



**Willow Glen Business Association
Board of Directors & General Membership Meeting**
Tuesday, April 13th 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	Approval of March Minutes	8:05 am	Review and approval of, March 9th, 2021 minutes
Executive Committee Report	I	Executive Committee Update – Linda Ruiz	8:10 am	Review and approval of, March 26 th , 2021 minutes
Treasurer's Report	A	Treasurer, Tim Mulcahy – March Financial Report <u>Approve</u> – • Proposed budget for FY 21-22	8:15 am	Board approval Accept Report
Committees to provide an update to board and membership on their projects.	I	Member Relations Committee WG&A Staff	8:20 am –	Updates
	I	Strategic Marketing Committee Chair: Linda Ruiz Committee Update	8:45 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 "Shred Event" Recap, 3/27		
OPEN FORUM/ PUBLIC COMMENT – 2 MIN. EACH	G	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.	8:45 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, May 11th 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.

Board of Directors and General Membership Meeting

9 March 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, Linda Ruiz, Lynne Rovai, Steve Sibley, Jamie Sizelove, Staff: Kandy Stevens & Steff Whaley

Board Members not in attendance: Cyndy Thomas

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

Board Meeting was called to order by President Ruiz at 8:05 a.m. The Board Meeting was conducted via Zoom Video Conference.

February Board Meeting Minutes – President Ruiz asked for a motion to approve. A motion was made by Tim Mulcahy to approve. Second by Bobbie Johnson. Unanimously approved.

Executive Committee Report – President Ruiz reviewed the meeting minutes. Focus now is on Board Training, which is scheduled for April 20th, 8:00-9:00 a.m. A motion was made by Emilie Highley to approve. Second by Frank Bejan. Unanimously approved.

Treasurers Report – Tim reported: (a) \$104,859 cash on hand - ~\$274,000 at this time last year, higher due to receipt of the CBID check (b) No changes in liabilities. (c) \$23,800 reported expenses for the month. (d) P&L shows a \$80,000 loss to date. (e) 4 months remaining in this FY – anticipate ~\$55,000 loss at FY end. (f) CBID Budget complete. (e) Committees still need to submit their budgets. (f) April Board Meeting – Tim will ask for approval of the overall budget and submit their portion to the City in that timeframe. Treasurers Report was not voted on. Detailed Treasurer's report is made part of these minutes.

Member Relations – (a) Interim program, partnering with FB on track – program is from 5/24-8/13. This will be great for our businesses. (b) Grant (20K) for the City of San Jose submitted.

Strategic Marketing – (a) Committee met with Marie Cole, SPIN-NEST, a full-service marketing firm. Marie wants to partner with the WGBA to help the businesses & property owners increase their business and visibility. (b) A Strategic Marketing Plan is being put into place that will involve numerous steps – “Input”, “Survey the Businesses”, etc. (c) Website improvements are also being worked on.

CBID Committee – Nate reported: (a) Development of a data base of property owners and their assessment of the CBID in process. (b) Development of a matrix giving options for CBID renewal in process. (c) Plan is to mail a ballot to the property owners – Should the CBID be extended? Remain as is? Within

the current CBID we may have 80 CBID owners – 20-30 are needed for affirmation. Tim Mulcahy has a copy of what transpired with the CBID 10 years ago – who voted YES and who voted NO. (d) Nate indicted that he is in hopes that the City of San Jose will assist us and guide us financially. \$20,000 will need to be put in the budget for the first year. Outreach support/marketing to the businesses is critical.

P&E Committee – Lynne Rovai reported: (a) Shredding Event 3/27 (BofA parking lot) is being promoted via “Next Door”, Social Media and The Resident. (b) Future events such as Ladies Night 7/15, Wine Walk – 9/24 or 9/25, Bubbly Walk – 1st of December (tentative dates), are all still being discussed – the committee is optimistic that COVID restrictions will be lifted and that we can move forward with the events.

