



WILLOW GLEN

**Willow Glen Business Association
Board of Directors & General Membership Meeting
Agenda for Tuesday, March 10th 2020 • 8:00 am – 10:00 am
Willow Glen Community & Senior Center
2175 Lincoln Ave.**

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	Welcome
Approval of minutes	A	Approval of February Minutes	8:05 am	Review and approval of February 11 th , 2020 minutes
Executive Committee Report	I	Executive Committee Update – Linda Ruiz	8:10 am	Review and approval of February 28 th , 2020 minutes
Treasurer's Report	A	Treasurer-Tim Mulcahy - February Financial Report Proposed Budget for FY 20-21	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	CBID Committee – Nate Perez		
	I	Our Avenue Committee Chair: Vince Falcone Committee Update		
	I	Promotions & Events Committee Chair: Lynne Rovai Committee Update DOTA – New Event Ladies' Night Out, 2/13 Recap Spring Wine Walk, 4/4 Spring Marketplace, 5/2 BBQ Event, 9/26		
Neighborhood Report	I	Willow Glen Neighborhood Association Update	8:55 am– 9:00 am	
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.	9:00 am - 9:30 am	
Assoc Member Applications	A	None		
Meeting Adjournment	G	Linda Ruiz	9:30 am	

**The next WGBA Board meeting will be Tuesday, April 14th 2020 8:00 am
WG Community Center, 2175 Lincoln Ave.**

The mission of the Willow Glen Business Association is to create a vibrant downtown through 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
Board of Directors and General Membership Meeting
1.1 February 2020**

Willow Glen Community & Senior Center ~2175 Lincoln Avenue, San Jose

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

Board Meeting was called to order by Vice President Frank Bejan.

Approval of January Minutes: Motion was made by Tim Mulcahy to approve. Second by Lynne Rovai. Unanimously approved.

Approval of Executive Committee Minutes: Motion was made by Jamie Sizelove. Second by Steve Sibley. Unanimously approved.

Treasurer's Report: Tim Mulcahy reviewed the highlights of the January Financial Report. Balance Sheet: Cash on hand: 57% more than this time last year at \$162,377. Receivables and assets are tracking.
P&L: No events in January – minimal revenue was money collected from previous fund raisers. Expenses were virtually that same as 2018.
P&L Year to Date Comparison: Little to report. Profit was reduced to \$7,174.80 own from the \$26,255.08 profit showed on December 31st.
Profit & Loss by Class for January 2020: 80% of our \$20,339.28 was charged to the CBID and 20% of expenses were charged to administration.

P&L by Class July 2019-January 2020: 1st installment of the CBID received - \$104,737.32 - \$116,202.87 spent for the first 7 months – average is \$16,600.41 per month,.

NOTE: At this Board Meeting, the Financial Review prepared by our CPA for the 2018-2019 Fiscal Year needs to be approved. 2020-2021 Fiscal Year Budget is due to the City of San Jose in May – work has begun on this.

Additional information can be obtained in the full set of financials presented at the February Meeting.

Motion was made by Jamie Sizelove to approve. Second by Steve Sibley. Unanimously approved.

Member Relations Committee: Staff met with Serena Desai, Councilmember Davis' office and other City members.

CBID Committee: Nate Perez reported - (a) The meeting with our Councilmember has been pushed to March. (b). Nate met with the City who appear to be a little frustrated with the

WGBA – we need to be more timely on reports/budgets that are due them, we need to meet

our administrative requirements and management of the CBID, we need to “cross our t’s and dot our i’s”, we need to be more focused and refresh our relationship. The CBID Committee is taking ownership of dates that we need to meet.

Our Avenue Committee: Vince Falcone reported – (a). Contract with Universal has been signed. (b) Chris Dickey of Universal has quoted the WGBA on a Quarterly basis for bench cleaning, scraping the gum off benches - \$1000 Quarterly, 8 hours for Gum Removal and \$1520 Quarterly for Bench Cleaning. (c). The Our Avenue Committee has growing interest – Ann Saliba, Kathleen Erdmann, Gary & Lori Thompson have all shown interest in joining the committee. (d). Garland Issue – still hanging to low – need to address this.

