



Willow Glen Business Association
Board of Directors & General Membership Meeting
Tuesday, November 9th, 2021 * 8:00 am – 9:00 am
Zoom Meeting Information
<https://sanjoseca.zoom.us/j/97678980071>

I – Information Only A – Action Required G – Good of the Order

Item	Type	Person Responsible	Time line	Action
Meeting called to order	G	Linda Ruiz, President	8:00 am – 8:05 am	Welcome
Approval of minutes	A	Approval of October Minutes	8:10am	Review and approval of October 12 th , 2021 minutes
Executive Committee Report	I	Executive Committee Update – Linda Ruiz	8:15 am	October meeting canceled
Treasurer’s Report	A	Treasurer-Tim Mulcahy – October 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	8:20 am – 8:55 am	Updates
	I	Strategic Marketing Committee Chair: Linda Ruiz Committee Update		
	I	CBID Committee – Nate Perez		
	I	Our Avenue Committee Chair: Vince Falcone Committee Update		
OPEN FORUM/ PUBLIC COMMENT– 2 MIN. EACH	G	Moderated by Board President	8:55 am – 9:00 am	
		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.		
Assoc Member Applications	A	None		
Meeting Adjournment	G	Linda Ruiz	9:00 am	

The next WGBA Board meeting will be Tuesday, December 14th, 2021, time 8:00 am Zoom Meeting

**Board of Directors and General Membership Meeting
Tuesday, 12 October 2021
Zoom Video Conference Board Meeting**

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

Guests: Susan Ellenberg, SC County Supervisor, Mary Anne Green, SC Supervisor Ellenberg's Office, Steve Yodz, SC Supervisor Ellenberg's Office, David Olson, President of the Almaden Valley Rotary Club, Ann Saliba.

Board Members not present: John Pisacane, Cyndy Thomas

Board Meeting was called to order by President Ruiz at 8:02 a.m.

September 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.

Note: There was no Executive Committee Meeting in September.

Susan Ellenberg, Supervisor, District 4 gave an overview of County Updates – (a) Small Business Grant Program – monies collected from businesses that violated Covid Health programs. Grant monies will be given back to the community. Over 3000 businesses have applied. Application period is now closed. 100 businesses will be selected to receive \$5000 in grant monies. (b) California Rebuilding Fund – \$25M in low interest loans. Applications still being accepted. (c) Over the next year, our County will see 300 arrivals from Afghanistan, coming here for resettlement. These Afghans are translators that worked with the U.S. Government. This program will assist these Afghans with housing, jobs, etc. (d) Housing Program – A program focusing on the lack of stable housing. (e) October 31st the Supervisor will be hosting a pumpkin decorating event at Wilson High from 11:00 to 2:00.

David Olson, Almaden Rotary – Focus on increasing their membership by partnering with the Willow Glen Community. Their club currently has 20 members and would like to build their membership to another 20 members by the end of their Fiscal Year. Currently meet at Rookies, Thursday's from 12:00-1:30. David's number is (408) 835-8198

Treasurer's Report: Tim reported – (a) Some activity in September (b) Currently \$233K in the bank (c) Received \$1000 from Councilmember Davis' office toward the WGBA Halloween Event. Full details of the Treasurer's Report are made part of these minutes.

Member Relations: Stephany reported that she has met with the Nomination Committee on the election. More to be reported in November.

Strategic Marketing: Marketing Recovery Plan was review along with an update on the website which led to a very active discussion among the Board.

Our Avenue: Vince reported: (a) Keeping Universal on track with responsibilities. Sprinklers need attention. (b) Mural may go on the building that Vince occupies. Working on cutting the bushes. (c) Some concern about the electrical and the Christmas décor. (d) Archways – Moving forward. Signs are completed. Working on removal of the coil lights (John Gilligan is involved). (e) Vince and Ann Saliba have been walking the Avenue taking note of areas of concern. (f) Cost of new banners being looked into.

Kathleen reported: She met with Joe Saxe to take out the old plaques. Order placed for mounting hardware. Proof approved for the plaques and order placed. List of plants submitted and discussed with Universal (picked flowering plants, blubs that will bloom in spring. Cost per planter would be roughly \$600 and will be voted on by the Board. Both sides of the street were viewed – sun vrs. shade – this will determine type of plants needed and cost per planter. Based on the plants. Kathleen announced current adopters: Thrift Box, Goosetown and Universal.