Our Avenue – Vince reported gave a detailed overview on the following: (a) New signs at the archways (b) Damage created by the homeless. (c) Mural – location site for a new mural. (d) Sculpture – cost to replace or repair the sculpture that was hit by Mariette’s Chocolate Shop - \$4400 to repair vs. ~\$12,000 to replace. (d) Adoption/sponsorship of the planter boxes – response has been slow due to COVID. (e) Vince outlined numerous 2021 Projects. Detailed report is made part of these minutes.

Message from our Councilmember Dev Davis – The Mayor’s message was released on March 8th. Some key points of the Mayor’s message: – (a) City budget – significant shortfall More on the March budget next week (b) Making El Fresco permanent still being discussed (pathway to permanency in process) (c) Small business resilience discussed (d) 1.17M Grant to work/increase manufacturing in the City of San Jose (e) Federal (Government) Funds – not aware at this time of what will be given to the City.

Neighborhood Report: No representation from WGNA.

Open Forum – Kendall & Marcus from the Round Table made us aware of the “Wheel House” (like a small event center). Currently serving beer, wine and pizza. Waiting for permit approval from the City of San Jose where they will go ‘full throttle’ on increasing menu items, having karaoke, etc. Bring a different venue to the Community.

Meeting was adjourned at 9:00 a.m.

Respectively submitted,

*Emilie Highley, Secretary
Willow Glen Business Association*

**Willow Glen Business Association
Executive Committee Meeting
26 March 2021**

Attendees: Linda Ruiz (via phone), Frank Bejan, Emilie Highley, Tim Mulcahy Staff – Kandy Stevens
Stephanie Whaley (via phone)

Executive Board Member Absent: Bobbie Johnson

President Ruiz called the meeting to order at 9:10 a.m.

Note: We met at Mariette Chocolate Shop and socially distanced ourselves.

1. Strategic Marketing – Linda met with the committee and reviewed samples of the City’s website and Frank Bejan’s website. Marie Cole has agreed to lay out a preliminary website to present to Robert Hernandez. Upcoming meeting will ‘pin things down’. Joined Main Street and picked up the questionnaire that was used for businesses and the neighborhood. WGNA also has a questionnaire. Good info extracted from these questionnaires.
2. Staff: (a) Board Training - Scheduled for 4/20 for new Board members. Tim Mulcahy will speak on the CBID, Dr. John will address By Laws, Staff will give an overview on office responsibilities and Linda Ruiz will address expectations of Board members. (b) Grants – Cultural Affairs – waiting for the grant funds. A new grant has been brought to our attention – California Relief Grant – the WGBA would qualify for \$15,000. Deadline for submittal – 3/26 – all paperwork has been submitted. Also looking into the Shuttered Venue Grant and how we may be able to tap into the funds. (c) CBID check is expected to arrive soon. The amount will be \$10,000 more than the \$152,000 projected. (d) Events – Community Shredding Event, 3/27 from 9-12:00 in the BofA parking lot. Frank suggested that we set dates for a Beer Walk and Bubbly Walk – being optimistic that COVID restrictions will be lifted. Staff again mentioned that the Round Table has their space – Wheelhouse that is available for rent and may be considered for a small event. (e) Welcome Package for new businesses was discussed. (f) We were made aware that CitiBank is closing and consolidating their locations.

Meeting was adjourned at 9:40 a.m.

