



— DOWNTOWN —

**WILLOW GLEN**

**Willow Glen Business Association**  
**Board of Directors & General Membership Meeting**  
**Tuesday, August 10th 2021 \* 8:00 am – 9:00 am**  
**Zoom Meeting Login**  
**Meeting ID: 963 1739 9734    Passcode: 738936**

<https://sanjoseca.zoom.us/j/96317399734?pwd=QjVHOWpUZmk0Z0MrYVdsMHUxYm9vUT09>

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 July Minutes	8:05 am	Review and approval of July 13 <sup>th</sup> 2021 minutes
Executive Committee Report	I	Executive Committee Update – Linda Ruiz	8:10 am	Review and approval of July 30 <sup>th</sup> 2021 minutes
Treasurer's Report	A	Treasurer, Tim Mulcahy – July Financial Report and CA Relief Grant Update	8:15 am	Board approval accept Report
Committees to provide an update to board and membership on their projects.	I	<b>Member Relations Committee</b> WGGBA Staff	8:25 am – 8:50 am	Updates
	I	<b>Strategic Marketing Committee</b> Chair: Linda Ruiz Committee Update		
	I	<b>CBID Committee</b> Chair: Nate Perez Committee Update		
	I	<b>Our Avenue Committee</b> Chair: Vince Falcone Committee Update		
OPEN FORUM/ PUBLIC COMMENT – 2 MIN. EACH	I	<b>Promotions &amp; Events Committee</b> Chair: Lynne Rovai Committee Update Fall Wine Walk, 9/18 Taste of Willow Glen, 10/16 (Emilie)		
	G	<b>Neighborhood Report</b> Moderated by Board President <b>Time Certain</b> 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	Kalla Bay Homes LLC	8:55 am	
Meeting Adjournment	G	Linda Ruiz	9:00 am	

**The next WGGBA Board meeting will be Tuesday, September 14<sup>th</sup> 2021, time 8:00 am**  
**Meeting Location, TBD**

*The mission of the WGGBA 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, 13 July 2021**  
**Zoom Video Conference Board Meeting**

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

**Board Members Absent:** Bobbie Johnson, Steve Sibley, Cyndy Thomas

**Guests:** Robert Hernandez, Squibber, and Marcus Estrada, Round Table Pizza

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

President Ruiz reviewed the June Board Meeting Minutes and asked for a motion to approve. The motion was made by Tim Mulcahy to approve, second by Kathleen Erdmann. Unanimously approved.

**Executive Committee Meeting Minutes** were review by President Ruiz pointing out the key items: (1) Archway lighting – Tim recommended that we reach out to John Gilligan – previous Board Member (2) Tim mentioned that the Garden Theatre conference room would be available for our August meeting if we would want to meet in person.

John Pisacane made a motion to approve the Executive Committee Minutes. Second by Tim Mulcahy. Unanimously approved.

**Treasurers Report:** Tim Mulcahy reported that July was the end of the Fiscal Year: (1). Cash on hand is approximately \$172,865, down from this time last year. (2) Final expenses for the FY were \$274,000. (3) Tim mentioned that the CBID revenue covers the cost of doing business. 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. An outline of critical website elements has been designed. Next step is to go out to various website companies for Request for Proposal. (2) Two Campaigns are in process: (a) Parking (need to change the perception of the Community as to where parking is) (b) Business Recruitment – based on the survey, recruit businesses that the Community would like to see come to the Avenue.

**Member Relations:** Staff reported that our new intern, Rosamia Morales Valdez, has started, and she is a great fit. After 3 weeks with us, it has become apparent that the Facebook process/programs are well structured. Rosamia has set up a matrix showing the growth of people following us through social media – Instagram, Facebook, etc.

**CBID:** Nate reported: (1) Plan to have an August meeting. (2) Need to close the loop on Property Owner ranking of the CBID. (3) Plan is to move forward with City support – probably August timeframe.

**Our Avenue:** (1) A 'walk through' the Avenue with Universal on items that need to be addressed: graffiti, dry plants, plants that need pruning, trash can liners replaced, etc. (2) "Adopt a Bench" Program discussed – more to come on this. (3) Possible mural sites – 1213 Lincoln Avenue and 1230 Lincoln Avenue (behind the Buffington House) – more to come on this. (3) Plaques – Kathleen Erdmann reported that she has been in contact with Joe Sacks (City contact?) - on placement of the plaques. Bid to remove the old plaques and put the new ones on - \$1200. Kathleen indicated that currently there are 10 businesses/community members interested in adopting a planter. Kathleen also commented/suggested adding color to the "adopted" planters. Tim Mulcahy and Lynne Rovai indicated that they are interested in adopting a planter.

