



DOWNTOWN
WILLOW GLEN

**Willow Glen Business Association
Board of Directors & General Membership Meeting
Tuesday, June 8th 2021 * 8:00 am – 9:00 am
Join Zoom Meeting**

Meeting ID: 968 9339 3434
Passcode: 610884 Dial: +1-669-900-9218

Item	Type	Person Responsible	Time line	Action
Meeting called to order	G	Linda Ruiz, President	8:00 am –	Welcome
Approval of minutes	A	District 6 Councilmember, Dev Davis Approval of May Minutes	8:10 am	Review and approval of May 11th 2021 minutes
Executive Committee Report	I	Executive Committee Update – Linda Ruiz	8:15 am	Review and approval of May 28th 2021 minutes
Treasurer's Report	A	Treasurer, Tim Mulcahy – May Financial Report	8:20 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		
	I	Promotions & Events Committee Chair: Lynne Rovai Committee Update		
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 – 9:00 am	
Assoc Member Applications	A	None		
Meeting Adjournment	G	Linda Ruiz	9:00 am	

**The next WGBA Board meeting will be Tuesday, July 13th 2021, time 8:00 am
Zoom Meeting**

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
Executive Committee Meeting
28 May 2021

Attendees: Linda Ruiz, Frank Bejan, Emilie Highley, Bobbie Johnson, Tim Mulcahy
Staff – Kandy Stevens

President Ruiz called the meeting together at 9:07 a.m. The meeting was held in the WGBA Conference Room.

1. President Ruiz reviewed the Business Survey results – 19 results received back at this point – it was pointed out that this may be a clear indication that there is a ‘disconnect’ with the businesses. More detail at the June WGBA Board Meeting.
2. Strategic Marketing Committee Update: (a) Focus on business recruitment – reasons why businesses should open in Willow Glen. (b) Recovery Plan (each of us received a copy) – Focus on a “Parking Campaign” – Lack of parking is a reason why people don’t shop in Willow Glen. (c) Procedures for Committees – Suggestion was made that a procedure be put in place for soliciting bids for various projects. . . *What is the specific goal, Scope of work in going out for bid, Specific steps/process. . .* The Strategic Marketing Committee continues to work on this process.
3. Staff – Kandy reported: (a) FB Intern still has not been announced (FB has fallen a little behind) – specific timeline still in process. (b) Letter sent to all Associate Members that renewal has been extended to the end of the year. The WGBA will reach out again to Associate Members the beginning of 2022. (c) Avenue Update – Corovan Real Estate will be open where Reflections Elegante Fine Art had originally occupied space.
4. Planning Division Community Meeting: Tim and Kandy passed out to each of us the information received from the Planning Division, City of San Jose. This information outlines the purpose of the upcoming June 2nd and 3rd meetings: *Community meeting is to inform and gather small business feedback on a proposed City-initiated amendment to the General Plan Neighborhood Business District Overlay that would change the requirements for and/or allow residential uses in four Neighborhood Business Districts: North 13 Street (Luna Park), Willow Street (Calle Willow) Willow Glen (Lincoln Avenue), and Japantown (Taylor Street only).*

Meeting was adjourned at 10:06 a.m.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association

Board of Directors and General Membership Meeting

Willow Glen Business Association

11 May 2021

Zoom Video Conference Board Meeting

Board Members in Attendance: Frank Bejan, Kathleen Erdmann, Vince Falcone, Barbara Hartman, Emilie Highley, Bobbie Johnson, Tim Mulcahy, Nate Perez, John Pisacane, Sara Rivas, Lynne Rovai, Linda Ruiz, Steve Sibley, Jamie Sizelove, Cyndy Thomas. Staff: Kandy Stevens & Steff Whaley

Guests: Marie Cole, SPIN NEST Marketing, Ann Saliba, Councilmember Dev Davis, Serena Desai, Councilmember Dev Davis' Office, Pierluigi Oliverio, Neighborhood Association, Celeste Walker, Field Director serving in California State Senator Dave Cortese's District 15 Office

Board Meeting was called to order by President Ruiz at 8:05 a.m.