P&E Committee: Lynne Rovai reported – (a). Calendar of Events for 2020 has been finalized. (b). Ladies Night Out is set for 2/13/2020. (c). Spring Wine Walk (4/4/2020) being promoted – 13 wineries have signed up to date. (d). Granada Feed, 945 Lincoln Avenue will host “Hot August Nights” on 8/16/2020 – a family friendly event. No cost to the WGBA. (e) Linda Ruiz has some great ideas for the Sidewalk Sale scheduled for 5/2/2020.

BBQ in the Glen – Robert Hernandez was not able to join in this meeting – Emilie Highley presented budgetary info (prepared by Robert Hernandez) for a 2020 BBQ, 26 September 2020. More information is needed – we will reach out to Robert.

Neighborhood Report: Rob Brittner, WGNA gave us an update on their 2020 Focus – they plan to have 4 general meetings annually. Major focus on public interest, i.e., crime.

Open Forum: (a). Sharlene Mella, retired high school drama teacher who shows continued interest in volunteering for WGBA Events. (b). Serena Desai, Councilmember Dev Davis’ Office was also present and briefly spoke about the Business Walk with the Councilmember that occurred 2 weeks ago and “Cash for Trash” which will take place – participants will earn \$4 for each bag of trash turned in – there is \$50,000 in the General Fund allocated for this program. Serena also provided us with Crime Prevention Handouts.

Associate Member Applications: Two applications received – Silicon Valley Shakespeare and Top Tier Construction. A brief discussion ensued where the idea was brought up that new Association Member would be required to volunteer at one event – the Board thought this was a great idea. Motion was made by Jamie Sizelove to approve the new members. Second by Nate Perez. Unanimously approved.

The Monthly Board Meeting was adjourned at 9:04 a.m.

Closed Session: At 9:08, the Board went into a Closed Session giving Linda Ruiz and Tim Mulcahy, both candidates for WGBA President an opportunity to present to the remaining Board why they are running for President (President’s position became available when Robert Hernandez made the decision not to continue for a 2nd year). After each ‘candidate’ presented, a vote was taken resulting in a tie (this occurred twice), the third vote resulted in

Linda Ruiz being named as President of the WGBA. Staff was present to count the written ballots. The third vote was done by a show of hands, (both Linda and Tim were asked to leave the room when the 3rd vote was taken).

Closed Session lasted until 9:25 a.m.

Respectively submitted,

*Emilie Highley, Secretary
Willow Glen Business Association*

Willow Glen Business Association
Executive Committee Meeting
29 February 2020

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

President Ruiz called the meeting to order at 8:53 a.m.

1. President Ruiz outlined her goals as President – meeting with each committee, reviewing responsibilities and understanding the priorities of the committees. She will also be reviewing the rolls and responsibilities of the Board and Staff.
2. BBQ in the Glen – After a P & L review, the 2019 just about ‘broke even’ for the event. Decision has been made to move forward with a 2020 BBQ in the Glen – Linda will contact Robert Hernandez, setting up a meeting to discuss a budget and responsibilities. Linda will work with Kandy to draw up a contract to present, and vote on, at the March Board Meeting. There was also discussion on a separate P&L for the BBQ
3. WGBA Bank Accounts – Discussed consolidating the bank accounts, moving the major account over to Wells Fargo where the current Wells account is a ‘Petty Cash Account’. Need to determine what fees we are currently paying for the account at US Bank. Bobbie Johnson suggested opening the 2nd account at Wells – a Platinum checking with interest (monies from income generating events would then gain some interest).
4. Insurance – It was discovered that the WGBA does not have “Board Protection Insurance” which would indemnify Board Members. The WGBA does have Employee Liability Insurance. Linda and Kandy will look into this and report back – this insurance does need to be put into place for the Board.
5. WGBA Website. . . Staff have encountered a few issues regarding updating. This needs to be discussed with Robert Hernandez as well as whether or not the Domain Name is registered to the WGBA or Robert.
6. WGBA LOGO and Banners – The P&E Committee will discuss this at the March Board Meeting.

