



**Willow Glen Business Association
Board of Directors & General Membership Meeting
Wednesday, May 20th 2020, 10:00 am – 11:30 am
Zoom Meeting**

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	10:00 am	Welcome
Approval of minutes	A	Dev Davis, SJ City Councilmember District 6 Approval of April Minutes		Meeting Canceled due to COVID-19
Executive Committee Report	I	Executive Committee Update – Linda Ruiz	10:45 am	Review and approval of May 1st, 2020 minutes
Treasurer's Report	A	Treasurer-Tim Mulcahy –April Financial Report	11:00 am	Board approval Accept Report
Committees to provide an update to board and membership on their projects.	I	Member Relations Committee WGBA Staff		No new updates due to COVID-19
	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 Spring Marketplace, TBD BBQ, 9/26		
	I			
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.		
Assoc Member Applications	A	None		
Meeting Adjournment	G	Linda Ruiz	11:30 am	

**The next WGBA Board meeting will be Tuesday, June 9th 2020 8:00 am
WG Community Center, 2175 Lincoln Ave.**

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.

Willow Glen Business Association

Executive Committee Meeting

May 1st, 2020

Attendees: Linda Ruiz, Frank Bejan, Bobbie Johnson, Tim Mulcahy, Staff – Stephanie Whaley, Kandy Stevens

Attendees not in Attendance: Emilie Highley

President Linda Ruiz called the meeting to order at 10:05 a.m.

NOTE: The meeting was conducted via televideo (ZOOM).

1. Linda Ruiz, “How can we better support the community and local businesses?” a) rerun restaurants offering Take Out and/or Delivery ad in the WG Resident b) ideas to better support retail businesses will be visited at a later date. c) purchase and place signs in planters along the avenue, “Willow Glen Supports Middle/High School Graduates” d) place a banner across the avenue when businesses start to reopen.
2. Website – Linda voiced her concern regarding the office staff’s inability to make updates or access the website. Robert is currently updating the website as needed at no charge. Linda and Staff will create a list of changes, additions and questions that relate to the website. The list will be reviewed with Robert.
3. Currently all upcoming events are tabled at this time and will be reviewed at a later date.
4. The monthly cost for the office printer copier was brought up for discussion. Tim reported to the board, “When you add the savings of outside printing charges that have been reduced by having a high end copier it has proven to be a reasonable investment.” Our copier lease agreement expires in twenty months. Linda asked Frank to shop and compare pricing on copiers. Frank will report back to the board at our next meeting.
5. Stephanie reported the CBID budget was turned into the City two weeks prior to the deadline of May 1st. The City acknowledged receipt of the budget. Our next financial report to the City is due October 1st.
6. Staff brought up for discussion outstanding Associate membership dues. The decision was made by the executive board to waive all associate membership dues for 2020. This number is roughly 34 members and \$3,000. Associate members will be notified via email through Constant Contact.

7. Councilmember Dev Davis is offering to host our WGBA Wednesday, May 20th board meeting at 10:00 a.m. via ZOOM. This will allow a longer meeting time, more advanced settings and participant capacity. Dev also offered to address the board regarding the city's response to COVID-19 or any other city-related issues. The executive board accepted Dev's offer.

Executive Board Meeting was adjourned at 10:45 a.m.

Respectively Submitted,

On behalf of Emilie Highley (WGBA Secretary)

Kandy Stevens

April 2020 Financial Report for the May Board Meeting

Balance Sheet Previous Year Comparison

The Association is in solid shape despite the lack of activity. Cash on hand is \$252,180 more than 4 times this period last year. The comparisons between the two years is skewed because the 2nd installment of the C.B.I.D. of \$149,000 in 2019 wasn't received until May. That being said if you add in that amount for 2019 our cash position is still \$ 41,000 better than the previous year. Accts. payable is \$ 22,021 more than 2019 and is all having to do with the maintenance contract. Our accumulated net assets (stockholder equity) is almost \$109,000 and net income year to date is \$72,437. We will get a better comparison between the two years once the increased revenue is recorded for May 2019..

Profit and Loss Previous Year Comparison

Expenses for the month were \$21,500 which is basically our current overhead. Gross profit shows a negative of \$1,900.00. We wrote off \$1000 for uncollected Sereno BBQ sponsorship and \$900.00 for uncollected Associate Member dues.

