Profit	720.00	0.00	720.00	100.0%
Expense				
Bank Service Charges	303.96	150.00	153.96	102.64%
Contract Services	11,350.24	12,812.44	-1,462.20	-11.41%
Dues and Subscriptions	65.00	65.00	0.00	0.0%
Equipment Rental	875.02	631.07	243.95	38.66%
Insurance	604.59	1,480.27	-875.68	-59.16%
Permits and Fees	1,150.00	0.00	1,150.00	100.0%
Personnel	6,477.02	6,456.12	20.90	0.32%
Postage and Delivery	14.40	0.00	14.40	100.0%
Professional Fees	1,200.00	1,380.00	-180.00	-13.04%
Rent	250.00	250.00	0.00	0.0%
Retail Merchandise Expense	0.00	3,276.00	-3,276.00	-100.0%
Supplies	-12.06	0.00	-12.06	-100.0%
Telephone and Internet	185.81	179.79	6.02	3.35%
Website	85.30	85.30	0.00	0.0%
Total Expense	<u>22,549.28</u>	<u>26,765.99</u>	<u>-4,216.71</u>	<u>-15.75%</u>
Net Ordinary Income	<u>-21,829.28</u>	<u>-26,765.99</u>	<u>4,936.71</u>	<u>18.44%</u>
Net Income	<u>-21,829.28</u>	<u>-26,765.99</u>	<u>4,936.71</u>	<u>18.44%</u>

Willow Glen Business Association
Balance Sheet Prev Year Comparison
As of August 31, 2021

	Aug 31, 21	Aug 31, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	236,963.16	230,572.87	6,390.29	2.77%
Wells Fargo Checking	4,638.95	7,831.95	-3,193.00	-40.77%
Total Checking/Savings	241,602.11	238,404.82	3,197.29	1.34%
Accounts Receivable				
Accounts Receivable	684.00	0.00	684.00	100.0%
Total Accounts Receivable	684.00	0.00	684.00	100.0%
Other Current Assets				
Pre-Paid Rent	0.00	250.00	-250.00	-100.0%
Service Deposits	500.00	500.00	0.00	0.0%
Total Other Current Assets	500.00	750.00	-250.00	-33.33%
Total Current Assets	242,786.11	239,154.82	3,631.29	1.52%
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	250,096.90	246,465.61	3,631.29	1.47%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	437.51	412.50	25.01	6.06%
Total Accounts Payable	437.51	412.50	25.01	6.06%
Other Current Liabilities				
ARTWORKS Project	6,546.18	13,025.38	-6,479.20	-49.74%
CBID Contingency Reserve	54,727.12	49,319.79	5,407.33	10.96%
Sales Tax Payable	1.69	0.00	1.69	100.0%
Total Other Current Liabilities	61,274.99	62,345.17	-1,070.18	-1.72%
Total Current Liabilities	61,712.50	62,757.67	-1,045.17	-1.67%
Total Liabilities	61,712.50	62,757.67	-1,045.17	-1.67%
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	69,231.94	53,185.65	16,046.29	30.17%
Total Equity	188,384.40	183,707.94	4,676.46	2.55%
TOTAL LIABILITIES & EQUITY	250,096.90	246,465.61	3,631.29	1.47%

Willow Glen Business Association
Profit & Loss YTD Comparison
August 2021

	<u>Aug 21</u>	<u>Jul - Aug 21</u>
Ordinary Income/Expense		
Income		
CBID	0.00	102,860.58
Event Revenue	600.00	618.31
Grants	0.00	15,000.00
Member Dues	120.00	120.00
Total Income	<u>720.00</u>	<u>118,598.89</u>
Gross Profit	720.00	118,598.89
Expense		
Bank Service Charges	303.96	303.96
City Fees	0.00	2,500.00
Contract Services	11,350.24	22,700.48
Dues and Subscriptions	65.00	130.00
Equipment Rental	875.02	875.02
Insurance	604.59	1,219.18
Permits and Fees	1,150.00	1,150.00
Personnel	6,477.02	12,967.04
Postage and Delivery	14.40	148.40
Professional Fees	1,200.00	2,075.00
Rent	250.00	500.00
Retail Merchandise Expense	0.00	3,927.00
Sales Tax Adjustment	0.00	0.66
Supplies	-12.06	332.20
Telephone and Internet	185.81	367.41
Website	85.30	170.60
Total Expense	<u>22,549.28</u>	<u>49,366.95</u>
Net Ordinary Income	<u>-21,829.28</u>	<u>69,231.94</u>
Net Income	<u>-21,829.28</u>	<u>69,231.94</u>