General Meeting was adjourned at 9:30 a.m.

Lynn Rogers and Michael Ogelbee, San Jose City Cultural Affairs joined us to review the original funding for the murals and sculptures.

- 1 Lynn gave an overview of the original funding: \$54,000 for Murals + \$58,000 added for the sculptures and murals + \$31,000 + \$14,500
- 2 While Valerie Merklin was ED with the WGBA, she had written an interim report on project status. Upon Valerie leaving the WGBA, Scarlet Myers, joined the WGBA as ED - she managed the project, but no report was written.
- 3 Per Lynn, a 'wrap up' report is needed for the City as well as: (a) a contract for each artist, and (b) documentation on each project. This needs to be completed and submitted to the City before another grant can be given. This will be researched further by Staff and the Executive Committee.
- 4 A new grant in the amount of \$20,000.00, remaining from the former Councilmembers funds (Pierluigi Oliverio). Would this be for a mural? A sculpture? A decision would need to be made on a site. This needs to be researched further.
- 5 Tim Mulcahy also brought up the ~\$13,000 that the WGBA has been carrying on the books from the original funding. Lynn pointed out that she was not aware of this and will need to look into this further – exactly where did it come from?

No resolution was reached, but further investigation and discussion is needed and another meeting to be set at a later date.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association

Willow Glen Business Association Balance Sheet Prev Year Comparison As of February 29, 2020

	Feb 29, 20	Feb 28, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	260,517.88	77,603.70	182,914.18	235.7%
Wells Fargo Checking	13,434.69	3,019.33	10,415.36	344.96%
Total Checking/Savings	273,952.57	80,623.03	193,329.54	239.79%
Accounts Receivable				
Accounts Receivable	2,200.00	5,336.65	-3,136.65	-58.78%
Total Accounts Receivable	2,200.00	5,336.65	-3,136.65	-58.78%
Other Current Assets				
Refundable Deposits	0.00	1,000.00	-1,000.00	-100.0%
Service Deposits	500.00	500.00	0.00	0.0%
Total Other Current Assets	500.00	1,500.00	-1,000.00	-66.67%
Total Current Assets	276,652.57	87,459.68	189,192.89	216.32%
Fixed Assets				
Eqmnt, Furnit., and Computers	7,310.79	6,561.90	748.89	11.41%
Total Fixed Assets	7,310.79	6,561.90	748.89	11.41%
TOTAL ASSETS	283,963.36	94,021.58	189,941.78	202.02%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Other Current Liabilities				
ARTWORKS Project	13,437.88	13,037.88	400.00	3.07%
CBID Contingency Reserve	44,194.03	31,716.79	12,477.24	39.34%
Sales Tax Payable	0.00	24.27	-24.27	-100.0%
Total Other Current Liabilities	57,631.91	44,778.94	12,852.97	28.7%
Total Current Liabilities	57,631.91	44,778.94	12,852.97	28.7%
Total Liabilities	57,631.91	44,778.94	12,852.97	28.7%
Equity				
Accumulated Net Assets	108,432.03	48,592.38	59,839.65	123.15%
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	117,899.42	650.26	117,249.16	18,031.12%
Total Equity	226,331.45	49,242.64	177,088.81	359.63%
TOTAL LIABILITIES & EQUITY	283,963.36	94,021.58	189,941.78	202.02%

Willow Glen Business Association
Profit & Loss by Class
May 1, 2019 through February 11, 2020
BBQ in the Glen

