



DOWNTOWN
WILLOW GLEN

**Willow Glen Business Association
Board of Directors & General Membership Meeting
Tuesday, May 11th 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 District 6 Councilmember, Dev Davis	8:00 am –	Welcome
Approval of minutes	A	Approval of April Minutes	8:10 am	Review and approval of, April 13 th , 2021 minutes
Executive Committee Report	I	Executive Committee Update – Linda Ruiz	8:15 am	Review and approval of, April 30 th , 2021 minutes
Treasurer's Report	A	Treasurer, Tim Mulcahy – April 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 WG&A Staff	8:25 am –	Updates
	I	Strategic Marketing Committee Chair: Linda Ruiz Committee Update	8:50 am	
	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 – Pierluigi Oliverio "Santa Clara Co. Shelter Project" 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 W&G&A Board meeting will be Tuesday, June 8th 2021, time 8:00 am
Zoom Meeting**

The mission of the W&G&A 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

Willow Glen Business Association

13 April 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, Sara Rivas, Lynne Rovai, Linda Ruiz, Steve Sibley, Jamie Sizelove, Cyndy Thomas. Staff: Kandy Stevens & Steff Whaley

Board Members not in Attendance: John Pisacane

Guests: Marie Cole, SPIN NEST Marketing, Marcus & Kendall, Round Table, Serena Desai, Councilmember Dev Davis' Office

Board Meeting was called to order by President Ruiz at 8:00 a.m.

March Board Meeting Minutes – President Ruiz asked for a motion to approve. Motion was made by Tim Mulcahy to approve. Second by Frank Bejan. Unanimously approved.

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

Treasurers Report – As Tim said “not much new to report” . . . \$241,000 cash on hand. Liabilities down ~\$7,000. CBID check received and deposited. \$138,000 net income for the month. P&L - ~\$24,000 expenses. \$1300 check returned from the ABC due to the fact that there was no Wine Walk – check back in the bank. *Tim reviewed the 2021-2022 Budget which is due to be submitted to the City. Tim asked for a vote to approve – Lynne Rovai made a motion to approve the 2021-2022 Budget. Second by Emilie Highley. Unanimously approved. Budget will be submitted to the City.* Tim also made mention that we are working to be approved for the \$20,000 Federal Government Grant – if we are awarded this Grant, it will help with the shortfall that we are experiencing from not having events that bring in the revenue- lack of events due to COVID. Full details of the Treasurers Report are made part of these minutes.

Strategic Marketing – Priorities of this committee: (a) List all businesses on the WGBA website. (b) Marketing Plan Questionnaire – included in Friday’s newsletter. The committee hopes for good feedback from the Community. (c) Plan is to get our presence on Willow Glen Charm and Next Door

Member Relations – Staff reported: (a) Meetings have taken place with Facebook on managing our social media and learning our business. Interviews in process for the Intern (5 candidates will be interviewed). We have received a \$500 credit to be used for Facebook advertising. (b) Grants – 2 grants have been approved. . . \$5,000 Neighborhood Grant – monies that can be used for any need/event. . . \$20,000 Cultural Affairs. . . monies to be used for the Arts (there is currently \$13,000 on our Balance Sheet for the Arts – if given this Grant, the total will be \$33,000). Staff is developing a spreadsheet on all the Grants, dollar value, what the monies can be used for, etc. . .

CBID Committee: (a) Roster of all property owners being developed – the Committee will review this data giving a sense of who was 'for' the CBID and who was 'against' the CBID. This will help to determine if the CBID is to be expanded or not. (b). Community Foundation – Waiting for the articles to be accepted before moving to the next step.

Our Avenue: (a) Kathleen Erdmann reported on Garden Sponsorship. Cost to those that are sponsoring (Businesses or Community) would be \$50.00 monthly. She visited downtown Los Gatos to observe the beautiful plaques they have displayed. Samples were shown – aluminum is preferred. Kathleen is in process of getting a quote from Universal for maintenance of the planters – goal is uniformity of the planters. More at our next meeting. (b) Vince reported that there was a break-in – CVS back storage unit. Meeting is being planned to determine what was taken. (c) Signs – 3 quotes being reviewed (Vince to present these quotes to the Board). There would be 16 signs. One of the quotes came in at ~\$9,000 (Committee is trying to get this quote 'down'). Goal is to get this work done by June once Board approval.

