



— DOWNTOWN —
WILLOW GLEN

**Willow Glen Business Association
Board of Directors & General Membership Meeting
Tuesday, November 10th, 2020 * 9:00 am – 10:00 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 District 6 Councilmember Dev Davis	9:00 am – 9:15 am	Welcome
Approval of minutes	A	Approval of October Minutes	9:15am	Review and approval of, October 20 th , 2020 minutes
Executive Committee Report	I	Executive Committee Update – Linda Ruiz Board Recruitment	9:20 am	Review and approval November 6 th , 2020 minutes
Treasurer's Report	A	Treasurer-Tim Mulcahy – October Financial Report	9:35 am	Board approval Accept Report
Committees to provide an update to board and membership on their projects.	I	Member Relations Committee WGBA Staff	9:40 am – 9:55 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 Halloween Recap "Farmer's Market" Holiday Ornament Small Business Saturday		
	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.	9:55 am – 10:00 am	
Assoc Member Applications	A	None		
Meeting Adjournment	G	Linda Ruiz	10:00 am	

**The next WGBA Board meeting will be Tuesday, December 8th, 2020, time 9:00 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
Tuesday, October 20th, 2020
Zoom Video Conference Board Meeting

Board Members in Attendance: Frank Bejan, Kathleen Erdmann, Tim Mulcahy, John Pisacane, Lynne Rovai, Linda Ruiz, Steve Sibley, Cyndy Thomas
Staff: Stephanie Whaley & Kandy Stevens

Guests: Councilmember Dev Davis, Serena Desai (Councilmember Davis' Office) and Rod Brittner (Willow Glen Neighborhood Association)

Board Members Absent: Vince Falcone, Barbara Hartman, Emilie Highley, Bobbie Johnson, Nate Perez, Sara Rivas, Jamie Sizelove

Board Meeting was called to order by President Ruiz at 9:05 AM. The board meeting was conducted via Zoom video conference.

The meeting was turned over to Councilmember Dev Davis. Dev reported 1) Al Fresco dining has brought vibrancy to downtown Willow Glen. 2) The proposal to eliminate single family zoning will go forward and council will vote late March, early April 2021.

Executive Committee Report: President Ruiz reviewed key items discussed during the meeting. Highlights during the discussion included the WGBA supporting the businesses on the avenue by scheduling ZOOM meetings with Melissa Sanchez, Small Business Marketing Coach. Melissa's presentation focus is how to "Re-imagine, Rebuild and Re-engage your business". Motion to approve by Tim Mulcahy. Second by Lynne Rovai. Unanimously approved.

Treasurer's Report: Tim reviewed the financials 1) Balance Sheet, overall liabilities decreased by \$34.5, accumulated net assets (stockholder equity) at \$130.5 is \$43.0 higher than LY. 2) Profit & Loss YTD Comparison, expenses for September at \$29.0 are higher than the previous two months because of professional fees (CBID). 3) YTD Class report reflects all expenses are in order. WGBA has enough cash on hand to make it another eight months without revenue generating events. Motion to approve by Cyndy Thomas. Second by Kathleen Erdmann. Unanimously approved.

Member Relations: 1) Al Fresco Dining update, the city of San Jose approved adding parklets for John's of Willow Glen and Yuki Sushi. Parklets will be installed the first week of November. 2) Trick or Treat on the Avenue is canceled this year due to (COVID) County Health Official Orders related to Halloween. To support the community on behalf of the WGBA Stephanie and Kandy will pass out Halloween treat bags at the Farmer's Market. 3) In an effort to generate additional income, the staff designed WG face mask that will be sold by businesses on the avenue. The mask retail cost \$10.00.

Our Avenue Committee: Kathleen Erdmann reported in Vince's absence. 1) A letter of interest informing businesses about the WGBA "Garden Project" was sent out on October 1st. The WGBA office received several responses from associate members expressing an interest in the "Garden Project". 2) Kathleen reached out to Willow Glen High School's Wood Shop department to inquire about making sponsorship signs for planter boxes. 3) Progress is being made on the overall avenue maintenance (bench repair, graffiti removal, planter maintenance).

Promotions & Events Committee: Lynne reported 1) Holiday ornament delivery date to stores will be on Tuesday, November 17th 2) Staff is working with Ganado Feed on potential holiday hayrides 3) "Small Business Saturday" on the avenue includes; Christmas Carolers, Santa handing out candy canes and balloons added to kiosk.

Open Forum: Rod Brittner, Willow Glen Neighborhood Association Vice President reported the association is in the process of reinventing itself and elected new officers this year. Rod also mentioned WGNA and Councilmember Davis will be cosponsoring a "Dumpster Day" on 11/14 at the Willow Glen High School. During the holiday season WGNA will be selling wreaths. All profits go to the beautification of San Jose.