Profit and Loss Previous Year to date Comparison

This year's cancellation of the Spring Wine Walk probably cost \$20-25 thousand in lost net income. Revenues were down almost \$37,000 and expenses were down \$14,135.00 because of the cancelled event.

Profit and Loss by Class for April 2020

Of the \$21,500 in expenses 83% was charged to C.B.I.D. and the balance to W.G.B.A. Administration. You can see the reductions for sponsors and member relations. There was one additional expense of \$250.00 the price of the ad in the WG Resident for restaurant support.

Profit and Loss by Class July through April 2020.

Total Income for the year shouldn't change for the last two months of the year at \$427,940.21. We prepaid \$1,647.00 to the SJPD for the wine walk but will receive a credit towards the next event. Net income so far this year is \$72,437 but with no P/E activity the projection at year's end should be right around a \$30,000 profit for 2019-20.

Overall we've got enough cash to comfortably get us through the next 5 months until the next C.B.I.D. check is due. With so much uncertainty because of the virus its going to be difficult to estimate whether we will make budget on Christmas promotion revenue and when the next wine and bubbly walk will take place.. Until we figure that out we will be able to operate as usual.

Willow Glen Business Association Balance Sheet Prev Year Comparison As of April 30, 2020

	Apr 30, 20	Apr 30, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	241,519.77	57,897.72	183,622.05	317.15%
Wells Fargo Checking	10,660.80	3,264.39	7,396.41	226.58%
Total Checking/Savings	252,180.57	61,162.11	191,018.46	312.32%
Accounts Receivable				
Accounts Receivable	540.00	2,376.65	-1,836.65	-77.28%
Total Accounts Receivable	540.00	2,376.65	-1,836.65	-77.28%
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	253,470.57	64,288.76	189,181.81	294.27%
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	260,781.36	71,599.55	189,181.81	264.22%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	22,280.48	258.72	22,021.76	8,511.81%
Total Accounts Payable	22,280.48	258.72	22,021.76	8,511.81%
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	79,912.39	45,037.66	34,874.73	77.44%
Total Liabilities	79,912.39	45,037.66	34,874.73	77.44%
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	72,436.94	-22,030.49	94,467.43	428.8%
Total Equity	180,868.97	26,561.89	154,307.08	580.93%
TOTAL LIABILITIES & EQUITY	260,781.36	71,599.55	189,181.81	264.22%

Willow Glen Business Association
Profit & Loss Prev Year Comparison
April 2020

	Apr 20	Apr 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	0.00	1,005.00	-1,005.00	-100.0%
Eventbrite Ticket Sales	0.00	35,715.00	-35,715.00	-100.0%
Member Dues	-900.00	120.00	-1,020.00	-850.0%
Sponsorships	-1,000.00	0.00	-1,000.00	-100.0%
Total Income	-1,900.00	36,840.00	-38,740.00	-105.16%
Gross Profit	-1,900.00	36,840.00	-38,740.00	-105.16%
Expense				
Advertising and P/R	250.00	60.77	189.23	311.39%
Contract Services	12,270.24	12,550.94	-280.70	-2.24%
Dues and Subscriptions	95.00	95.00	0.00	0.0%
Equipment Rental	631.07	1,995.77	-1,364.70	-68.38%
Equipment/Furnishings	0.00	43.68	-43.68	-100.0%
Insurance	685.47	679.48	5.99	0.88%
Meetings	0.00	16.95	-16.95	-100.0%
Personnel	6,440.58	6,521.03	-80.45	-1.23%
Postage and Delivery	1.60	0.00	1.60	100.0%
Printing and Reproduction	0.00	2,082.08	-2,082.08	-100.0%
Professional Fees	600.00	600.00	0.00	0.0%
Rent	250.00	250.00	0.00	0.0%
Sales Tax Adjustment	0.00	575.79	-575.79	-100.0%
Supplies	0.00	9,914.86	-9,914.86	-100.0%
Telephone and Internet	190.58	166.18	24.40	14.68%
Website	85.19	83.15	2.04	2.45%
Total Expense	21,499.73	35,635.68	-14,135.95	-39.67%
Net Ordinary Income	-23,399.73	1,204.32	-24,604.05	-2,042.98%
Net Income	-23,399.73	1,204.32	-24,604.05	-2,042.98%