P&E Committee: (a) Shredding Event was successful – break even financially. Well received by the Community. Many Community participants requested making this an 'Annual Event'. (b) Working with Mimi on the ornament for 2021. Hicklebee's will be featured (they have been on the Avenue for 40 years. (c) Taste of Willow Glen – details of the event being worked on – looking to make this an October Event. (d) Beer/Wine Walk being considered for September. (e) Ladies Night Out being considered for July. All events will be tentative pending COVID Restrictions. Staff staying in close touch with Scott from the Los Altos Business Association on event they are having, what is permitted by the ABC, etc. . . .

Open Forum – No report

Associate Member Applications – No applications to present

Meeting was adjourned at 9:00 a.m.

Respectively submitted,

*Emilie Highley, Secretary
Willow Glen Business Association*

**Willow Glen Business Association
Executive Committee Meeting
30 April 2021**

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

President Ruiz called the meeting together at 9:06 a.m. Meeting was held at the WGBA Conference Room

1. Survey – President Ruiz reviewed the results of the recent survey that went out to the Community (WG Community is 51K population). ~400 responses to the survey. Preliminary survey results were presented. Norma Ruiz will provide us with a spreadsheet of actual results. Some keys notes: Need to develop a Business Recruitment Plan; Parking Campaign based on results; focus on Social Media and Website.
2. The Strategic Marketing Committee is working on revamping the website; add a Community page and a Business page. A discussion ensued on where the funds would come from to pay to have the website ‘recreated’ – Marie Cole is laying out a preliminary website.
3. Grants – Some confusion on the grants that we have applied for, amount of the grant and what it can be used for. Staff will work with Linda and Tim on putting together a spreadsheet. Kandy provided us with an email that she just received from Sal Alvarez, City of San Jose on the NBD Grant – use of this grant will be on the spreadsheet.
4. 2021-2022 Committees – Staff provided a list of all WGBA Committees – members and meeting dates.
5. Housing for the Homeless – Per Tim Mulcahy, the county is planning on a former senior living facility they purchased and have elected to convert this facility to living quarters for the homeless. There is concern from the WGNA that this will create negative effects in the neighborhoods and on the Avenue. The WGNA has asked for our position. Tim has agreed to reach out to former Councilmember Pierluigi Oliverio for input and report back.
6. Transition from Temporary to Permanent Parklets – The City of San Jose has reached out to the WGBA to determine how many of our businesses along Lincoln Avenue would be interested in transitioning their temporary parklet into a permanent installation. More to report on this subject.

Meeting was adjourned at 9:55 a.m.

*Respectively submitted,
Emilie Highley, Secretary
Willow Glen Business Association*

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

	Apr 30, 21	Apr 30, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	210,548.66	241,519.77	-30,971.11	-12.82%
Wells Fargo Checking	4,494.03	10,660.80	-6,166.77	-57.85%
Total Checking/Savings	215,042.69	252,180.57	-37,137.88	-14.73%
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	216,226.69	253,470.57	-37,243.88	-14.69%
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	223,537.48	260,781.36	-37,243.88	-14.28%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	10.99	22,280.48	-22,269.49	-99.95%
Total Accounts Payable	10.99	22,280.48	-22,269.49	-99.95%
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	113.65	0.00	113.65	100.0%
Total Other Current Liabilities	55,979.62	57,631.91	-1,652.29	-2.87%
Total Current Liabilities	55,990.61	79,912.39	-23,921.78	-29.94%
Total Liabilities				
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	37,024.58	72,436.94	-35,412.36	-48.89%
Total Equity	167,546.87	180,868.97	-13,322.10	-7.37%
TOTAL LIABILITIES & EQUITY	223,537.48	260,781.36	-37,243.88	-14.28%

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

	Apr 21	Apr 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	714.15	0.00	714.15	100.0%
Member Dues	0.00	-900.00	900.00	100.0%
Sponsorships	0.00	-1,000.00	1,000.00	100.0%
Total Income	714.15	-1,900.00	2,614.15	137.59%
Gross Profit	714.15	-1,900.00	2,614.15	137.59%
Expense				
Advertising and P/R	384.00	250.00	134.00	53.6%
Contract Services	11,595.89	12,270.24	-674.35	-5.5%
Dues and Subscriptions	65.00	95.00	-30.00	-31.58%
Equipment Rental	668.95	631.07	37.88	6.0%
Insurance	644.81	685.47	-40.66	-5.93%
Personnel	6,427.50	6,440.58	-13.08	-0.2%
Postage and Delivery	55.00	1.60	53.40	3,337.5%
Professional Fees	600.00	600.00	0.00	0.0%
Rent	250.00	250.00	0.00	0.0%
Retail Merchandise Expense	600.00	0.00	600.00	100.0%
Supplies	66.03	0.00	66.03	100.0%
Telephone and Internet	180.07	190.58	-10.51	-5.52%
Website	85.19	85.19	0.00	0.0%
Total Expense	21,622.44	21,499.73	122.71	0.57%
Net Ordinary Income	-20,908.29	-23,399.73	2,491.44	10.65%
Net Income	-20,908.29	-23,399.73	2,491.44	10.65%