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

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

	Mar 31, 21	Mar 31, 20	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	238,992.31	251,191.89	-12,199.58	-4.86%
Wells Fargo Checking	2,418.33	11,283.17	-8,864.84	-78.57%
Total Checking/Savings	241,410.64	262,475.06	-21,064.42	-8.03%
Accounts Receivable				
Accounts Receivable	684.00	2,440.00	-1,756.00	-71.97%
Total Accounts Receivable	684.00	2,440.00	-1,756.00	-71.97%
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	242,594.64	265,415.06	-22,820.42	-8.6%
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	249,905.43	272,725.85	-22,820.42	-8.37%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	580.00	0.00	580.00	100.0%
Total Accounts Payable	580.00	0.00	580.00	100.0%
Other Current Liabilities				
Accrued Accounts Payable	0.00	10,825.24	-10,825.24	-100.0%
ARTWORKS Project	11,437.68	13,437.88	-2,000.20	-14.89%
CBID Contingency Reserve	49,319.79	44,194.03	5,125.76	11.6%
Sales Tax Payable	112.80	0.00	112.80	100.0%
Total Other Current Liabilities	60,870.27	68,457.15	-7,586.88	-11.08%
Total Current Liabilities	61,450.27	68,457.15	-7,006.88	-10.24%
Total Liabilities	61,450.27	68,457.15	-7,006.88	-10.24%
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	57,932.87	95,836.67	-37,903.80	-39.55%
Total Equity	188,455.16	204,268.70	-15,813.54	-7.74%
TOTAL LIABILITIES & EQUITY	249,905.43	272,725.85	-22,820.42	-8.37%

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

	Mar 21	Jul '20 - Mar 21
Ordinary Income/Expense		
Income		
CBID	163,793.35	270,366.29
Event Revenue	440.00	2,993.26
Member Dues	0.00	120.00
Total Income	<u>164,233.35</u>	<u>273,479.55</u>
Gross Profit	<u>164,233.35</u>	<u>273,479.55</u>
Expense		
Advertising and P/R	295.00	664.40
Bank Service Charges	21.36	212.94
City Fees	2,500.00	5,000.00
Contract Services	12,682.74	117,439.06
Dues and Subscriptions	65.00	685.00
Equipment Rental	668.95	5,868.99
Insurance	1,395.42	7,926.67
Meetings	0.00	155.05
Permits and Fees	20.00	-1,270.00
Personnel	6,520.69	58,704.86
Postage and Delivery	0.00	407.79
Printing and Reproduction	0.00	983.25
Professional Fees	600.00	12,522.45
Rent	250.00	2,250.00
Retail Merchandise Expense	0.00	-2,410.00
Sales Tax Adjustment	0.00	-0.40
Software	0.00	99.99
Supplies	211.64	3,259.18
Telephone and Internet	336.91	2,016.30
Website	169.28	1,031.15
Total Expense	<u>25,736.99</u>	<u>215,546.68</u>
Net Ordinary Income	<u>138,496.36</u>	<u>57,932.87</u>
Net Income	<u><u>138,496.36</u></u>	<u><u>57,932.87</u></u>

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

	Mar 21	Mar 20	\$ Change	% Change
Ordinary Income/Expense				
Income				
CBID	163,793.35	0.00	163,793.35	100.0%
Event Revenue	440.00	35.00	405.00	1,157.14%
Member Dues	0.00	240.00	-240.00	-100.0%
Sponsorships	0.00	2,000.00	-2,000.00	-100.0%
Total Income	<u>164,233.35</u>	<u>2,275.00</u>	<u>161,958.35</u>	<u>7,119.05%</u>
Gross Profit	<u>164,233.35</u>	<u>2,275.00</u>	<u>161,958.35</u>	<u>7,119.05%</u>
Expense				
Advertising and P/R	295.00	1,072.21	-777.21	-72.49%
Bank Service Charges	21.36	0.00	21.36	100.0%
City Fees	2,500.00	0.00	2,500.00	100.0%
Contract Services	12,682.74	11,350.24	1,332.50	11.74%
Dues and Subscriptions	65.00	95.00	-30.00	-31.58%
Equipment Rental	668.95	608.13	60.82	10.0%
Insurance	1,395.42	695.47	699.95	100.64%
Meetings	0.00	17.95	-17.95	-100.0%
Permits and Fees	20.00	1,647.00	-1,627.00	-98.79%
Personnel	6,520.69	6,588.29	-67.60	-1.03%
Professional Fees	600.00	1,612.50	-1,012.50	-62.79%
Rent	250.00	250.00	0.00	0.0%
Supplies	211.64	124.71	86.93	69.71%
Telephone and Internet	336.91	190.95	145.96	76.44%
Website	169.28	85.30	83.98	98.45%
Total Expense	<u>25,736.99</u>	<u>24,337.75</u>	<u>1,399.24</u>	<u>5.75%</u>
Net Ordinary Income	<u>138,496.36</u>	<u>-22,062.75</u>	<u>160,559.11</u>	<u>727.74%</u>
Net Income	<u>138,496.36</u>	<u>-22,062.75</u>	<u>160,559.11</u>	<u>727.74%</u>