**Willow Glen Business Association
Profit & Loss YTD Comparison
April 2020**

	Apr 20	Jul '19 - Apr 20
Ordinary Income/Expense		
Income		
CBID	0.00	256,272.88
Event Revenue	0.00	45,378.28
Eventbrite Ticket Sales	0.00	109,844.30
Interest Income	0.00	0.75
Member Dues	-900.00	1,260.00
Sponsorships	-1,000.00	15,184.00
Total Income	<u>-1,900.00</u>	<u>427,940.21</u>
Gross Profit	-1,900.00	427,940.21
Expense		
Advertising and P/R	250.00	3,025.84
Bank Service Charges	0.00	199.90
City Fees	0.00	5,000.00
Contract Services	12,270.24	144,697.58
County Fees	0.00	50.00
Dues and Subscriptions	95.00	1,200.00
Equipment Rental	631.07	39,468.88
Insurance	685.47	7,807.15
Meetings	0.00	475.77
Permits and Fees	0.00	10,342.00
Personnel	6,440.58	66,262.91
Postage and Delivery	1.60	258.60
Printing and Reproduction	0.00	2,020.74
Professional Fees	600.00	15,127.15
Rent	250.00	2,500.00
Retail Merchandise Expense	0.00	-3,664.00
Sales Tax Adjustment	0.00	-0.11
Software	0.00	99.99
Supplies	0.00	57,628.51
Telephone and Internet	190.58	1,970.00
Website	85.19	1,032.36
Total Expense	<u>21,499.73</u>	<u>355,503.27</u>
Net Ordinary Income	-23,399.73	72,436.94
Net Income	<u>-23,399.73</u>	<u>72,436.94</u>

Willow Glen Business Association Profit & Loss by Class

April 2020

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	BBQ in the Glen Fundraising Events	Total Fundraising Events	Member Relations	Strategic Marketing	WGBA Admin	TOTAL
Ordinary Income/Expense										
Income										
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	-900.00	0.00	0.00	-900.00
Sponsorships	0.00	0.00	0.00	0.00	-1,000.00	-1,000.00	0.00	0.00	0.00	-1,000.00
Total Income	0.00	0.00	0.00	0.00	-1,000.00	-1,000.00	-900.00	0.00	0.00	-1,900.00
Gross Profit	0.00	0.00	0.00	0.00	-1,000.00	-1,000.00	-900.00	0.00	0.00	-1,900.00
Expense										
Advertising/P/R	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00	0.00	250.00
Contract Services	525.00	0.00	11,745.24	12,270.24	0.00	0.00	0.00	0.00	0.00	12,270.24
Dues/Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	95.00	95.00
Equipment Rental	631.07	0.00	0.00	631.07	0.00	0.00	0.00	0.00	0.00	631.07
Insurance	606.84	0.00	0.00	606.84	0.00	0.00	0.00	0.00	78.63	685.47
Personnel	854.62	116.68	2,158.32	3,129.62	0.00	0.00	0.00	0.00	3,310.96	6,440.58
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1.60	1.60
Professional Fees	600.00	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	250.00	0.00	0.00	0.00	0.00	0.00	250.00
Telephone/Internet	86.54	0.00	0.00	86.54	0.00	0.00	0.00	0.00	104.04	190.58
Website	0.00	85.19	0.00	85.19	0.00	0.00	0.00	0.00	0.00	85.19
Total Expense	3,554.07	201.87	13,903.56	17,659.50	0.00	0.00	0.00	250.00	3,590.23	21,499.73
Net Ordinary Income	-3,554.07	-201.87	-13,903.56	-17,659.50	-1,000.00	-1,000.00	-900.00	-250.00	-3,590.23	-23,399.73
Net Income	-3,554.07	-201.87	-13,903.56	-17,659.50	-1,000.00	-1,000.00	-900.00	-250.00	-3,590.23	-23,399.73