April Board Meeting Minutes – President Ruiz asked for a motion to approve. Motion was made by Tim Mulcahy to approve. Second by Steve Sibley. Unanimously approved.

Executive Committee Report – President Ruiz reviewed the meeting minutes. A motion was made by Emilie Highley to approve. Second by Tim Mulcahy. Unanimously approved.

Councilmember Davis spent time reviewing activity of the City of San Jose: (a) City Budget – there was a deficit of 49M, now 38M American Rescue Funds will partially cover the deficit. (b) Additional work on Food Distribution and Vaccine Outreach for the homeless (c) Community & Economic Development on the Budget Meeting to discuss – Community Budget Meetings are scheduled for May 13th, 15th and 19th (d) Ranch Town Recycling – how their recycling has been handled – some violations have been corrected; they are working toward being a compliant property/business. (e) Article in Forbes Magazine on small business climate reemployment – San Jose was mentioned.

Treasurers Report – Tim reported: (a) Both assets and net income are down from last year (b) P&L – Last year the WGBA was in the midst of the pandemic – events were cancelled that normally would have brought in revenue. (c) Tim commented that the WGBA has done a good job of managing expenses given the fact there has been no revenue generating activity. Full details of the Treasurers Report are made part of these minutes.

Strategic Marketing – (a) Consumer survey was sent out with almost 400 responses received. Business survey will be going out this week. Consumer survey indicated that parking was an issue – based on this data, a Parking Campaign will be developed. (b) Downtown WG Business Recovery Plan – focus is to help the businesses. (c) Website activity is being given a 'high priority'.

Member Relations – Staff reported: (a) Hammer & Nails – a grooming salon designed for men has opened on the Avenue (b) WG High School is having an event on 5/29 – the WGBA is promoting the event, passing out posters and featuring it on our website and in our newsletter

CBID Committee: Nate reported (a) The committee is still in need of the 1 to 5 Ranking on expectations from the property owners regarding a possible expansion. (b) Plan would be to approach the City in the fall regarding needs for the CBID. If procurement needs, would the City be willing to help us at a reduced cost?

Our Avenue: Vince reported – (a) Universal... all good! (b) Archway’s – Vince found another source that could do the work (16 signs) for \$4400. Nate, Steve & Vince would put them up to save cost. Vince will send all estimates to the Board for review and then the Board can vote. (c) Kathleen’s plaque project – the LOGO was sent to several sources only to find that it is difficult to get the LOGO in a ‘cast’ plaque. Looking at an alternate, more simplistic design “Willow Tree in a Circle”. Sponsorship will be for 1 year and can be renewable. Kathleen is looking into the cost of “Sponsored By: _____” plaques. If sponsors do not renew, the names on the plaques may change annually. (d) Committee is still looking into possible new mural spots.

P&E Committee: (a) Ornament for 2021 in process which will feature Hickleebee’s. (b) Taste of Willow Glen – details of the event being worked on – date is set for Saturday, October 16th at the Garden Theater (c) Dates for other events: 6/15 “Reopening” (based on what the Governor has indicated) this will be a “Welcome Back to Willow Glen”. June also will feature a Father’s Day promo with posters & balloons. July 4th – balloons. July 15th Ladies Night Out. September 18th – Wine Walk (Hops & Vine) October 16th – Taste of Willow Glen. November – Small Business Saturday (after Thanksgiving). December – Cable Cars for the Holidays. . . December 4th – Bubble Walk. P&E calendar set for the remaining of the year. Hoping that COVID restrictions will be eased up.

Open Forum – Former Councilmember Pierluigi Oliverio spoke on Transitional Homeless Housing. This is a County project. He addressed the communications between County and City; self-imposed guidelines of the project; accountability and transparency of the project; parameters of requirements. There will be a meeting on May 17th to further discuss this project.