Willow Glen Business Association
Profit & Loss by Class

March 2021

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Shred Event Promotions/Events	Other Promotions/Events	Total Promotions/Events	Strategic Marketing	WGBA Admin	TOTAL
Ordinary Income/Expense											
Income											
CBID	36,034.54	8,189.66	18,017.27	101,551.88	163,793.35	0.00	0.00	0.00	0.00	0.00	163,793.35
Event Revenue	0.00	0.00	0.00	0.00	0.00	440.00	0.00	440.00	0.00	0.00	440.00
Total Income	36,034.54	8,189.66	18,017.27	101,551.88	163,793.35	440.00	0.00	440.00	0.00	0.00	164,233.35
Gross Profit	36,034.54	8,189.66	18,017.27	101,551.88	163,793.35	440.00	0.00	440.00	0.00	0.00	164,233.35
Expense											
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	295.00	0.00	295.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	21.36	0.00	21.36	0.00	0.00	21.36
City Fees	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
Contract Services	525.00	0.00	52.50	11,405.24	11,982.74	700.00	0.00	700.00	0.00	0.00	12,682.74
Dues/Subscriptions	65.00	0.00	0.00	0.00	65.00	0.00	0.00	0.00	0.00	0.00	65.00
Equipment Rental	668.95	0.00	0.00	0.00	668.95	0.00	0.00	0.00	0.00	0.00	668.95
Insurance	107.92	0.00	0.00	0.00	107.92	0.00	0.00	0.00	0.00	1,287.50	1,395.42
Permits and Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	20.00	20.00
Personnel	908.29	0.00	116.68	2,158.32	3,183.29	0.00	0.00	0.00	0.00	3,337.40	6,520.69
Professional Fees	600.00	0.00	0.00	0.00	600.00	0.00	0.00	0.00	0.00	0.00	600.00
Rent	250.00	0.00	0.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	250.00
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	83.01	83.01	0.00	128.63	211.64
Telephone/Internet	336.91	0.00	0.00	0.00	336.91	0.00	0.00	0.00	0.00	0.00	336.91
Website	0.00	0.00	85.30	0.00	85.30	0.00	0.00	0.00	0.00	83.98	169.28
Total Expense	5,962.07	0.00	254.48	13,563.56	19,780.11	721.36	83.01	804.37	295.00	4,857.51	25,736.99
Net Ordinary Income	30,072.47	8,189.66	17,762.79	87,988.32	144,013.24	-281.36	-83.01	-364.37	-295.00	-4,857.51	138,496.36
Net Income	30,072.47	8,189.66	17,762.79	87,988.32	144,013.24	-281.36	-83.01	-364.37	-295.00	-4,857.51	138,496.36