Ordinary Income/Expense	(Fundraising Events)	Total Fundraising Events	TOTAL
Income			
Event Revenue			
Tickets	40,697.28	40,697.28	40,697.28
Total Event Revenue	40,697.28	40,697.28	40,697.28
Eventbrite Ticket Sales	6,125.00	6,125.00	6,125.00
Sponsorships			
Sponsorships	18,250.00	18,250.00	18,250.00
Total Sponsorships	18,250.00	18,250.00	18,250.00
Total Income	65,072.28	65,072.28	65,072.28
Gross Profit	65,072.28	65,072.28	65,072.28
Expense			
Bank Service Charges	8.00	8.00	8.00
Contract Services			
Entertainment	1,350.00	1,350.00	1,350.00
Event Production			
Awards & Prizes	9,318.00	9,318.00	9,318.00
Event Production - Other	787.00	787.00	787.00
Total Event Production	10,105.00	10,105.00	10,105.00
Photographer	1,000.00	1,000.00	1,000.00
Security	2,603.95	2,603.95	2,603.95
Street Maintenance/Cleaning	1,764.36	1,764.36	1,764.36
Total Contract Services	16,823.31	16,823.31	16,823.31
County Fees	50.00	50.00	50.00
Equipment Rental			
Event Equipment	18,221.82	18,221.82	18,221.82
Equipment Rental - Other	451.53	451.53	451.53
Total Equipment Rental	18,673.35	18,673.35	18,673.35
Permits and Fees	6,455.00	6,455.00	6,455.00
Printing and Reproduction			
Supplies	250.00	250.00	250.00
Supplies	23,189.40	23,189.40	23,189.40
Total Expense	65,449.06	65,449.06	65,449.06
Net Ordinary Income	-376.78	-376.78	-376.78
Net Income	-376.78	-376.78	-376.78

Willow Glen Business Association
Profit & Loss YTD Comparison
February 2020

	Feb 20	Jul '19 - Feb 20
Ordinary Income/Expense		
Income		
CBID	151,535.56	256,272.88
Event Revenue	0.00	45,343.28
Eventbrite Ticket Sales	0.00	109,844.30
Interest Income	0.00	0.75
Member Dues	120.00	1,920.00
Sponsorships	0.00	14,184.00
Total Income	151,655.56	427,565.21
Gross Profit	151,655.56	427,565.21
Expense		
Advertising and P/R	1,503.63	1,703.63
Bank Service Charges	35.00	199.90
City Fees	2,500.00	5,000.00
Contract Services	22,175.48	121,077.10
County Fees	0.00	50.00
Dues and Subscriptions	95.00	1,010.00
Equipment Rental	688.83	38,229.68
Insurance	2,984.57	6,426.21
Meetings	35.95	457.82
Permits and Fees	0.00	8,695.00
Personnel	6,637.26	53,234.04
Postage and Delivery	0.00	257.00
Printing and Reproduction	915.76	2,020.74
Professional Fees	2,411.00	12,914.65
Rent	250.00	2,000.00
Retail Merchandise Expense	0.00	-3,664.00
Sales Tax Adjustment	0.00	-0.11
Software	99.99	99.99
Supplies	262.87	57,503.80
Telephone and Internet	190.95	1,588.47
Website	264.65	861.87
Total Expense	41,050.94	309,665.79
Net Ordinary Income	110,604.62	117,899.42
Net Income	110,604.62	117,899.42