P & E: Lynne reported – (a) Wine Walk was sold out (capped at 600 tickets). ~\$12,000 in profit. Many thanks to the sponsors. Councilmember Davis and her staff attended. (b) Halloween – Candy has been purchased. Volunteers are needed. (c) Ornaments – experiencing shipping issues. (d) Bubbly Walk – Big event for the WGBA. Capped at 1000 tickets. (e) Holiday's - Working with the Pedi-Cab company – more to come. (d) Ann Saliba mentioned that she would like to approach the businesses to consider staying open one night a week (i.e., Thursday) especially with the Holiday's approaching. Call this "Thursday Night Lights"???

CBID: Committee met – letter has been composed to send out to property owners on their support of the CBID. If the support is positive, this will help determine if the CBID continues North of Lincoln.

Open Forum: SC County Supervisor Ellenberg and Rotary Club of Almaden President, David Olson spoke at the beginning of the meeting. No other members from the Community were present.

Associate Member Applications: No applications to present.

Meeting was adjourned at 9:27 a.m.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association

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

	Oct 31, 21	Oct 31, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	201,087.55	189,731.23	11,356.32	5.99%
Wells Fargo Checking	3,286.26	5,139.15	-1,852.89	-36.05%
Total Checking/Savings	204,373.81	194,870.38	9,503.43	4.88%
Accounts Receivable				
Accounts Receivable	1,000.00	7,153.18	-6,153.18	-86.02%
Total Accounts Receivable	1,000.00	7,153.18	-6,153.18	-86.02%
Other Current Assets				
Pre-Paid Rent	250.00	250.00	0.00	0.0%
Service Deposits	500.00	500.00	0.00	0.0%
Total Other Current Assets	750.00	750.00	0.00	0.0%
Total Current Assets	206,123.81	202,773.56	3,350.25	1.65%
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	213,434.60	210,084.35	3,350.25	1.6%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	1,500.00	0.00	1,500.00	100.0%
Total Accounts Payable	1,500.00	0.00	1,500.00	100.0%
Other Current Liabilities				
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	1.69	48.96	-47.27	-96.55%
Total Other Current Liabilities	61,274.99	62,806.43	-1,531.44	-2.44%
Total Current Liabilities	62,774.99	62,806.43	-31.44	-0.05%
Total Liabilities	62,774.99	62,806.43	-31.44	-0.05%
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	31,507.15	16,755.63	14,751.52	88.04%
Total Equity	150,659.61	147,277.92	3,381.69	2.3%
TOTAL LIABILITIES & EQUITY	213,434.60	210,084.35	3,350.25	1.6%

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

	<u>Oct 21</u>	<u>Jul - Oct 21</u>
Ordinary Income/Expense		
Income		
CBID	0.00	102,860.58
Event Revenue	0.00	27,479.06
Grants	0.00	15,000.00
Member Dues	0.00	120.00
Sponsorships	600.00	3,100.00
Total Income	<u>600.00</u>	<u>148,559.64</u>
Gross Profit	600.00	148,559.64
Expense		
Bank Service Charges	-150.00	1,998.52
City Fees	0.00	2,500.00
Contract Services	14,920.24	50,883.46
Dues and Subscriptions	65.00	260.00
Equipment Rental	546.42	3,183.70
Insurance	614.24	2,437.99
Meetings	38.02	38.02
Permits and Fees	20.00	1,438.29
Personnel	6,490.74	25,935.52
Postage and Delivery	5.10	153.50
Printing and Reproduction	0.00	294.98
Professional Fees	1,000.00	5,339.00
Rent	250.00	1,000.00
Retail Merchandise Expense	684.00	8,538.00
Sales Tax Adjustment	0.00	0.66
Supplies	1,385.67	10,970.86
Telephone and Internet	185.57	738.79
Website	1,085.30	1,341.20
Total Expense	<u>27,140.30</u>	<u>117,052.49</u>
Net Ordinary Income	<u>-26,540.30</u>	<u>31,507.15</u>
Net Income	<u>-26,540.30</u>	<u>31,507.15</u>