Associate Member Applications – No applications to present

Meeting was adjourned at 9:08 a.m.

Respectively submitted,

*Emilie Highley, Secretary
Willow Glen Business Association*

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

	May 31, 21	May 31, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	189,459.81	197,698.40	-8,238.59	-4.17%
Wells Fargo Checking	4,163.66	9,831.94	-5,668.28	-57.65%
Total Checking/Savings	193,623.47	207,530.34	-13,906.87	-6.7%
Accounts Receivable				
Accounts Receivable	684.00	540.00	144.00	26.67%
Total Accounts Receivable	684.00	540.00	144.00	26.67%
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	194,807.47	208,820.34	-14,012.87	-6.71%
Fixed Assets				
Eqmnt, 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	202,118.26	216,131.13	-14,012.87	-6.48%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Other Current Liabilities				
ARTWORKS Project	6,546.18	13,437.88	-6,891.70	-51.29%
CBID Contingency Reserve	49,319.79	44,194.03	5,125.76	11.6%
Sales Tax Payable	115.34	0.00	115.34	100.0%
Total Other Current Liabilities	55,981.31	57,631.91	-1,650.60	-2.86%
Total Current Liabilities	55,981.31	57,631.91	-1,650.60	-2.86%
Total Liabilities	55,981.31	57,631.91	-1,650.60	-2.86%
Equity				
Accumulated Net Assets	130,522.29	108,432.03	22,090.26	20.37%
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	15,614.66	50,067.19	-34,452.53	-68.81%
Total Equity	146,136.95	158,499.22	-12,362.27	-7.8%
TOTAL LIABILITIES & EQUITY	202,118.26	216,131.13	-14,012.87	-6.48%

**Willow Glen Business Association
Profit & Loss Prev Year Comparison
May 2021**

	May 21	May 20	\$ Change	% Change
Ordinary Income/Expense				
Expense				
Advertising and P/R	1,000.00	1,110.34	-110.34	-9.94%
Bank Service Charges	10.00	0.00	10.00	100.0%
Contract Services	11,350.24	12,040.24	-690.00	-5.73%
Dues and Subscriptions	65.00	95.00	-30.00	-31.58%
Equipment Rental	668.95	648.72	20.23	3.12%
Insurance	600.59	685.47	-84.88	-12.38%
Meetings	0.00	92.00	-92.00	-100.0%
Personnel	6,467.02	6,456.12	10.90	0.17%
Postage and Delivery	0.00	63.20	-63.20	-100.0%
Professional Fees	600.00	610.00	-10.00	-1.64%
Rent	250.00	250.00	0.00	0.0%
Supplies	131.06	49.15	81.91	166.65%
Telephone and Internet	180.07	184.21	-4.14	-2.25%
Website	85.30	85.30	0.00	0.0%
Total Expense	21,408.23	22,369.75	-961.52	-4.3%
Net Ordinary Income	-21,408.23	-22,369.75	961.52	4.3%
Net Income	-21,408.23	-22,369.75	961.52	4.3%

**Willow Glen Business Association
Profit & Loss YTD Comparison
May 2021**

	May 21	Jul '20 - May 21
Ordinary Income/Expense		
Income		
CBID	0.00	270,366.29
Event Revenue	0.00	3,705.72
Member Dues	0.00	120.00
Total Income	0.00	274,192.01
Gross Profit	0.00	274,192.01
Expense		
Advertising and P/R	1,000.00	2,048.40
Bank Service Charges	10.00	222.94
City Fees	0.00	5,000.00
Contract Services	11,350.24	140,385.19
Dues and Subscriptions	65.00	815.00
Equipment Rental	668.95	7,206.89
Insurance	600.59	9,172.07
Meetings	0.00	155.05
Permits and Fees	0.00	-1,270.00
Personnel	6,467.02	71,599.38
Postage and Delivery	0.00	462.79
Printing and Reproduction	0.00	983.25
Professional Fees	600.00	13,722.45
Rent	250.00	2,750.00
Retail Merchandise Expense	0.00	-1,810.00
Sales Tax Adjustment	0.00	-0.40
Software	0.00	99.99
Supplies	131.06	3,456.27
Telephone and Internet	180.07	2,376.44
Website	85.30	1,201.64
Total Expense	21,408.23	258,577.35
Net Ordinary Income	-21,408.23	15,614.66
Net Income	-21,408.23	15,614.66