**P&E:** Lynne reported – (1) Thursday is Ladies Night Out and there is a very good turnout of businesses. (2) 4<sup>th</sup> of July – balloons to be placed on the Avenue. (3) Holiday Carriage Rides – company is no longer in business that we used in the past. (4) Wine Walk – Scheduled for September 16<sup>th</sup> – date for when tickets will go on sale to be determined.

**Open Forum:** No one from the Community was present.

**Associate Member Applications:** None

**Note:** President Ruiz said a special 'Thank You' to Round Table Pizza for music that the provided on The Avenue – it adds ambiance!

Meeting was adjourned at 8:56 a.m.

Respectively submitted,

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

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

**Attendees:** Linda Ruiz, Frank Bejan, Emilie Highley, Tim Mulcahy   **Staff –** Kandy Stevens  
                  **Board Member Not Present:** Bobbie Johnson

**President Ruiz called the meeting together at 9:03 a.m. The meeting was held in the WGBA Conference Room.**

***Archway Sign Project*** – Mimi Braatz, Mimi Braatz & Associates joined the meeting to answer any questions regarding her quote. The Executive Committee gave Mimi the ‘go’ sign to move forward. Mimi was also asked if, during installation, if the installer could take down the rope lights – Mimi will investigate this and report back to us.

***CA Relief Grant/CBID Financials*** – (a) Tim was pleased to announce that the WGBA was awarded the CA Relief Grant for \$15,000. Decision will be made if there will be a separate line item in the Financials that will reflect the grant monies and monthly reconciliation of how the monies are utilized. (b) Kandy prepared an overview of the 2021-2022 Grants – very useful given it outlines the Grant Name, Amount, Grant ‘End’ Date, and Use of Funds. (c) On 7/23 the WGBA received a \$100,000 check – CBID Funds.

***Strategic Marketing*** – (a) Linda indicated that a “Request for Proposal” (RFP) for the WGBA website has gone out to: ABC, Spin Nest (Marie Cole) and Squiber (Robert Hernandez). There is a possibility that the RFP will go out to 2 more companies for bid. Staff and Linda will work on the basic ‘parameters/elements’ for a RFP that each project should follow, i.e., Description, Budget, Timeframe, etc. (b) Linda touched on the Parking Campaign as well as Business Recruitment for Lincoln Avenue. She will have more detail later.

***Board of Directors Meeting Location*** - The Senior Center is not yet scheduling for meetings/classes, so the conference room at the Garden Theatre will be available for our August Board Meeting.

***Staff Update*** – Kandy showed the Executive Committee a binder that she put together on Grants for FY 2021-2022.

***Open Discussion*** – Linda complimented Kandy on the amazing job she did in organizing all the Business listings for the website. Compliments went out to Lynne Rovai and Staff for Ladies Night Out. . . it was well received on the Avenue!

Meeting was adjourned at 9:57 a.m.

Respectively submitted,

Emilie Highley, Secretary  
Willow Glen Business Association

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

	Jul 31, 21	Jul 31, 20	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
Checking/Savings				
US Bank Checking	259,866.48	257,016.27	2,850.21	1.11%
Wells Fargo Checking	3,127.40	8,162.04	-5,034.64	-61.68%
Total Checking/Savings	262,993.88	265,178.31	-2,184.43	-0.82%
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	264,177.88	265,928.31	-1,750.43	-0.66%
<b>Fixed Assets</b>				
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%
<b>TOTAL ASSETS</b>	<b>271,488.67</b>	<b>273,239.10</b>	<b>-1,750.43</b>	<b>-0.64%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
<b>Current Liabilities</b>				
Accounts Payable				
Accounts Payable	0.00	7.50	-7.50	-100.0%
Total Accounts Payable	0.00	7.50	-7.50	-100.0%
Other Current Liabilities				
ARTWORKS Project	6,546.18	13,437.88	-6,891.70	-51.29%
CBID Contingency Reserve	49,319.79	49,319.79	0.00	0.0%
Sales Tax Payable	1.69	0.00	1.69	100.0%
Total Other Current Liabilities	55,867.66	62,757.67	-6,890.01	-10.98%
Total Current Liabilities	55,867.66	62,765.17	-6,897.51	-10.99%
<b>Total Liabilities</b>				
Equity				
Accumulated Net Assets	124,559.79	130,522.29	-5,962.50	-4.57%
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	91,061.22	79,951.64	11,109.58	13.9%
Total Equity	215,621.01	210,473.93	5,147.08	2.45%
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>271,488.67</b>	<b>273,239.10</b>	<b>-1,750.43</b>	<b>-0.64%</b>