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

	Oct 21	Oct 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	0.00	529.22	-529.22	-100.0%
Sponsorships	600.00	0.00	600.00	100.0%
Total Income	600.00	529.22	70.78	13.37%
Gross Profit	600.00	529.22	70.78	13.37%
Expense				
Bank Service Charges	-150.00	0.00	-150.00	-100.0%
Contract Services	14,920.24	2,487.42	12,432.82	499.83%
Dues and Subscriptions	65.00	65.00	0.00	0.0%
Equipment Rental	546.42	625.07	-78.65	-12.58%
Insurance	614.24	496.41	117.83	23.74%
Meetings	38.02	0.00	38.02	100.0%
Permits and Fees	20.00	0.00	20.00	100.0%
Personnel	6,490.74	6,480.02	10.72	0.17%
Postage and Delivery	5.10	0.00	5.10	100.0%
Professional Fees	1,000.00	550.00	450.00	81.82%
Rent	250.00	250.00	0.00	0.0%
Retail Merchandise Expense	684.00	-3,423.00	4,107.00	119.98%
Supplies	1,385.67	138.35	1,247.32	901.57%
Telephone and Internet	185.57	204.25	-18.68	-9.15%
Website	1,085.30	85.30	1,000.00	1,172.33%
Total Expense	27,140.30	7,958.82	19,181.48	241.01%
Net Ordinary Income	-26,540.30	-7,429.60	-19,110.70	-257.22%
Net Income	-26,540.30	-7,429.60	-19,110.70	-257.22%

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

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Bubbly Walk (Fundraising Events)	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	0.00
Event Revenue	0.00	0.00	0.00	0.00	0.00	0.00	26,770.75	600.00	27,370.75	0.00
Grants	0.00	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	0.00	120.00
Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	1,500.00	600.00	2,100.00	0.00
Total Income	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	0.00	28,270.75	1,200.00	29,470.75	120.00
Gross Profit	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	0.00	28,270.75	1,200.00	29,470.75	120.00
Expense										
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	1,866.02	0.00	1,866.02	3.96
City Fees	2,500.00	0.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00	0.00
Contract Services	2,100.00	0.00	0.00	46,350.96	48,450.96	0.00	1,662.50	0.00	1,662.50	0.00
Dues and Subscriptions	260.00	0.00	0.00	0.00	260.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	1,312.53	0.00	0.00	0.00	1,312.53	937.03	934.14	0.00	1,871.17	0.00
Insurance	2,437.99	0.00	0.00	0.00	2,437.99	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
Permits and Fees	0.00	0.00	0.00	0.00	0.00	0.00	1,418.29	0.00	1,418.29	0.00
Personnel	3,418.48	0.00	466.72	8,633.28	12,518.48	0.00	0.00	0.00	0.00	0.00
Postage and Delivery	19.50	0.00	0.00	0.00	19.50	0.00	0.00	0.00	0.00	0.00
Printing and Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	294.98	0.00	294.98	0.00
Professional Fees	3,864.00	0.00	0.00	75.00	3,939.00	150.00	800.00	0.00	950.00	0.00
Rent	1,000.00	0.00	0.00	0.00	1,000.00	0.00	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	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
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	9,190.15	0.00	9,190.15	0.00
Telephone and Internet	738.79	0.00	0.00	0.00	738.79	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	1,341.20	0.00	1,341.20	0.00	0.00	0.00	0.00	0.00
Total Expense	17,651.29	0.00	1,807.92	55,059.24	74,518.45	1,087.03	16,166.08	0.00	17,253.11	3.96
Net Ordinary Income	8,063.86	2,057.21	9,506.74	8,714.32	28,342.13	-1,087.03	12,104.67	1,200.00	12,217.64	116.04
Net Income	8,063.86	2,057.21	9,506.74	8,714.32	28,342.13	-1,087.03	12,104.67	1,200.00	12,217.64	116.04