Willow Glen Business Association
YTD Profit & Loss by Class

July 2020 through March 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	59,480.59	13,518.31	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	59,480.59	13,518.31	29,740.29	167,627.10	270,366.29	0.00	0.00	120.00
Gross Profit	59,480.59	13,518.31	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	4,725.00	0.00	1,600.51	109,551.35	115,876.86	0.00	0.00	0.00
Dues and Subscriptions	620.00	0.00	0.00	0.00	620.00	0.00	0.00	0.00
Equipment Rental	5,868.99	0.00	0.00	0.00	5,868.99	0.00	0.00	0.00
Insurance	5,049.23	0.00	0.00	0.00	5,049.23	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	8,066.11	0.00	1,050.12	19,424.88	28,541.11	0.00	0.00	0.00
Postage and Delivery	121.54	0.00	0.00	0.00	121.54	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	11,072.45	0.00	500.00	0.00	11,572.45	0.00	0.00	0.00
Rent	2,250.00	0.00	0.00	0.00	2,250.00	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	1,621.12	0.00	0.00	0.00	1,621.12	0.00	0.00	0.00
Website	0.00	0.00	947.17	0.00	947.17	0.00	0.00	0.00
Total Expense	44,513.84	0.00	4,521.94	128,976.23	178,012.01	-1,300.00	-1,300.00	0.00
Net Ordinary Income	14,966.75	13,518.31	25,218.35	38,650.87	92,354.28	1,300.00	1,300.00	120.00
Net Income	14,966.75	13,518.31	25,218.35	38,650.87	92,354.28	1,300.00	1,300.00	120.00

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

July 2020 through March 2021

	Halloween	Holidays	Shred Event	WG Face Masks	WG Tour Books	Other	Total	Strategic	WGBA	
	Promotions/Events	Promotions/Events	Promotions	Promotions	Promotion	Promotions/Events	Promotions/Events	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	440.00	503.40	842.11	0.00	2,993.26	0.00	0.00	2,993.26
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	440.00	503.40	842.11	0.00	2,993.26	0.00	0.00	273,479.55
Gross Profit	0.00	1,207.75	440.00	503.40	842.11	0.00	2,993.26	0.00	0.00	273,479.55
Expense										
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	295.00	0.00	664.40
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	700.00	0.00	0.00	350.00	1,562.20	0.00	0.00	117,439.06
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	65.00	685.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,868.99
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,877.44	7,926.67
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	30,163.75	58,704.86
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	286.25	407.79
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	12,522.45
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,250.00
Retail Merchandise Expense	0.00	-3,225.00	0.00	-385.00	1,200.00	0.00	-2,410.00	0.00	0.00	-2,410.00
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	0.00	0.00	0.00	83.01	422.25	0.00	2,662.79	3,259.18
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	395.18	2,016.30
Website	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	83.98	1,031.15
Total Expense	125.79	-1,949.35	721.36	-379.46	1,207.28	1,816.26	1,541.88	295.00	36,997.79	215,546.68
Net Ordinary Income	-125.79	3,157.10	-281.36	882.86	-365.17	-1,816.26	1,451.38	-295.00	-36,997.79	57,932.87
Net Income	-125.79	3,157.10	-281.36	882.86	-365.17	-1,816.26	1,451.38	-295.00	-36,997.79	57,932.87

**Willow Glen Business Association
Overall Proposed Budget for FY21-22
July 1, 2021 - June 30, 2022**

(Includes CBID and Non-CBID Projected Revenue and Expenses)

Willow Glen Business Association
PROPOSED CBID BUDGET FY2021-2022
 July 1, 2021 through June 30, 2022