Willow Glen Business Association
Profit & Loss by Class

February 2020

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Spring Wine Walk Fundraising	Total Fundraising	Member Relations	Spring LNO Promotion	Other Promotions/Events	Total Promotions/Events	Strategic Marketing	WGBA Admin	TOTAL
Ordinary Income/Expense														
Income														
CBID	33,337.83	7,576.76	16,668.92	93,952.05	151,535.56	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	151,535.56
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	120.00	0.00	0.00	0.00	0.00	0.00	120.00
Total Income	33,337.83	7,576.76	16,668.92	93,952.05	151,535.56	0.00	0.00	120.00	0.00	0.00	0.00	0.00	0.00	151,655.56
Gross Profit	33,337.83	7,576.76	16,668.92	93,952.05	151,535.56	0.00	0.00	120.00	0.00	0.00	0.00	0.00	0.00	151,655.56
Expense														
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	23.79	1,479.84	1,503.63	0.00	0.00	1,503.63
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	0.00	35.00	35.00
City Fees	2,500.00	0.00	0.00	0.00	2,500.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
Contract Services	525.00	0.00	0.00	21,650.48	22,175.48	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	22,175.48
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.00	95.00
Equipment Rental	688.83	0.00	0.00	0.00	688.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	688.83
Insurance	1,808.50	0.00	0.00	0.00	1,808.50	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,176.07	2,984.57
Meetings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	35.95	35.95
Personnel	1,035.46	0.00	116.68	2,158.32	3,310.46	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,326.80	6,637.26
Printing/Reproduction	0.00	0.00	0.00	0.00	0.00	294.98	294.98	0.00	0.00	294.97	294.97	325.81	0.00	915.76
Professional Fees	1,236.00	0.00	0.00	0.00	1,236.00	550.00	550.00	0.00	375.00	250.00	625.00	0.00	0.00	2,411.00
Rent	250.00	0.00	0.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00
Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.99	99.99
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	249.09	0.00	249.09	0.00	13.78	262.87
Telephone and Internet	86.54	0.00	0.00	0.00	86.54	0.00	0.00	0.00	0.00	0.00	0.00	0.00	104.41	190.95
Website	0.00	0.00	264.65	0.00	264.65	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	264.65
Total Expense	8,130.33	0.00	381.33	23,808.80	32,320.46	844.98	844.98	0.00	647.88	2,024.81	2,672.69	325.81	4,887.00	41,050.94
Net Ordinary Income	25,207.50	7,576.76	16,287.59	70,143.25	119,215.10	-844.98	-844.98	120.00	-647.88	-2,024.81	-2,672.69	-325.81	-4,887.00	110,604.62
Net Income	25,207.50	7,576.76	16,287.59	70,143.25	119,215.10	-844.98	-844.98	120.00	-647.88	-2,024.81	-2,672.69	-325.81	-4,887.00	110,604.62

Willow Glen Business Association
YTD Profit & Loss by Class
July 2019 through February 2020

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	BBQ in the Glen Fundraising	Bubbly Walk Fundraising	Fall Wine Walk Fundraising	Spring Wine Walk Fundraising	Total Fundraising Events	Member Relations
Ordinary Income/Expense											
Income											
CBID	59,522.16	9,671.51	28,190.02	158,889.19	256,272.88	0.00	0.00	0.00	0.00	0.00	0.00
Event Revenue	0.00	0.00	0.00	0.00	0.00	40,697.28	1,420.00	665.00	0.00	42,782.28	0.00
Eventbrite Ticket Sales	0.00	0.00	0.00	0.00	0.00	6,125.00	27,116.80	27,738.50	0.00	60,980.30	0.00
Interest Income	0.00	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	0.00	1,920.00
Sponsorships	0.00	0.00	0.00	0.00	0.00	10,084.00	2,500.00	1,500.00	0.00	14,084.00	0.00
Total Income	59,522.16	9,671.51	28,190.02	158,889.19	256,272.88	56,906.28	31,036.80	29,903.50	0.00	117,846.58	1,920.00
Gross Profit	59,522.16	9,671.51	28,190.02	158,889.19	256,272.88	56,906.28	31,036.80	29,903.50	0.00	117,846.58	1,920.00
Expense											
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	35.52	100.00	0.00	135.52	0.00
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	8.00	0.00	0.00	0.00	8.00	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	4,200.00	0.00	685.63	90,554.16	95,439.79	16,823.31	2,682.00	2,552.00	0.00	22,057.31	0.00
County Fees	0.00	0.00	0.00	0.00	0.00	50.00	0.00	0.00	0.00	50.00	0.00
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	4,978.75	0.00	0.00	0.00	4,978.75	18,673.35	1,294.26	789.39	0.00	20,757.00	0.00
Insurance	4,835.85	0.00	0.00	0.00	4,835.85	0.00	0.00	0.00	0.00	0.00	0.00
Meetings	0.00	0.00	72.91	0.00	72.91	0.00	0.00	0.00	0.00	0.00	0.00
Permits and Fees	244.00	0.00	0.00	0.00	244.00	6,455.00	1,647.00	339.00	0.00	8,441.00	0.00
Personnel	7,275.14	0.00	933.44	17,266.56	25,475.14	0.00	0.00	0.00	0.00	0.00	0.00
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Printing/Reproduction	0.00	0.00	0.00	0.00	0.00	250.00	280.00	280.00	589.96	1,399.96	0.00
Professional Fees	9,414.65	0.00	0.00	0.00	9,414.65	0.00	800.00	200.00	550.00	1,550.00	0.00
Rent	2,000.00	0.00	0.00	0.00	2,000.00	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	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	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	27.29	0.00	0.00	0.00	27.29	23,189.40	16,909.57	12,389.31	0.00	52,488.28	149.29
Telephone/Internet	173.08	0.00	0.00	0.00	173.08	0.00	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	861.87	0.00	861.87	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	38,148.76	0.00	2,553.85	107,820.72	148,523.33	65,449.06	23,648.35	16,649.70	1,139.96	106,887.07	149.29
Net Ordinary Income	21,373.40	9,671.51	25,636.17	51,068.47	107,749.55	-8,542.78	7,388.45	13,253.80	-1,139.96	10,959.51	1,770.71
Net Income	21,373.40	9,671.51	25,636.17	51,068.47	107,749.55	-8,542.78	7,388.45	13,253.80	-1,139.96	10,959.51	1,770.71