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

May 2021

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Mother's Day (Promotions & Events)	Total Promotions & Events	WGBA Administration	TOTAL
Ordinary Income/Expense								
Expense								
Advertising and P/R	0.00	1,000.00	0.00	1,000.00	0.00	0.00	0.00	1,000.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	10.00	10.00
Contract Services	525.00	0.00	10,825.24	11,350.24	0.00	0.00	0.00	11,350.24
Dues and Subscriptions	65.00	0.00	0.00	65.00	0.00	0.00	0.00	65.00
Equipment Rental	668.95	0.00	0.00	668.95	0.00	0.00	0.00	668.95
Insurance	604.59	0.00	0.00	604.59	0.00	0.00	-4.00	600.59
Personnel	854.62	116.68	2,158.32	3,129.62	0.00	0.00	3,337.40	6,467.02
Professional Fees	600.00	0.00	0.00	600.00	0.00	0.00	0.00	600.00
Rent	250.00	0.00	0.00	250.00	0.00	0.00	0.00	250.00
Supplies	0.00	0.00	0.00	131.06	0.00	0.00	0.00	131.06
Telephone and Internet	180.07	0.00	0.00	180.07	0.00	0.00	0.00	180.07
Website	0.00	85.30	0.00	85.30	0.00	0.00	0.00	85.30
Total Expense	3,748.23	1,201.98	12,983.56	17,933.77	0.00	0.00	3,343.40	21,277.17
Net Ordinary Income	-3,748.23	-1,201.98	-12,983.56	-17,933.77	0.00	0.00	-3,343.40	-21,277.17
Net Income	-3,748.23	-1,201.98	-12,983.56	-17,933.77	0.00	0.00	-3,343.40	-21,277.17

Willow Glen Business Association
YTD Profit & Loss by Class

July 2020 through May 2021

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Spring Wine Walk Fundraising Event	Total Fundraising Events	Member Relations	Halloween (Promotions & Events)	Holidays (Promotions & Events)	Mother's Day (Promotions & Events)
Ordinary Income/Expense											
Income											
CBID	64,394.38	8,604.52	29,740.29	167,627.10	270,366.29	0.00	0.00	0.00	0.00	0.00	0.00
Event Revenue	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,207.75	0.00
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120.00	0.00	0.00	0.00
Total Income	64,394.38	8,604.52	29,740.29	167,627.10	270,366.29	0.00	0.00	120.00	0.00	1,207.75	0.00
Gross Profit	64,394.38	8,604.52	29,740.29	167,627.10	270,366.29	0.00	0.00	120.00	0.00	1,207.75	0.00
Expense											
Advertising and P/R	119.40	0.00	1,250.00	0.00	1,369.40	0.00	0.00	0.00	0.00	0.00	0.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
City Fees	5,000.00	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00	0.00	0.00	0.00
Contract Services	5,775.00	0.00	1,548.01	131,447.48	138,770.49	0.00	0.00	0.00	0.00	512.20	0.00
Dues/Subscriptions	750.00	0.00	0.00	0.00	750.00	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	7,206.89	0.00	0.00	0.00	7,206.89	0.00	0.00	0.00	0.00	0.00	0.00
Insurance	6,762.08	0.00	0.00	0.00	6,762.08	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	0.00	0.00	0.00	0.00	0.00
Permits and Fees	0.00	0.00	0.00	0.00	0.00	-1,300.00	-1,300.00	0.00	0.00	0.00	0.00
Personnel	9,722.83	0.00	1,283.48	23,741.52	34,747.83	0.00	0.00	0.00	0.00	0.00	0.00
Postage and Delivery	176.54	0.00	0.00	0.00	176.54	0.00	0.00	0.00	0.00	0.00	0.00
Printing/Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Professional Fees	12,272.45	0.00	500.00	0.00	12,772.45	0.00	0.00	0.00	0.00	550.00	0.00
Rent	2,750.00	0.00	0.00	0.00	2,750.00	0.00	0.00	0.00	0.00	0.00	0.00
Retail Merchandise	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-2,625.00	0.00
Sales Tax Adjustment	0.00	0.00	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	0.00	0.00
Supplies	0.00	0.00	174.14	0.00	174.14	0.00	0.00	0.00	125.79	213.45	131.06
Telephone/Internet	1,981.26	0.00	0.00	0.00	1,981.26	0.00	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	1,117.66	0.00	1,117.66	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	52,516.45	0.00	5,873.29	155,189.00	213,578.74	-1,300.00	-1,300.00	0.00	125.79	-1,349.35	131.06
Net Ordinary Income	11,877.93	8,604.52	23,867.00	12,438.10	56,787.55	1,300.00	1,300.00	120.00	-125.79	2,557.10	-131.06
Net Income	11,877.93	8,604.52	23,867.00	12,438.10	56,787.55	1,300.00	1,300.00	120.00	-125.79	2,557.10	-131.06