Willow Glen Business Association
Profit & Loss by Class

August 2021

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Fall Wine Walk (Fundraising Events)	Planter Box Adoption (Fundraising Events)	Total Fundraising Events	Member Relations	WGBA Administration
Ordinary Income/Expense									
Income									
Event Revenue	0.00	0.00	0.00	0.00	0.00	600.00	600.00	0.00	0.00
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120.00	0.00
Total Income	0.00	0.00	0.00	0.00	0.00	600.00	600.00	120.00	0.00
Gross Profit	0.00	0.00	0.00	0.00	0.00	600.00	600.00	120.00	0.00
Expense									
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.96	300.00
Contract Services	525.00	0.00	10,825.24	11,350.24	0.00	0.00	0.00	0.00	0.00
Dues and Subscriptions	65.00	0.00	0.00	65.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	875.02	0.00	0.00	875.02	0.00	0.00	0.00	0.00	0.00
Insurance	604.59	0.00	0.00	604.59	0.00	0.00	0.00	0.00	0.00
Permits and Fees	0.00	0.00	0.00	0.00	1,150.00	0.00	1,150.00	0.00	0.00
Personnel	854.62	116.68	2,158.32	3,129.62	0.00	0.00	0.00	0.00	3,347.40
Postage and Delivery	14.40	0.00	0.00	14.40	0.00	0.00	0.00	0.00	0.00
Professional Fees	600.00	0.00	0.00	600.00	600.00	0.00	600.00	0.00	0.00
Rent	250.00	0.00	0.00	250.00	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	-12.06
Telephone and Internet	185.81	0.00	0.00	185.81	0.00	0.00	0.00	0.00	0.00
Website	0.00	85.30	0.00	85.30	0.00	0.00	0.00	0.00	0.00
Total Expense	3,974.44	201.98	12,983.56	17,159.98	1,750.00	0.00	1,750.00	3.96	3,635.34
Net Ordinary Income	-3,974.44	-201.98	-12,983.56	-17,159.98	-1,750.00	600.00	-1,150.00	116.04	-3,635.34
Net Income	-3,974.44	-201.98	-12,983.56	-17,159.98	-1,750.00	600.00	-1,150.00	116.04	-3,635.34

Willow Glen Business Association
Profit & Loss by Class
August 2021

	<u>TOTAL</u>
Ordinary Income/Expense	
Income	
Event Revenue	600.00
Member Dues	120.00
Total Income	<u>720.00</u>
Gross Profit	720.00
Expense	
Bank Service Charges	303.96
Contract Services	11,350.24
Dues and Subscriptions	65.00
Equipment Rental	875.02
Insurance	604.59
Permits and Fees	1,150.00
Personnel	6,477.02
Postage and Delivery	14.40
Professional Fees	1,200.00
Rent	250.00
Supplies	-12.06
Telephone and Internet	185.81
Website	85.30
Total Expense	<u>22,549.28</u>
Net Ordinary Income	<u>-21,829.28</u>
Net Income	<u><u>-21,829.28</u></u>