ATTACHMENT 1
 PROPOSED CBID BUDGET FISCAL FY21-22

Attachment 1 - CBID Detail	CBID				
CBID TOTAL FOR FY 21-22	ADMIN	C & R	DISI	SOBOP	TOTAL
\$273,867.96	(CBID)	(CBID)	(CBID)	(CBID)	CBID
Ordinary Income/Expense					
CBID Percents outlined in CBID contract:	0.25	2%	11%	62%	100%
Income					
CBID	68,466.99	5,477.36	30,125.48	169,798.13	273,867.96
Event Revenue	0.00	0.00	0.00	0.00	0.00
Grants	0.00	0.00	0.00	0.00	0.00
In-Kind	0.00	0.00	0.00	0.00	0.00
Interest Income	0.00	0.00	0.00	0.00	0.00
Member Dues	0.00	0.00	0.00	0.00	0.00
Miscellaneous Income	0.00	0.00	0.00	0.00	0.00
Sponsorships	0.00	0.00	0.00	0.00	0.00
Total Income	68,466.99	5,477.36	30,125.48	169,798.13	273,867.96
Gross Profit	68,466.99	5,477.36	30,125.48	169,798.13	273,867.96
Expense					
Advertising and Public Relations					
Strategic Marketing Initiatives			2,000.00		2,000.00
Other Advertising					
Sponsorship of Community Events					
Bad Debt					
Bank Service Charges					
City Fees	5,000.00				5,000.00
Contract Services					
City of SJ - BofA Parking	6,300.00				6,300.00
Décor (kiosk)			1,500.00		1,500.00
Décor (misc)					
Décor (holiday)			5,025.48	4,398.13	9,423.61
Décor (banners/flags)					
Décor (lighting electrical repairs)					
Street Maintenance / Cleaning / Landscaping			8,800.00	161,400.00	170,000.00
Event Production					
Entertainment					
Security (SJPD and/or private security)					
Photographer					
Contingency		5,477.36			5,477.36
County Fees	2,495.08				2,495.08
Dues and Subscriptions					
Equipment Rental					
Copier Rental	3,000.00				3,000.00

**Willow Glen Business Association
 PROPOSED CBID BUDGET FY2021-2022
 July 1, 2021 through June 30, 2022**

ATTACHMENT 1
 PROPOSED CBID BUDGET FISCAL FY21-22

Attachment 1 - CBID Detail	CBID				
CBID TOTAL FOR FY 21-22	ADMIN	C & R	DISI	SOBOP	TOTAL
\$273,867.96	(CBID)	(CBID)	(CBID)	(CBID)	CBID
Event equipment (tables, chairs, etc)					
Equipment/Furnishings					
Insurance				3,000.00	3,000.00
Meetings					
Miscellaneous					
Volunteers					
Other					
Our Avenue Committee Misc. Projects				1,000.00	1,000.00
Permits and Fees					
Personnel					
Compensation - All Staff	38,171.91				38,171.91
Payroll service					
Postage and Delivery					
Printing and Reproduction					
Professional Fees					
Graphic Design					
Accounting/Financial	8,500.00				8,500.00
Computer/tech support					
Professional fees - Other (CBID Renewal)			10,000.00		10,000.00
Rent	3,000.00				3,000.00
Supplies	2,000.00				2,000.00
Taxes					
Telephone and DSL					
Website			3,000.00		3,000.00
Total Expense	68,466.99	5,477.36	30,125.48	169,798.13	273,867.96
Net Ordinary Income	0.00	0.00	0.00	0.00	0.00
Net Income	0.00	0.00	0.00	0.00	0.00

Willow Glen Business Association
PROPOSED OVERALL BUDGET FOR FY2021-2022
 July 1, 2021 through June 30, 2022