Willow Glen Business Association
YTD Profit & Loss by Class

July 2020 through May 2021

	Shred Event (Promotions & Events)	WG Face Masks (Promotions & Events)	WG Home Tour Books (Promotions & Events)	Other (Promotions & Events)	Total Promotions & Events	Strategic Marketing	WGBA Admin	TOTAL
Ordinary Income/Expense								
Income								
CBID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	270,366.29
Event Revenue	1,125.00	512.55	860.42	0.00	3,705.72	0.00	0.00	3,705.72
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120.00
Total Income	1,125.00	512.55	860.42	0.00	3,705.72	0.00	0.00	274,192.01
Gross Profit	1,125.00	512.55	860.42	0.00	3,705.72	0.00	0.00	274,192.01
Expense								
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	679.00	0.00	2,048.40
Bank Service Charges	21.36	5.54	7.28	0.00	34.18	0.00	188.76	222.94
City Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Contract Services	752.50	0.00	0.00	350.00	1,614.70	0.00	0.00	140,385.19
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	65.00	815.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7,206.89
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	2,409.99	9,172.07
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	155.05	155.05
Permits and Fees	0.00	0.00	0.00	0.00	0.00	0.00	30.00	-1,270.00
Personnel	0.00	0.00	0.00	0.00	0.00	0.00	36,851.55	71,599.38
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	286.25	462.79
Printing/Reproduction	0.00	0.00	0.00	983.25	983.25	0.00	0.00	983.25
Professional Fees	0.00	0.00	0.00	400.00	950.00	0.00	0.00	13,722.45
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,750.00
Retail Merchandise	0.00	-385.00	1,200.00	0.00	-1,810.00	0.00	0.00	-1,810.00
Sales Tax Adjustment	0.00	0.00	0.00	0.00	0.00	0.00	-0.40	-0.40
Software	0.00	0.00	0.00	0.00	0.00	0.00	99.99	99.99
Supplies	83.01	0.00	0.00	0.00	553.31	0.00	2,728.82	3,456.27
Telephone/Internet	0.00	0.00	0.00	0.00	0.00	0.00	395.18	2,376.44
Website	0.00	0.00	0.00	0.00	0.00	0.00	83.98	1,201.64
Total Expense	856.87	-379.46	1,207.28	1,733.25	2,325.44	679.00	43,294.17	258,577.35
Net Ordinary Income	268.13	892.01	-346.86	-1,733.25	1,380.28	-679.00	-43,294.17	15,614.66
Net Income	268.13	892.01	-346.86	-1,733.25	1,380.28	-679.00	-43,294.17	15,614.66