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

	Apr 21	Jul '20 - Apr 21
Ordinary Income/Expense		
Income		
CBID	0.00	270,366.29
Event Revenue	714.15	3,707.41
Member Dues	0.00	120.00
Total Income	<u>714.15</u>	<u>274,193.70</u>
Gross Profit	<u>714.15</u>	<u>274,193.70</u>
Expense		
Advertising and P/R	384.00	1,048.40
Bank Service Charges	0.00	212.94
City Fees	0.00	5,000.00
Contract Services	11,595.89	129,034.95
Dues and Subscriptions	65.00	750.00
Equipment Rental	668.95	6,537.94
Insurance	644.81	8,571.48
Meetings	0.00	155.05
Permits and Fees	0.00	-1,270.00
Personnel	6,427.50	65,132.36
Postage and Delivery	55.00	462.79
Printing and Reproduction	0.00	983.25
Professional Fees	600.00	13,122.45
Rent	250.00	2,500.00
Retail Merchandise Expense	600.00	-1,810.00
Sales Tax Adjustment	0.00	-0.40
Software	0.00	99.99
Supplies	66.03	3,325.21
Telephone and Internet	180.07	2,196.37
Website	85.19	1,116.34
Total Expense	<u>21,622.44</u>	<u>237,169.12</u>
Net Ordinary Income	<u>-20,908.29</u>	<u>37,024.58</u>
Net Income	<u>-20,908.29</u>	<u>37,024.58</u>

Willow Glen Business Association
Profit & Loss by Class

April 2021

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Holidays Promotions & Events	Shred Event Promotions & Events	WG Face Masks Promotions & Events	Total Promotions & Events	Strategic Marketing	WGBA Admin	TOTAL
Ordinary Income/Expense											
Income											
Event Revenue	0.00	0.00	0.00	0.00	0.00	705.00	9.15	714.15	0.00	0.00	714.15
Total Income	0.00	0.00	0.00	0.00	0.00	705.00	9.15	714.15	0.00	0.00	714.15
Gross Profit	0.00	0.00	0.00	0.00	0.00	705.00	9.15	714.15	0.00	0.00	714.15
Expense											
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	384.00	0.00	384.00
Contract Services	525.00	0.00	11,070.89	11,595.89	0.00	0.00	0.00	0.00	0.00	0.00	11,595.89
Dues and Subscriptions	65.00	0.00	0.00	65.00	0.00	0.00	0.00	0.00	0.00	0.00	65.00
Equipment Rental	668.95	0.00	0.00	668.95	0.00	0.00	0.00	0.00	0.00	0.00	668.95
Insurance	1,108.26	0.00	0.00	1,108.26	0.00	0.00	0.00	0.00	0.00	-463.45	644.81
Personnel	802.10	116.68	2,158.32	3,077.10	0.00	0.00	0.00	0.00	0.00	3,350.40	6,427.50
Postage and Delivery	55.00	0.00	0.00	55.00	0.00	0.00	0.00	0.00	0.00	0.00	55.00
Professional Fees	600.00	0.00	0.00	600.00	0.00	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	0.00	250.00
Retail Merchandise	0.00	0.00	0.00	0.00	600.00	0.00	0.00	600.00	0.00	0.00	600.00
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	66.03	66.03
Telephone and Internet	180.07	0.00	0.00	180.07	0.00	0.00	0.00	0.00	0.00	0.00	180.07
Website	0.00	85.19	0.00	85.19	0.00	0.00	0.00	0.00	0.00	0.00	85.19
Total Expense	4,254.38	201.87	13,229.21	17,685.46	600.00	0.00	0.00	600.00	384.00	2,952.98	21,622.44
Net Ordinary Income	-4,254.38	-201.87	-13,229.21	-17,685.46	-600.00	705.00	9.15	114.15	-384.00	-2,952.98	-20,908.29
Net Income	-4,254.38	-201.87	-13,229.21	-17,685.46	-600.00	705.00	9.15	114.15	-384.00	-2,952.98	-20,908.29