PROPOSED OVERALL BUDGET FY21-22

	TOTAL CBID (Details in Attach 1)	TOTAL PROMOTIONS/EVENTS (Details in Attach 2)	TOTAL WGBA MEMBER REL & ADMIN	GRAND TOTAL	PERCENT OF TOTAL
Income					
CBID	273,867.96			273,867.96	55.17%
Event Revenue		195,000.00		195,000.00	39.29%
Grants		5,000.00		5,000.00	1.01%
In-Kind				0.00	0.00%
Interest Income				0.00	0.00%
Member Dues			2,000.00	2,000.00	0.40%
Miscellaneous Income		5,000.00		5,000.00	1.01%
Sponsorships		15,500.00		15,500.00	3.12%
Total Income	273,867.96	220,500.00	2,000.00	496,367.96	
Expense					
Advertising and Public Relations					
Strategic Marketing Initiatives	2,000.00	0.00	3,000.00	5,000.00	1.01%
Other Advertising	0.00	500.00		500.00	0.10%
Sponsorship of Community Events	0.00	2,000.00		2,000.00	0.40%
Bad Debt	0.00	0.00		0.00	0.00%
Bank Service Charges	0.00	0.00	500.00	500.00	0.10%
City Fees	5,000.00	0.00		5,000.00	1.01%
Contract Services					
City of SJ - BofA Parking	6,300.00	0.00		6,300.00	1.27%
Décor (kiosk)	1,500.00	0.00		1,500.00	0.30%
Décor (misc)	0.00	3,000.00		3,000.00	0.60%
Décor (holiday)	9,423.61	0.00		9,423.61	1.90%
Décor (banners/flags)	0.00	0.00		0.00	0.00%
Décor (lighting electrical repairs)	0.00	0.00		0.00	0.00%
Street Maintenance / Cleaning / Landscaping	170,000.00	0.00		170,000.00	34.28%
Event Production	0.00	3,000.00		3,000.00	0.60%
Entertainment	0.00	8,500.00		8,500.00	1.71%
Security (SJPD and/or private security)	0.00	12,500.00		12,500.00	2.52%
Photographer	0.00	0.00		0.00	0.00%
Contingency	5,477.36	0.00		5,477.36	1.10%
County Fees	2,495.08	0.00		2,495.08	0.50%
Dues and Subscriptions	0.00	0.00	500.00	500.00	0.10%
Equipment Rental					
Copier Rental	3,000.00	0.00	4,500.00	7,500.00	1.51%
Event equipment (tables, chairs, etc)	0.00	44,900.00		44,900.00	9.05%
Equipment/Furnishings	0.00	0.00		0.00	0.00%
Insurance	3,000.00	0.00	6,200.00	9,200.00	1.86%
Meetings	0.00	0.00		0.00	0.00%
Miscellaneous					
Volunteers	0.00	700.00		700.00	0.14%
Other	0.00	0.00	250.00	250.00	0.05%

Willow Glen Business Association
PROPOSED OVERALL BUDGET FOR FY2021-2022
 July 1, 2021 through June 30, 2022

PROPOSED OVERALL BUDGET FY21-22

	TOTAL CBID (Details in Attach 1)	TOTAL PROMOTIONS/EVENTS (Details in Attach 2)	TOTAL WGBA MEMBER REL & ADMIN	GRAND TOTAL	PERCENT OF TOTAL
Our Avenue Committee Misc. Projects	1,000.00	0.00		1,000.00	0.20%
Permits and Fees	0.00	7,400.00		7,400.00	1.49%
Personnel					
Compensation - All Staff	38,171.91	0.00	40,000.00	78,171.91	15.76%
Payroll Service	0.00	0.00	2,400.00	2,400.00	0.48%
Payroll Taxes	0.00	0.00	6,000.00	6,000.00	1.21%
Postage and Delivery	0.00	0.00	400.00	400.00	0.08%
Printing and Reproduction	0.00	3,000.00	100.00	3,100.00	0.63%
Professional Fees					
Graphic Design	0.00	3,500.00		3,500.00	0.71%
Accounting/Financial	8,500.00	0.00	5,000.00	13,500.00	2.72%
Computer/tech support	0.00	0.00	250.00	250.00	0.05%
Professional fees - Other (CBID Renewal)	10,000.00			10,000.00	2.02%
Rent	3,000.00	0.00		3,000.00	0.60%
Supplies	2,000.00	59,500.00	2,000.00	63,500.00	12.81%
Taxes	0.00	0.00		0.00	0.00%
Telephone and DSL	0.00	0.00	2,400.00	2,400.00	0.48%
Website	3,000.00	0.00		3,000.00	0.60%
Total Expense	273,867.96	148,500.00	73,500.00	495,867.96	
Net Income	0.00	72,000.00	-71,500.00	500.00	