Associate Member Applications: None submitted

Adjournment: Meeting was adjourned at 9:57 AM.

Respectively submitted,

On behalf of Emilie Highley, Secretary
Willow Glen Business Association

Kandy Stevens

Willow Glen Business Association Executive Board Meeting 6 November 2020

Executive Board in Attendance: Linda Ruiz, President, Tim Mulcahy, Treasurer, Bobbie Johnson and Emilie Highley

The meeting was held at Mariette Chocolate Shop – unfortunately Frank Bejan had a family emergency and needed to leave – we locked the shop up after the meeting.

The meeting was called to order by President Linda Ruiz at 9:05 a.m.

Meeting Topics:

- Board Recruitment
 - Election of Board
 - Annual Meeting
 - Office Updates to include: Bylaws correction, Board support for the Pedicab rides, “WGBA Pop-Up Shop” at Mariette Chocolate Shop to sell masks, WG Home Tour Books & Holiday Ornaments and LaVilla’s suggestion to purchase ‘distancing decals’
1. *Board Recruitment – Linda Ruiz to work with Staff on:* (1) Contacting Board members confirming that they want to remain on the Board – Board is aware that Sara Rivas, Luxe Clinical Aesthetics has resigned (2) Verification of Board Terms, (3) Board recommendations for recruitment – Bobbie Johnson indicated that she knows of two interested parties – “Gal in the Glen” and the doctor who resides at the Buffington House (4) Proposed Annual Meeting will be a virtual meeting – date to be established toward the last week of January 2021. (5) Linda commented that at the last WGBA Board Meeting she asked for a volunteer to ‘head up’ the Board Recruitment Committee – no one volunteered.
 2. *\$5,000 Grant from the City – all paperwork acknowledged. We should see the Grant monies soon.*
 3. *P&E Meeting input – Pedicab test drive was taken. These will be 20-minute Holiday rides through the ‘lights of Willow Glen’ (basically the same route the trolley took last year). The Pedicabs are 2 seaters and 4 seaters with roofs. Cost needs to be firm up – possibly \$65 for the 2-seater and \$85 for the 4-seater. Dates are being set for 3 weekends in December. The company that provides this service is insured. Staff is asking that all Board members sign up as a volunteer for one night (Board Members can sign up at the November 10th Board Meeting). WGBA is seeking sponsorship for the rides.*
 4. *WGBA Bank Account – Discussion ensued on when to transfer the account from US Bank over to Wells Fargo. Tim Mulcahy will work on simplifying the process. Staff will be put on the checking account.*
 5. *Mariette Chocolate Shop – potential “WGBA Pop Up Shop”. With Frank not being present, this needs to be explored further. Bobbie Johnson did bring up the subject of the masks with the WG logo – that she has seen costs in the \$3-\$5 range), we may want to reconsider the cost of selling our masks.*
 6. *LaVilla’s suggestion of purchasing 6 ft. distancing decals – this was briefly discussed, and the overall feeling is that most businesses have their own decals or means of indicating ‘social distancing’.*
 7. *A set of ByLaws was distributed indicating the need to correct the address of the principal office of the Corporation. Linda to review this with staff for the change.*

Board meeting was adjourned at 10:20 a.m.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association

Willow Glen Business Association

Balance Sheet Prev Year Comparison

As of September 30, 2020

Accrual Basis

	Sep 30, 20	Sep 30, 19	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
US Bank Checking	197,316.15	194,320.16	2,995.99	1.54%
Wells Fargo Checking	7,207.05	24,485.84	-17,278.79	-70.57%
Total Checking/Savings	204,523.20	218,806.00	-14,282.80	-6.53%
Accounts Receivable				
Accounts Receivable	0.00	4,130.00	-4,130.00	-100.0%
Total Accounts Receivable	0.00	4,130.00	-4,130.00	-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	205,023.20	223,686.00	-18,662.80	-8.34%
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	212,333.99	230,996.79	-18,662.80	-8.08%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	0.00	34,554.71	-34,554.71	-100.0%
Total Accounts Payable	0.00	34,554.71	-34,554.71	-100.0%
Other Current Liabilities				
ARTWORKS Project	8,306.68	13,437.88	-5,131.20	-38.19%
CBID Contingency Reserve	49,319.79	44,194.03	5,125.76	11.6%
Sales Tax Payable	0.00	0.50	-0.50	-100.0%
Total Other Current Liabilities	57,626.47	57,632.41	-5.94	-0.01%
Total Current Liabilities	57,626.47	92,187.12	-34,560.65	-37.49%
Total Liabilities				
Equity	57,626.47	92,187.12	-34,560.65	-37.49%
Accumulated Net Assets				
Assets moved to/from Accum NA	130,522.29	108,432.03	22,090.26	20.37%
Temporarily Restricted Assets	-143.56	-143.56	0.00	0.0%
Net Income	143.56	143.56	0.00	0.0%
Total Equity	154,707.52	138,809.67	15,897.85	11.45%
TOTAL LIABILITIES & EQUITY	212,333.99	230,996.79	-18,662.80	-8.08%