Willow Glen Business Association
YTD Profit & Loss by Class

July through August 2021

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Fall Wine Walk (Fundraising Events)	Planter Box Adoption (Fundraising Events)	Total Fundraising Events	Member Relations
Ordinary Income/Expense									
Income									
CBID	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	0.00	0.00	0.00	0.00
Event Revenue	0.00	0.00	0.00	0.00	0.00	0.00	600.00	600.00	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	120.00
Total Income	<u>25,715.15</u>	<u>2,057.21</u>	<u>11,314.66</u>	<u>63,773.56</u>	<u>102,860.58</u>	<u>0.00</u>	<u>600.00</u>	<u>600.00</u>	<u>120.00</u>
Gross Profit	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	0.00	600.00	600.00	120.00
Expense									
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3.96
City Fees	2,500.00	0.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00
Contract Services	1,050.00	0.00	0.00	21,650.48	22,700.48	0.00	0.00	0.00	0.00
Dues and Subscriptions	130.00	0.00	0.00	0.00	130.00	0.00	0.00	0.00	0.00
Equipment Rental	875.02	0.00	0.00	0.00	875.02	0.00	0.00	0.00	0.00
Insurance	1,219.18	0.00	0.00	0.00	1,219.18	0.00	0.00	0.00	0.00
Permits and Fees	0.00	0.00	0.00	0.00	0.00	1,150.00	0.00	1,150.00	0.00
Personnel	1,709.24	0.00	233.36	4,316.64	6,259.24	0.00	0.00	0.00	0.00
Postage and Delivery	14.40	0.00	0.00	0.00	14.40	0.00	0.00	0.00	0.00
Professional Fees	1,200.00	0.00	0.00	75.00	1,275.00	600.00	0.00	600.00	0.00
Rent	500.00	0.00	0.00	0.00	500.00	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
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Telephone and Internet	367.41	0.00	0.00	0.00	367.41	0.00	0.00	0.00	0.00
Website	0.00	0.00	170.60	0.00	170.60	0.00	0.00	0.00	0.00
Total Expense	<u>9,565.25</u>	<u>0.00</u>	<u>403.96</u>	<u>26,042.12</u>	<u>36,011.33</u>	<u>1,750.00</u>	<u>0.00</u>	<u>1,750.00</u>	<u>3.96</u>
Net Ordinary Income	<u>16,149.90</u>	<u>2,057.21</u>	<u>10,910.70</u>	<u>37,731.44</u>	<u>66,849.25</u>	<u>-1,750.00</u>	<u>600.00</u>	<u>-1,150.00</u>	<u>116.04</u>
Net Income	<u>16,149.90</u>	<u>2,057.21</u>	<u>10,910.70</u>	<u>37,731.44</u>	<u>66,849.25</u>	<u>-1,750.00</u>	<u>600.00</u>	<u>-1,150.00</u>	<u>116.04</u>

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

	Holidays (Promotions & Events)	Summer Ladies Night Out (Promotions & Events)	Willow Glen Home Tour Books (Promotions & Events)	Total Promotions & Events	WGBA Administration	TOTAL
Ordinary Income/Expense						
Income						
CBID	0.00	0.00	0.00	0.00	0.00	102,860.58
Event Revenue	0.00	0.00	18.31	18.31	0.00	618.31
Grants	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	120.00
Total Income	0.00	0.00	18.31	18.31	15,000.00	118,598.89
Gross Profit	0.00	0.00	18.31	18.31	15,000.00	118,598.89
Expense						
Bank Service Charges	0.00	0.00	0.00	0.00	300.00	303.96
City Fees	0.00	0.00	0.00	0.00	0.00	2,500.00
Contract Services	0.00	0.00	0.00	0.00	0.00	22,700.48
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	130.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00	875.02
Insurance	0.00	0.00	0.00	0.00	0.00	1,219.18
Permits and Fees	0.00	0.00	0.00	0.00	0.00	1,150.00
Personnel	0.00	0.00	0.00	0.00	6,707.80	12,967.04
Postage and Delivery	0.00	0.00	0.00	0.00	134.00	148.40
Professional Fees	0.00	200.00	0.00	200.00	0.00	2,075.00
Rent	0.00	0.00	0.00	0.00	0.00	500.00
Retail Merchandise Expense	3,927.00	0.00	0.00	3,927.00	0.00	3,927.00
Sales Tax Adjustment	0.00	0.00	0.00	0.00	0.66	0.66
Supplies	0.00	205.63	0.00	205.63	126.57	332.20
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	367.41
Website	0.00	0.00	0.00	0.00	0.00	170.60
Total Expense	3,927.00	405.63	0.00	4,332.63	7,269.03	49,366.95
Net Ordinary Income	-3,927.00	-405.63	18.31	-4,314.32	7,730.97	69,231.94
Net Income	-3,927.00	-405.63	18.31	-4,314.32	7,730.97	69,231.94