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

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	BBQ in the Glen Fundraising	BeerWalk 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	0.00
Event Revenue	0.00	0.00	0.00	0.00	0.00	40,697.28	0.00	1,420.00	665.00	35.00	42,817.28	0.00
Eventbrite Ticket Sales	0.00	0.00	0.00	0.00	0.00	6,125.00	0.00	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	0.00
Member Dues	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,260.00
Sponsorships	0.00	0.00	0.00	0.00	0.00	9,084.00	2,000.00	2,500.00	1,500.00	0.00	15,084.00	0.00
Total Income	59,522.16	9,671.51	28,190.02	158,889.19	256,272.88	55,906.28	2,000.00	31,036.80	29,903.50	35.00	118,881.58	1,260.00
Gross Profit	59,522.16	9,671.51	28,190.02	158,889.19	256,272.88	55,906.28	2,000.00	31,036.80	29,903.50	35.00	118,881.58	1,260.00
Expense												
Advertising and P/R	0.00	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	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	0.00
Contract Services	5,250.00	0.00	685.63	113,124.64	119,060.27	16,823.31	0.00	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	0.00	50.00	0.00
Dues and 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
Equipment Rental	6,299.55	0.00	0.00	0.00	6,299.55	18,673.35	0.00	1,294.26	789.39	-81.60	20,675.40	0.00
Insurance	6,059.53	0.00	0.00	0.00	6,059.53	0.00	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	0.00
Permits and Fees	244.00	0.00	0.00	0.00	244.00	6,455.00	0.00	1,647.00	339.00	1,647.00	10,088.00	0.00
Personnel	9,056.25	0.00	1,166.80	21,583.20	31,806.25	0.00	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	0.00
Printing and Reproduction	0.00	0.00	0.00	0.00	0.00	250.00	0.00	280.00	280.00	589.96	1,399.96	0.00
Professional Fees	11,627.15	0.00	0.00	0.00	11,627.15	0.00	0.00	800.00	200.00	550.00	1,550.00	0.00
Rent	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
Retail Merchandise	0.00	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	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	0.00
Supplies	27.29	0.00	0.00	0.00	27.29	23,189.40	0.00	16,909.57	12,389.31	57.50	52,545.78	149.29
Telephone and Internet	346.16	0.00	0.00	0.00	346.16	0.00	0.00	0.00	0.00	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	0.00	0.00	0.00	0.00
Total Expense	46,409.93	0.00	2,957.70	134,707.84	184,075.47	65,449.06	0.00	23,648.35	16,649.70	2,762.86	108,509.97	149.29
Net Ordinary Income	13,112.23	9,671.51	25,232.32	24,181.35	72,197.41	-9,542.78	2,000.00	7,388.45	13,253.80	-2,727.86	10,371.61	1,110.71
Net Income	13,112.23	9,671.51	25,232.32	24,181.35	72,197.41	-9,542.78	2,000.00	7,388.45	13,253.80	-2,727.86	10,371.61	1,110.71

Willow Glen Business Association
YTD Profit & Loss by Class
July 2019 through April 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	45,378.28
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	1,260.00
Sponsorships	0.00	100.00	0.00	0.00	0.00	100.00	0.00	0.00	15,184.00
Total Income	0.00	51,525.00	0.00	0.00	0.00	51,525.00	0.00	0.75	427,940.21
Gross Profit	0.00	51,525.00	0.00	0.00	0.00	51,525.00	0.00	0.75	427,940.21
Expense									
Advertising and P/R	0.00	0.00	160.48	0.00	1,479.84	1,640.32	1,250.00	0.00	3,025.84
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	144,697.58
County Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	50.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,200.00	1,200.00
Equipment Rental	0.00	12,493.93	0.00	0.00	0.00	12,493.93	0.00	0.00	39,468.88
Insurance	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,747.62	7,807.15
Meetings	0.00	0.00	0.00	0.00	48.73	48.73	0.00	354.13	475.77
Permits and Fees	0.00	0.00	0.00	0.00	0.00	0.00	0.00	10.00	10,342.00
Personnel	0.00	0.00	0.00	0.00	0.00	0.00	0.00	34,456.66	66,262.91
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	258.60	258.60
Printing and 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	15,127.15
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,500.00
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	1,160.29	57,628.51
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,623.84	1,970.00
Website	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,032.36
Total Expense	3,712.95	11,660.62	784.57	693.92	2,637.75	19,489.81	1,575.81	41,702.92	355,503.27
Net Ordinary Income	-3,712.95	39,864.38	-784.57	-693.92	-2,637.75	32,035.19	-1,575.81	-41,702.17	72,436.94
Net Incme	-3,712.95	39,864.38	-784.57	-693.92	-2,637.75	32,035.19	-1,575.81	-41,702.17	72,436.94