



Willow Glen Business Association
Board of Directors & General Membership Meeting
Tuesday, October 12th, 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 September Minutes	8:05 am	Review and approval of September 14 th , 2021 minutes			
Executive Committee Report	I	Executive Committee Update – Linda Ruiz	8:10 am	September meeting canceled			
Treasurer's Report	A	Treasurer, Tim Mulcahy – September 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 Halloween on the Avenue, 10/29 Holiday Ornament Small Business Saturday, 11/27 Bubbly Walk, 12/4	8:25 am – 8:50 am	Updates			
	G	SC County Supervisor Susan Ellenberg Almaden Valley Rotary Club, David Olson 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 – 9:00 am		
	Assoc Member Applications	A			None		
	Meeting Adjournment	G			Linda Ruiz	9:00 am	

The next WGBA Board meeting will be Tuesday, November 9th, 2021, time 8:00 am

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, September 14, 2021
Zoom Video Conference Board Meeting**

Board Members in Attendance: Frank Bejan, Kathleen Erdmann, Vince Falcone, Barbara Hartman, Bobbie Johnson, Tim Mulcahy, Nate Perez, Sara Rivas, Lynne Rovai, Linda Ruiz

Board Members Absent: Emilie Highley, John Pisacane, Jamie Sizelove, Cyndy Thomas

Guests: Ann Saliba, Rosamia Morales, Mary Anne Groen

The meeting was called to order by President Linda Ruiz at approximately 8:10 a.m.

The meeting minutes from the last board meeting were approved by Steve Sibley
And seconded by Kathleen Erdmann

Executive Committee Meeting was approved by Tim Mulcahy
And seconded by Frank Bejan

Tim Mulcahy read the financial report

Stephanie reported that members of the board will term out and someone will reach out to them very soon. If you'd like to nominate someone, contact Tim or Stephanie. She also reported that Rosamia's internship will extend until 12/17 .

Linda reported on Strategic Marketing
Website – three bids and asked Robert if he would like to submit a second bid
Parking – “Ride your Bike to Willow Glen Campaign is in progress
Business list will go out , especially for businesses on the avenue
Car Show (Goombah) was a great success and brought a lot of people out benefitting businesses.

CBID Property Owner letter will be sent out; Tim and Steve collaborated and will be able to send out soon. Michael has info from 2008 and Nate has current updated information from the city. The completed list will be sent to the office for updating.

Our Avenue Committee – Vince Falcone - Attempted break in at Falcone coin shop.
Universal fixed the sidewalk at Mike's Bike's which could have been a safety hazard
VTA may be replacing the benches on the avenue.
The Art Director at WGHS has been contacted – a wall has been selected for the mural which can be done after tree trimming at The Buffington House.

Planter Sponsorship – Kathleen Erdmann

Next week Joe Saxe and I will meet at the award store to provide drilling placement and screw installation. The first Plaque can then be ordered. (Goosetown)
Chris Dickie (Universal Site Services met with KE and Kandy to discuss our project. Universal is currently working on a more efficient and effective watering system (drip) and we gave ourselves till 9/15 to submit a list of plants, mostly perennial and bulbs for our seasonal color in the planters. Universal wants to sponsor a planter and will pay a premium for the planter at Peets Coffee.

Promotions and Events Committee – Lynne Rovai

- Wine Walk is on 9/18 with 400 signed up and 17 wineries
- Check ins will be at Goosetown and Bergman Building (with permission)
- 10/29 Trick or Treat
- Small Biz Saturday - Saturday after Thanksgiving (ornaments will arrive prior)
- First Wed in December - Members Party will be Toys for Tots donation
- An event to replace DOA will be in Summer of 2022
- BBQ – Fall of 2022

Maryanne Groen of Dev Davis's office asked a clarifying question about voting members for the Alameda Business Association, which is reforming.
Email: Maryanne.groen@sanjoseca.gov

She offered resource information and help with the following:

- Contacting the principal at the HS for Art Director contact
- Recommended contacting Conservation Corps for clean up after events
- Will find out when the streets are cleaned downtown.
- Will look into the garbage can cleaning on Lincoln and we can follow up with Universal to power wash underneath.

Linda will contact Chris LaVilla about garbage during car show

Meeting was adjourned at 8:56 AM.