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

	Sep 20	Sep 19	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	0.00	33,539.65	-33,539.65	-100.0%
Interest Income	0.00	0.01	-0.01	-100.0%
Sponsorships	0.00	5,668.00	-5,668.00	-100.0%
Total Income	0.00	39,207.66	-39,207.66	-100.0%
Gross Profit	0.00	39,207.66	-39,207.66	-100.0%
Expense				
Advertising and P/R	250.00	0.00	250.00	100.0%
Bank Service Charges	0.00	14.90	-14.90	-100.0%
Contract Services	11,351.24	15,954.89	-4,603.65	-28.85%
County Fees	0.00	50.00	-50.00	-100.0%
Dues and Subscriptions	65.00	95.00	-30.00	-31.58%
Equipment Rental	637.07	18,374.82	-17,737.75	-96.53%
Insurance	391.99	1,179.65	-787.66	-66.77%
Meetings	0.00	17.95	-17.95	-100.0%
Permits and Fees	0.00	4,895.00	-4,895.00	-100.0%
Personnel	6,466.97	6,456.42	10.55	0.16%
Printing and Reproduction	983.25	0.00	983.25	100.0%
Professional Fees	5,019.00	1,000.00	4,019.00	401.9%
Rent	250.00	250.00	0.00	0.0%
Retail Merchandise Expense	3,276.00	3,312.00	-36.00	-1.09%
Supplies	44.81	23,705.49	-23,660.68	-99.81%
Telephone and Internet	179.79	240.28	-60.49	-25.18%
Website	85.30	85.30	0.00	0.0%
Total Expense	29,000.42	75,631.70	-46,631.28	-61.66%
Net Ordinary Income	-29,000.42	-36,424.04	7,423.62	20.38%
Net Income	-29,000.42	-36,424.04	7,423.62	20.38%

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

	Sep 20	Jul - Sep 20
Ordinary Income/Expense		
Income		
CBID	0.00	106,572.94
Total Income	<u>0.00</u>	<u>106,572.94</u>
Gross Profit	0.00	106,572.94
Expense		
Advertising and P/R	250.00	250.00
Bank Service Charges	0.00	150.00
City Fees	0.00	2,500.00
Contract Services	11,351.24	38,317.25
Dues and Subscriptions	65.00	195.00
Equipment Rental	637.07	1,899.21
Insurance	391.99	2,557.73
Personnel	6,466.97	19,391.21
Postage and Delivery	0.00	113.50
Printing and Reproduction	983.25	983.25
Professional Fees	5,019.00	7,499.00
Rent	250.00	750.00
Retail Merchandise Expense	3,276.00	6,552.00
Supplies	44.81	218.95
Telephone and Internet	179.79	754.71
Website	85.30	255.90
Total Expense	<u>29,000.42</u>	<u>82,387.71</u>
Net Ordinary Income	<u>-29,000.42</u>	<u>24,185.23</u>
Net Income	<u>-29,000.42</u>	<u>24,185.23</u>