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

	Jul 21	Jul 20	\$ Change	% Change
<b>Ordinary Income/Expense</b>				
<b>Income</b>				
<b>CBID</b>	102,860.58	106,572.94	-3,712.36	-3.48%
<b>Event Revenue</b>	18.31	0.00	18.31	100.0%
<b>Grants</b>	15,000.00	0.00	15,000.00	100.0%
<b>Total Income</b>	<u>117,878.89</u>	<u>106,572.94</u>	<u>11,305.95</u>	<u>10.61%</u>
<b>Gross Profit</b>	<u>117,878.89</u>	<u>106,572.94</u>	<u>11,305.95</u>	<u>10.61%</u>
<b>Expense</b>				
<b>City Fees</b>	2,500.00	2,500.00	0.00	0.0%
<b>Contract Services</b>	11,350.24	14,153.57	-2,803.33	-19.81%
<b>Dues and Subscriptions</b>	65.00	65.00	0.00	0.0%
<b>Equipment Rental</b>	0.00	631.07	-631.07	-100.0%
<b>Insurance</b>	614.59	685.47	-70.88	-10.34%
<b>Personnel</b>	6,490.02	6,468.12	21.90	0.34%
<b>Postage and Delivery</b>	134.00	113.50	20.50	18.06%
<b>Professional Fees</b>	875.00	1,100.00	-225.00	-20.46%
<b>Rent</b>	250.00	250.00	0.00	0.0%
<b>Retail Merchandise Expense</b>	3,927.00	0.00	3,927.00	100.0%
<b>Sales Tax Adjustment</b>	0.66	0.00	0.66	100.0%
<b>Supplies</b>	344.26	174.14	170.12	97.69%
<b>Telephone and Internet</b>	181.60	395.13	-213.53	-54.04%
<b>Website</b>	85.30	85.30	0.00	0.0%
<b>Total Expense</b>	<u>26,817.67</u>	<u>26,621.30</u>	<u>196.37</u>	<u>0.74%</u>
<b>Net Ordinary Income</b>	<u>91,061.22</u>	<u>79,951.64</u>	<u>11,109.58</u>	<u>13.9%</u>
<b>Net Income</b>	<u><b>91,061.22</b></u>	<u><b>79,951.64</b></u>	<u><b>11,109.58</b></u>	<u><b>13.9%</b></u>

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

	<u>Jul 21</u>	<u>Jul 21</u>
<b>Ordinary Income/Expense</b>		
<b>Income</b>		
<b>CBID</b>	102,860.58	102,860.58
<b>Event Revenue</b>	18.31	18.31
<b>Grants</b>	15,000.00	15,000.00
<b>Total Income</b>	<u>117,878.89</u>	<u>117,878.89</u>
<b>Gross Profit</b>	<u>117,878.89</u>	<u>117,878.89</u>
<b>Expense</b>		
<b>City Fees</b>	2,500.00	2,500.00
<b>Contract Services</b>	11,350.24	11,350.24
<b>Dues and Subscriptions</b>	65.00	65.00
<b>Insurance</b>	614.59	614.59
<b>Personnel</b>	6,490.02	6,490.02
<b>Postage and Delivery</b>	134.00	134.00
<b>Professional Fees</b>	875.00	875.00
<b>Rent</b>	250.00	250.00
<b>Retail Merchandise Expense</b>	3,927.00	3,927.00
<b>Sales Tax Adjustment</b>	0.66	0.66
<b>Supplies</b>	344.26	344.26
<b>Telephone and Internet</b>	181.60	181.60
<b>Website</b>	85.30	85.30
<b>Total Expense</b>	<u>26,817.67</u>	<u>26,817.67</u>
<b>Net Ordinary Income</b>	<u>91,061.22</u>	<u>91,061.22</u>
<b>Net Income</b>	<u><u>91,061.22</u></u>	<u><u>91,061.22</u></u>