Willow Glen Business Association
YTD Profit & Loss by Class

July 2020 through April 2021

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Spring Wine Walk (Fundraising Events)	Total Fundraising Events	Member Relations
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
Event Revenue	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	120.00
Total Income	64,394.38	8,604.52	29,740.29	167,627.10	270,366.29	0.00	0.00	120.00
Gross Profit	64,394.38	8,604.52	29,740.29	167,627.10	270,366.29	0.00	0.00	120.00
Expense								
Advertising and P/R	119.40	0.00	250.00	0.00	369.40	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
City Fees	5,000.00	0.00	0.00	0.00	5,000.00	0.00	0.00	0.00
Contract Services	5,250.00	0.00	1,548.01	120,622.24	127,420.25	0.00	0.00	0.00
Dues and Subscriptions	685.00	0.00	0.00	0.00	685.00	0.00	0.00	0.00
Equipment Rental	6,537.94	0.00	0.00	0.00	6,537.94	0.00	0.00	0.00
Insurance	6,157.49	0.00	0.00	0.00	6,157.49	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	-1,300.00	-1,300.00	0.00
Personnel	8,868.21	0.00	1,166.80	21,583.20	31,618.21	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
Printing and Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Professional Fees	11,672.45	0.00	500.00	0.00	12,172.45	0.00	0.00	0.00
Rent	2,500.00	0.00	0.00	0.00	2,500.00	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
Sales Tax Adjustment	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
Supplies	0.00	0.00	174.14	0.00	174.14	0.00	0.00	0.00
Telephone and Internet	1,801.19	0.00	0.00	0.00	1,801.19	0.00	0.00	0.00
Website	0.00	0.00	1,032.36	0.00	1,032.36	0.00	0.00	0.00
Total Expense	48,768.22	0.00	4,671.31	142,205.44	195,644.97	-1,300.00	-1,300.00	0.00
Net Ordinary Income	15,626.16	8,604.52	25,068.98	25,421.66	74,721.32	1,300.00	1,300.00	120.00
Net Income	15,626.16	8,604.52	25,068.98	25,421.66	74,721.32	1,300.00	1,300.00	120.00

Willow Glen Business Association
YTD Profit & Loss by Class

July 2020 through April 2021

	Halloween	Holidays	Shred Event	WG Masks	WG Tour Book	Other	Total	Strategic	WGBA	
	Promotion/Event	Promotion/Event	Promotion/Event	Promotion//Event	Promotion/Event	Promotion/Event	Promotion/Event	Marketing	Admin	TOTAL
Ordinary Income/Expense										
Income										
CBID	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	270,366.29
Event Revenue	0.00	1,207.75	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	0.00	0.00	120.00
Total Income	0.00	1,207.75	1,125.00	512.55	860.42	0.00	3,705.72	0.00	0.00	274,192.01
Gross Profit	0.00	1,207.75	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	0.00	0.00	679.00	0.00	1,048.40
Bank Service Charges	0.00	0.00	21.36	5.54	7.28	0.00	34.18	0.00	178.76	212.94
City Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Contract Services	0.00	512.20	752.50	0.00	0.00	350.00	1,614.70	0.00	0.00	129,034.95
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	65.00	750.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	6,537.94
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,413.99	8,571.48
Meetings	0.00	0.00	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	0.00	0.00	30.00	-1,270.00
Personnel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	33,514.15	65,132.36
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	286.25	462.79
Printing and Reproduction	0.00	0.00	0.00	0.00	0.00	983.25	983.25	0.00	0.00	983.25
Professional Fees	0.00	550.00	0.00	0.00	0.00	400.00	950.00	0.00	0.00	13,122.45
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Retail Merchandise Expense	0.00	-2,625.00	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	0.00	0.00	-0.40	-0.40
Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.99	99.99
Supplies	125.79	213.45	83.01	0.00	0.00	0.00	422.25	0.00	2,728.82	3,325.21
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	395.18	2,196.37
Website	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	83.98	1,116.34
Total Expense	125.79	-1,349.35	856.87	-379.46	1,207.28	1,733.25	2,194.38	679.00	39,950.77	237,169.12
Net Ordinary Income	-125.79	2,557.10	268.13	892.01	-346.86	-1,733.25	1,511.34	-679.00	-39,950.77	37,022.89
Net Income	-125.79	2,557.10	268.13	892.01	-346.86	-1,733.25	1,511.34	-679.00	-39,950.77	37,022.89