Respectively submitted by,

Kathleen Erdmann
WGBA Board Member

Willow Glen Business Association
Balance Sheet Prev Year Comparison
As of September 30, 2021

	Sep 30, 21	Sep 30, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	230,756.93	197,316.15	33,440.78	16.95%
Wells Fargo Checking	2,597.34	7,207.05	-4,609.71	-63.96%
Total Checking/Savings	233,354.27	204,523.20	28,831.07	14.1%
Accounts Receivable				
Accounts Receivable	1,684.00	0.00	1,684.00	100.0%
Total Accounts Receivable	1,684.00	0.00	1,684.00	100.0%
Other Current Assets				
Service Deposits	500.00	500.00	0.00	0.0%
Total Other Current Assets	500.00	500.00	0.00	0.0%
Total Current Assets	235,538.27	205,023.20	30,515.07	14.88%
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	242,849.06	212,333.99	30,515.07	14.37%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	4,374.16	0.00	4,374.16	100.0%
Total Accounts Payable	4,374.16	0.00	4,374.16	100.0%
Other Current Liabilities				
ARTWORKS Project	6,546.18	8,306.68	-1,760.50	-21.19%
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	57,626.47	3,648.52	6.33%
Total Current Liabilities	65,649.15	57,626.47	8,022.68	13.92%
Total Liabilities	65,649.15	57,626.47	8,022.68	13.92%
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	58,047.45	24,185.23	33,862.22	140.01%
Total Equity	177,199.91	154,707.52	22,492.39	14.54%
TOTAL LIABILITIES & EQUITY	242,849.06	212,333.99	30,515.07	14.37%

Willow Glen Business Association
Profit & Loss YTD Comparison
September 2021

	<u>Sep 21</u>	<u>Jul - Sep 21</u>
Ordinary Income/Expense		
Income		
CBID	0.00	102,860.58
Event Revenue	26,860.75	27,479.06
Grants	0.00	15,000.00
Member Dues	0.00	120.00
Sponsorships	2,500.00	2,500.00
Total Income	<u>29,360.75</u>	<u>147,959.64</u>
Gross Profit	29,360.75	147,959.64
Expense		
Bank Service Charges	1,844.56	2,148.52
City Fees	0.00	2,500.00
Contract Services	13,262.74	35,963.22
Dues and Subscriptions	65.00	195.00
Equipment Rental	1,762.26	2,637.28
Insurance	604.57	1,823.75
Permits and Fees	268.29	1,418.29
Personnel	6,477.74	19,444.78
Postage and Delivery	0.00	148.40
Printing and Reproduction	294.98	294.98
Professional Fees	2,264.00	4,339.00
Rent	250.00	750.00
Retail Merchandise Expense	3,927.00	7,854.00
Sales Tax Adjustment	0.00	0.66
Supplies	9,252.99	9,585.19
Telephone and Internet	185.81	553.22
Website	85.30	255.90
Total Expense	<u>40,545.24</u>	<u>89,912.19</u>
Net Ordinary Income	<u>-11,184.49</u>	<u>58,047.45</u>
Net Income	<u>-11,184.49</u>	<u>58,047.45</u>

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

	Sep 21	Sep 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	26,860.75	0.00	26,860.75	100.0%
Sponsorships	2,500.00	0.00	2,500.00	100.0%
Total Income	29,360.75	0.00	29,360.75	100.0%
Gross Profit	29,360.75	0.00	29,360.75	100.0%
Expense				
Advertising and P/R	0.00	250.00	-250.00	-100.0%
Bank Service Charges	1,844.56	0.00	1,844.56	100.0%
Contract Services	13,262.74	11,351.24	1,911.50	16.84%
Dues and Subscriptions	65.00	65.00	0.00	0.0%
Equipment Rental	1,762.26	637.07	1,125.19	176.62%
Insurance	604.57	391.99	212.58	54.23%
Permits and Fees	268.29	0.00	268.29	100.0%
Personnel	6,477.74	6,466.97	10.77	0.17%
Printing and Reproduction	294.98	983.25	-688.27	-70.0%
Professional Fees	2,264.00	5,019.00	-2,755.00	-54.89%
Rent	250.00	250.00	0.00	0.0%
Retail Merchandise Expense	3,927.00	3,276.00	651.00	19.87%
Supplies	9,252.99	44.81	9,208.18	20,549.39%
Telephone and Internet	185.81	179.79	6.02	3.35%
Website	85.30	85.30	0.00	0.0%
Total Expense	40,545.24	29,000.42	11,544.82	39.81%
Net Ordinary Income	-11,184.49	-29,000.42	17,815.93	61.43%
Net Income	-11,184.49	-29,000.42	17,815.93	61.43%