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

	Halloween Trick or Treat (Promotions & Events)	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	0.00	102,860.58
Event Revenue	0.00	0.00	0.00	108.31	108.31	0.00	27,479.06
Grants	0.00	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	0.00	120.00
Sponsorships	1,000.00	0.00	0.00	0.00	1,000.00	0.00	3,100.00
Total Income	1,000.00	0.00	0.00	108.31	1,108.31	15,000.00	148,559.64
Gross Profit	1,000.00	0.00	0.00	108.31	1,108.31	15,000.00	148,559.64
Expense							
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	128.54	1,998.52
City Fees	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Contract Services	770.00	0.00	0.00	0.00	770.00	0.00	50,883.46
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	260.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	3,183.70
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	2,437.99
Meetings	0.00	0.00	0.00	0.00	0.00	38.02	38.02
Permits and Fees	0.00	0.00	0.00	0.00	0.00	20.00	1,438.29
Personnel	0.00	0.00	0.00	0.00	0.00	13,417.04	25,935.52
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	134.00	153.50
Printing and Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	294.98
Professional Fees	0.00	250.00	200.00	0.00	450.00	0.00	5,339.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00
Retail Merchandise Expense	0.00	8,538.00	0.00	0.00	8,538.00	0.00	8,538.00
Sales Tax Adjustment	0.00	0.00	0.00	0.00	0.00	0.66	0.66
Supplies	1,325.22	0.00	205.63	0.00	1,530.85	249.86	10,970.86
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00	738.79
Website	0.00	0.00	0.00	0.00	0.00	0.00	1,341.20
Total Expense	2,095.22	8,788.00	405.63	0.00	11,288.85	13,988.12	117,052.49
Net Ordinary Income	-1,095.22	-8,788.00	-405.63	108.31	-10,180.54	1,011.88	31,507.15
Net Income	-1,095.22	-8,788.00	-405.63	108.31	-10,180.54	1,011.88	31,507.15

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

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Bubbly Walk Fundraising	Planter Box Adoption Fundraising	Total Fundraising Events	Halloween Promotion	Holidays Promotions	Total Promotions & Events	WGBA Admin	TOTAL
Ordinary Income/Expense												
Income												
Sponsorships	0.00	0.00	0.00	0.00	0.00	600.00	600.00	0.00	0.00	0.00	0.00	600.00
Total Income	0.00	0.00	0.00	0.00	0.00	600.00	600.00	0.00	0.00	0.00	0.00	600.00
Gross Profit	0.00	0.00	0.00	0.00	0.00	600.00	600.00	0.00	0.00	0.00	0.00	600.00
Expense												
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-150.00	-150.00
Contract Services	525.00	0.00	13,625.24	14,150.24	0.00	0.00	0.00	770.00	0.00	770.00	0.00	14,920.24
Dues/Subscriptions	65.00	0.00	0.00	65.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	65.00
Equipment Rental	0.00	0.00	0.00	0.00	546.42	0.00	546.42	0.00	0.00	0.00	0.00	546.42
Insurance	614.24	0.00	0.00	614.24	0.00	0.00	0.00	0.00	0.00	0.00	0.00	614.24
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	38.02	38.02
Permits and Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.00	20.00
Personnel	854.62	116.68	2,158.32	3,129.62	0.00	0.00	0.00	0.00	0.00	0.00	3,361.12	6,490.74
Postage and Delivery	5.10	0.00	0.00	5.10	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.10
Professional Fees	600.00	0.00	0.00	600.00	150.00	0.00	150.00	0.00	250.00	250.00	0.00	1,000.00
Rent	250.00	0.00	0.00	250.00	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	684.00	684.00	0.00	684.00
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,325.22	0.00	1,325.22	60.45	1,385.67
Telephone/Internet	185.57	0.00	0.00	185.57	0.00	0.00	0.00	0.00	0.00	0.00	0.00	185.57
Website	0.00	1,085.30	0.00	1,085.30	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,085.30
Total Expense	3,099.53	1,201.98	15,783.56	20,085.07	696.42	0.00	696.42	2,095.22	934.00	3,029.22	3,329.59	27,140.30
Net Ordinary Income	-3,099.53	-1,201.98	-15,783.56	-20,085.07	-696.42	600.00	-96.42	-2,095.22	-934.00	-3,029.22	-3,329.59	-26,540.30
Net Income	-3,099.53	-1,201.98	-15,783.56	-20,085.07	-696.42	600.00	-96.42	-2,095.22	-934.00	-3,029.22	-3,329.59	-26,540.30