Willow Glen Business Association  
Profit & Loss by Class

July 2021

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Holidays Promotions & Events	Summer LNO Promotions & Events	WG Home Tour Books Promotions & Events	Total Promotions & Events	WGBA Administration	TOTAL
<b>Ordinary Income/Expense</b>											
<b>Income</b>											
<b>CBID</b>	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	102,860.58
<b>Event Revenue</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.31	18.31	0.00	18.31
<b>Grants</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	15,000.00
<b>Total Income</b>	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	0.00	0.00	18.31	18.31	15,000.00	117,878.89
<b>Gross Profit</b>	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	0.00	0.00	18.31	18.31	15,000.00	117,878.89
<b>Expense</b>											
<b>City Fees</b>	2,500.00	0.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00	0.00	2,500.00
<b>Contract Services</b>	525.00	0.00	0.00	10,825.24	11,350.24	0.00	0.00	0.00	0.00	0.00	11,350.24
<b>Dues and Subscriptions</b>	65.00	0.00	0.00	0.00	65.00	0.00	0.00	0.00	0.00	0.00	65.00
<b>Insurance</b>	614.59	0.00	0.00	0.00	614.59	0.00	0.00	0.00	0.00	0.00	614.59
<b>Personnel</b>	854.62	0.00	116.68	2,158.32	3,129.62	0.00	0.00	0.00	0.00	3,360.40	6,490.02
<b>Postage and Delivery</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	134.00	134.00
<b>Professional Fees</b>	600.00	0.00	0.00	75.00	675.00	0.00	200.00	0.00	200.00	0.00	875.00
<b>Rent</b>	250.00	0.00	0.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	250.00
<b>Retail Merchandise</b>	0.00	0.00	0.00	0.00	0.00	3,927.00	0.00	0.00	3,927.00	0.00	3,927.00
<b>Sales Tax Adjustment</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.66
<b>Supplies</b>	0.00	0.00	0.00	0.00	0.00	0.00	205.63	0.00	205.63	138.63	344.26
<b>Telephone and Internet</b>	181.60	0.00	0.00	0.00	181.60	0.00	0.00	0.00	0.00	0.00	181.60
<b>Website</b>	0.00	0.00	85.30	0.00	85.30	0.00	0.00	0.00	0.00	0.00	85.30
<b>Total Expense</b>	5,590.81	0.00	201.98	13,058.56	18,851.35	3,927.00	405.63	0.00	4,332.63	3,633.69	26,817.67
<b>Net Ordinary Income</b>	20,124.34	2,057.21	11,112.68	50,715.00	84,009.23	-3,927.00	-405.63	18.31	-4,314.32	11,366.31	91,061.22
<b>Net Income</b>	20,124.34	2,057.21	11,112.68	50,715.00	84,009.23	-3,927.00	-405.63	18.31	-4,314.32	11,366.31	91,061.22



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

July 2021

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Holidays Promotions & Events	Summer LNO Promotions & Events	WG Home Tour Books Promotions & Events	Total Promotions & Events	WGBA Administration	TOTAL
<b>Ordinary Income/Expense</b>											
<b>Income</b>											
<b>CBID</b>	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	102,860.58
<b>Event Revenue</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	18.31	18.31	0.00	18.31
<b>Grants</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	15,000.00	15,000.00
<b>Total Income</b>	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	0.00	0.00	18.31	18.31	15,000.00	117,878.89
<b>Gross Profit</b>	25,715.15	2,057.21	11,314.66	63,773.56	102,860.58	0.00	0.00	18.31	18.31	15,000.00	117,878.89
<b>Expense</b>											
<b>City Fees</b>	2,500.00	0.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00	0.00	2,500.00
<b>Contract Services</b>	525.00	0.00	0.00	10,825.24	11,350.24	0.00	0.00	0.00	0.00	0.00	11,350.24
<b>Dues and Subscriptions</b>	65.00	0.00	0.00	0.00	65.00	0.00	0.00	0.00	0.00	0.00	65.00
<b>Insurance</b>	614.59	0.00	0.00	0.00	614.59	0.00	0.00	0.00	0.00	0.00	614.59
<b>Personnel</b>	854.62	0.00	116.68	2,158.32	3,129.62	0.00	0.00	0.00	0.00	3,360.40	6,490.02
<b>Postage and Delivery</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	134.00	134.00
<b>Professional Fees</b>	600.00	0.00	0.00	75.00	675.00	0.00	200.00	0.00	200.00	0.00	875.00
<b>Rent</b>	250.00	0.00	0.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	250.00
<b>Retail Merchandise</b>	0.00	0.00	0.00	0.00	0.00	3,927.00	0.00	0.00	3,927.00	0.00	3,927.00
<b>Sales Tax Adjustment</b>	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.66	0.66
<b>Supplies</b>	0.00	0.00	0.00	0.00	0.00	0.00	205.63	0.00	205.63	138.63	344.26
<b>Telephone and Internet</b>	181.60	0.00	0.00	0.00	181.60	0.00	0.00	0.00	0.00	0.00	181.60
<b>Website</b>	0.00	0.00	85.30	0.00	85.30	0.00	0.00	0.00	0.00	0.00	85.30
<b>Total Expense</b>	5,590.81	0.00	201.98	13,058.56	18,851.35	3,927.00	405.63	0.00	4,332.63	3,633.69	26,817.67
<b>Net Ordinary Income</b>	20,124.34	2,057.21	11,112.68	50,715.00	84,009.23	-3,927.00	-405.63	18.31	-4,314.32	11,366.31	91,061.22
<b>Net Income</b>	20,124.34	2,057.21	11,112.68	50,715.00	84,009.23	-3,927.00	-405.63	18.31	-4,314.32	11,366.31	91,061.22