**Willow Glen Business Association
Profit & Loss by Class
September 2021**

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Bubbly Walk Fundraising Event	Fall Wine Walk Fundraising Event	Total Fundraising Events	Trick or Treat Promotion	Holidays Promotion	WG Tour Books Promotion	Total Promotions	WGBA Admin	TOTAL
Ordinary Income/Expense													
Income													
Event Revenue	0.00	0.00	0.00	0.00	0.00	26,770.75	26,770.75	0.00	0.00	90.00	90.00	0.00	26,860.75
Sponsorships	0.00	0.00	0.00	0.00	0.00	1,500.00	1,500.00	1,000.00	0.00	0.00	1,000.00	0.00	2,500.00
Total Income	0.00	0.00	0.00	0.00	0.00	28,270.75	28,270.75	1,000.00	0.00	90.00	1,090.00	0.00	29,360.75
Gross Profit	0.00	0.00	0.00	0.00	0.00	28,270.75	28,270.75	1,000.00	0.00	90.00	1,090.00	0.00	29,360.75
Expense													
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	1,866.02	1,866.02	0.00	0.00	0.00	0.00	-21.46	1,844.56
Contract Services	525.00	0.00	11,075.24	11,600.24	0.00	1,662.50	1,662.50	0.00	0.00	0.00	0.00	0.00	13,262.74
Dues/Subscriptions	65.00	0.00	0.00	65.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	65.00
Equipment Rental	437.51	0.00	0.00	437.51	390.61	934.14	1,324.75	0.00	0.00	0.00	0.00	0.00	1,762.26
Insurance	604.57	0.00	0.00	604.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	604.57
Permits and Fees	0.00	0.00	0.00	0.00	0.00	268.29	268.29	0.00	0.00	0.00	0.00	0.00	268.29
Personnel	854.62	116.68	2,158.32	3,129.62	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,348.12	6,477.74
Printing/Reproduction	0.00	0.00	0.00	0.00	0.00	294.98	294.98	0.00	0.00	0.00	0.00	0.00	294.98
Professional Fees	2,064.00	0.00	0.00	2,064.00	0.00	200.00	200.00	0.00	0.00	0.00	0.00	0.00	2,264.00
Rent	250.00	0.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00
Retail Merchandise	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,927.00	0.00	3,927.00	0.00	3,927.00
Supplies	0.00	0.00	0.00	0.00	0.00	9,190.15	9,190.15	0.00	0.00	0.00	0.00	62.84	9,252.99
Telephone/Internet	185.81	0.00	0.00	185.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	185.81
Website	0.00	85.30	0.00	85.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	85.30
Total Expense	4,986.51	201.98	13,233.56	18,422.05	390.61	14,416.08	14,806.69	0.00	3,927.00	0.00	3,927.00	3,389.50	40,545.24
Net Ordinary Income	-4,986.51	-201.98	-13,233.56	-18,422.05	-390.61	13,854.67	13,464.06	1,000.00	-3,927.00	90.00	-2,837.00	-3,389.50	-11,184.49
Net Income	-4,986.51	-201.98	-13,233.56	-18,422.05	-390.61	13,854.67	13,464.06	1,000.00	-3,927.00	90.00	-2,837.00	-3,389.50	-11,184.49

**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	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	0.00	600.00	600.00	120.00
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	9,565.25	0.00	403.96	26,042.12	36,011.33	1,750.00	0.00	1,750.00	3.96
Net Ordinary Income	16,149.90	2,057.21	10,910.70	37,731.44	66,849.25	-1,750.00	600.00	-1,150.00	116.04
Net Income	16,149.90	2,057.21	10,910.70	37,731.44	66,849.25	-1,750.00	600.00	-1,150.00	116.04

**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