Willow Glen Business Association
YTD Profit & Loss by Class
July 2019 through February 2020

	Halloween (Promotions & Events)	Holidays (Promotions & Events)	Spring Ladies Night Out (Promotions & Events)	Summer Ladies Night Out (Promotions & Events)	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	0.00	256,272.88
Event Revenue	0.00	2,561.00	0.00	0.00	0.00	2,561.00	0.00	0.00	45,343.28
Eventbrite Ticket Sales	0.00	48,864.00	0.00	0.00	0.00	48,864.00	0.00	0.00	109,844.30
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.75	0.75
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,920.00
Sponsorships	0.00	100.00	0.00	0.00	0.00	100.00	0.00	0.00	14,184.00
Total Income	0.00	51,525.00	0.00	0.00	0.00	51,525.00	0.00	0.75	427,565.21
Gross Profit	0.00	51,525.00	0.00	0.00	0.00	51,525.00	0.00	0.75	427,565.21
Expense									
Advertising and P/R	0.00	0.00	88.27	0.00	1,479.84	1,568.11	0.00	0.00	1,703.63
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	0.00	0.00	191.90	199.90
City Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5,000.00
Contract Services	1,980.00	1,600.00	0.00	0.00	0.00	3,580.00	0.00	0.00	121,077.10
County Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,010.00	1,010.00
Equipment Rental	0.00	12,493.93	0.00	0.00	0.00	12,493.93	0.00	0.00	38,229.68
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,590.36	6,426.21
Meetings	0.00	0.00	0.00	0.00	48.73	48.73	0.00	336.18	457.82
Permits and Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.00	8,695.00
Personnel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	27,758.90	53,234.04
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	257.00	257.00
Printing/Reproduction	0.00	0.00	0.00	0.00	294.97	294.97	325.81	0.00	2,020.74
Professional Fees	0.00	225.00	375.00	500.00	250.00	1,350.00	0.00	600.00	12,914.65
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,000.00
Retail Merchandise	0.00	-3,664.00	0.00	0.00	0.00	-3,664.00	0.00	0.00	-3,664.00
Sales Tax Adjustment	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-0.11	-0.11
Software	0.00	0.00	0.00	0.00	0.00	0.00	0.00	99.99	99.99
Supplies	1,732.95	1,005.69	249.09	193.92	564.21	3,745.86	0.00	1,093.08	57,503.80
Telephone/Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,415.39	1,588.47
Website	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	861.87
Total Expense	3,712.95	11,660.62	712.36	693.92	2,637.75	19,417.60	325.81	34,362.69	309,665.79
Net Ordinary Income	-3,712.95	39,864.38	-712.36	-693.92	-2,637.75	32,107.40	-325.81	-34,361.94	117,899.42
Net Income	-3,712.95	39,864.38	-712.36	-693.92	-2,637.75	32,107.40	-325.81	-34,361.94	117,899.42