Willow Glen Business Association
Profit & Loss by Class

October 2020

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Halloween Promotions & Events	Holidays Promotions & Events	WG Face Masks Promotions & Events	WG Home Tour Books Promotions & Events	Total Promotions & Events	WGBA Admin	TOTAL
Ordinary Income/Expense											
Income											
Event Revenue	0.00	0.00	0.00	0.00	0.00	456.00	73.22	0.00	529.22	0.00	529.22
Total Income	0.00	0.00	0.00	0.00	0.00	456.00	73.22	0.00	529.22	0.00	529.22
Gross Profit	0.00	0.00	0.00	0.00	0.00	456.00	73.22	0.00	529.22	0.00	529.22
Expense											
Contract Services	525.00	0.00	1,700.22	2,225.22	0.00	262.20	0.00	0.00	262.20	0.00	2,487.42
Dues/Subscriptions	65.00	0.00	0.00	65.00	0.00	0.00	0.00	0.00	0.00	0.00	65.00
Equipment Rental	625.07	0.00	0.00	625.07	0.00	0.00	0.00	0.00	0.00	0.00	625.07
Insurance	496.41	0.00	0.00	496.41	0.00	0.00	0.00	0.00	0.00	0.00	496.41
Personnel	854.62	116.68	2,158.32	3,129.62	0.00	0.00	0.00	0.00	0.00	3,350.40	6,480.02
Professional Fees	0.00	0.00	0.00	0.00	0.00	550.00	0.00	0.00	550.00	0.00	550.00
Rent	250.00	0.00	0.00	250.00	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	-4,413.00	-385.00	1,200.00	-3,598.00	0.00	-3,598.00
Supplies	0.00	0.00	0.00	0.00	80.98	0.00	0.00	0.00	80.98	57.37	138.35
Telephone/Internet	204.25	0.00	0.00	204.25	0.00	0.00	0.00	0.00	0.00	0.00	204.25
Website	0.00	85.30	0.00	85.30	0.00	0.00	0.00	0.00	0.00	0.00	85.30
Total Expense	3,020.35	201.98	3,858.54	7,080.87	80.98	-3,600.80	-385.00	1,200.00	-2,704.82	3,407.77	7,783.82
Net Ordinary Income	-3,020.35	-201.98	-3,858.54	-7,080.87	-80.98	4,056.80	458.22	-1,200.00	3,234.04	-3,407.77	-7,254.60
Net Income	-3,020.35	-201.98	-3,858.54	-7,080.87	-80.98	4,056.80	458.22	-1,200.00	3,234.04	-3,407.77	-7,254.60

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

July through October 2020

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Halloween Promotions	Holidays Promotions	WG Face Masks Promotions	WG Home Tour Books Promotions	Other Promotions/Events	Total Promotions/Events	WGBA Admin	TOTAL
Ordinary Income/Expense													
Income													
CBID	23,446.05	5,328.65	11,723.02	66,075.22	106,572.94	0.00	0.00	0.00	0.00	0.00	0.00	0.00	106,572.94
Event Revenue	0.00	0.00	0.00	0.00	0.00	0.00	456.00	73.22	0.00	0.00	529.22	0.00	529.22
Total Income	23,446.05	5,328.65	11,723.02	66,075.22	106,572.94	0.00	456.00	73.22	0.00	0.00	529.22	0.00	107,102.16
Gross Profit	23,446.05	5,328.65	11,723.02	66,075.22	106,572.94	0.00	456.00	73.22	0.00	0.00	529.22	0.00	107,102.16
Expense													
Advertising and P/R	0.00	0.00	250.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00
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	150.00	150.00
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	2,500.00
Contract Services	2,100.00	0.00	262.20	38,180.27	40,542.47	0.00	262.20	0.00	0.00	0.00	262.20	0.00	40,804.67
Dues/Subscriptions	195.00	0.00	0.00	0.00	195.00	0.00	0.00	0.00	0.00	0.00	0.00	65.00	260.00
Equipment Rental	2,524.28	0.00	0.00	0.00	2,524.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,524.28
Insurance	2,643.15	0.00	0.00	0.00	2,643.15	0.00	0.00	0.00	0.00	0.00	0.00	410.99	3,054.14
Personnel	3,418.48	0.00	466.72	8,633.28	12,518.48	0.00	0.00	0.00	0.00	0.00	0.00	13,352.75	25,871.23
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	113.50	113.50
Printing/Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	983.25	983.25	0.00	983.25
Professional Fees	6,599.00	0.00	500.00	0.00	7,099.00	0.00	550.00	0.00	0.00	400.00	950.00	0.00	8,049.00
Rent	250.00	0.00	0.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	0.00	750.00	1,000.00
Retail Merchandise	0.00	0.00	0.00	0.00	0.00	0.00	2,139.00	-385.00	1,200.00	0.00	2,954.00	0.00	2,954.00
Supplies	0.00	0.00	174.14	0.00	174.14	125.79	0.00	0.00	0.00	0.00	125.79	57.37	357.30
Telephone/Internet	650.37	0.00	0.00	0.00	650.37	0.00	0.00	0.00	0.00	0.00	0.00	308.59	958.96
Website	0.00	0.00	341.20	0.00	341.20	0.00	0.00	0.00	0.00	0.00	0.00	0.00	341.20
Total Expense	20,880.28	0.00	1,994.26	46,813.55	69,688.09	125.79	2,951.20	-385.00	1,200.00	1,383.25	5,275.24	15,208.20	90,171.53
Net Ordinary Income	2,565.77	5,328.65	9,728.76	19,261.67	36,884.85	-125.79	-2,495.20	458.22	-1,200.00	-1,383.25	-4,746.02	-15,208.20	16,930.63
Net Income	2,565.77	5,328.65	9,728.76	19,261.67	36,884.85	-125.79	-2,495.20	458.22	-1,200.00	-1,383.25	-4,746.02	-15,208.20	16,930.63