**Willow Glen Business Association
PROPOSED CBID BUDGET FY2020-2021
July 1, 2020 through June 30, 2021**

ATTACHMENT 1
PROPOSED CBID DETAIL FY20-21

Attachment 1 - CBID Detail	CBID				
CBID TOTAL FOR FY 20-21 \$269,231.62	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	TOTAL CBID
Ordinary Income/Expense					
CBID Percents outlined in CBID contract:	0.25	2%	11%	62%	100%
Income					
CBID	67,307.91	5,384.63	29,615.48	166,923.60	269,231.62
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	67,307.91	5,384.63	29,615.48	166,923.60	269,231.62
Gross Profit	67,307.91	5,384.63	29,615.48	166,923.60	269,231.62
Expense					
Advertising and Public Relations					
Strategic Marketing Initiatives			5,000.00		5,000.00
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)			6,500.00		6,500.00
Décor (holiday)			5,000.00	3,893.89	8,893.89
Décor (banners/flags)				10,000.00	10,000.00
Décor (lighting electrical repairs)				2,500.00	2,500.00
Street Maintenance / Cleaning / Landscaping				140,000.00	140,000.00
Event Production					
Entertainment					
Security (SJPD and/or private security)					
Photographer					
Contingency		5,384.63			5,384.63
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 FY2020-2021
 July 1, 2020 through June 30, 2021

ATTACHMENT 1
 PROPOSED CBID DETAIL FY20-21

Attachment 1 - CBID Detail	CBID				
CBID TOTAL FOR FY 20-21	ADMIN	C & R	DISI	SOBOP	TOTAL
\$269,231.62	(CBID)	(CBID)	(CBID)	(CBID)	CBID
Event equipment (tables, chairs, etc)					
Equipment/Furnishings					
Insurance				5,336.21	5,336.21
Meetings					
Miscellaneous					
Volunteers					
Other					
Our Avenue Committee Misc. Projects				5,193.50	5,193.50
Permits and Fees					
Personnel					37012.82
Compensation - All Staff	37,012.83		8,615.48		45,628.31
Payroll service					
Postage and Delivery					
Printing and Reproduction					
Professional Fees					
Graphic Design					
Accounting/Financial	8,500.00				8,500.00
Computer/tech support					
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	67,307.91	5,384.63	29,615.48	166,923.60	269,231.62
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

**Board Members – Please check your name
Guests – Please sign in**

**Willow Glen Business Association
March 10th, 2020 Membership & Board Meeting**

Board Members – Please check in

- Bejan, Frank
- Erdmann, Kathleen
- Falcone, Vince
- Hartman, Barbara
- Highley, Emilie
- Johnson, Bobbie

- Mulcahy, Tim
- O'Hara, Lisa
- Perez, Nate
- Pisacane, John
- Rivas, Sara

- Rovai, Lynne
- Ruiz, Linda
- Sibley, Steve
- Sizelove, Jamie
- Thomas, Cyndy

Guests – Please print

Name	Business	Phone & E-mail
1. ^(Ann) Antoinette Saliba	Snow Hartman Fong	ann@cpahfa.com 408-354-8500 x117
2. Gary Thompson	Reflections Elegance Gallery	Gmtompson2006@scr.com.net 408 309 5094
3. David Thompson	//	831-238-3155
4.		
5.		