



WILLOW GLEN

WILLOW GLEN
DOWNTOWN

**Willow Glen Business Association
Board of Directors & General Membership Meeting
October 2020 Meeting Rescheduled to
Tuesday, October 20th at 9:00 am – 10:00 am
Zoom Meeting**

Item	Type	Person Responsible	Time line	Action
Meeting called to order	G	Linda Ruiz, President	9:00 am – 9:15 am	Welcome District 6 Updates
Approval of minutes	A	District 6 Councilmember Dev Davis Approval of September Minutes	9:15 am	Review and approval of September 8, 2020 minutes
Executive Committee Report	I	Executive Committee Update – Linda Ruiz	9:20 am	Review and approval of September 25 th , 2020 minutes
Treasurer's Report	A	Treasurer-Tim Mulcahy – September Financial Report	9:25 am	Board approval Accept Report
Committees to provide an update to board and membership on their projects.	I	Member Relations Committee WGBA Staff	9:25 am – 9:50 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 Holiday Ornament		
OPEN FORUM/ PUBLIC COMMENT – 2 MIN. EACH	G	Moderated by Board President Rod Britner, Willow Glen Neighborhood Assoc. 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.	9:50 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, November 10th, 2020, time 9:00 am

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, 8 September 2020
Zoom Video Conference Board Meeting

Board Members in Attendance: Frank Bejan, Kathleen Erdmann, Barbara Hartman, Emille Highley, Tim Mulcahy, Nate Perez, John Piscacane, Linda Ruiz, Lynne Rovai, Steve Sibley, Cyndy Thomas
Staff: Kandy Stevens & Steff Whaley

Guests: Councilmember Dev Davis and Serena Desai, Councilmember Davis' Office and Ann Saliba

Board Members Absent: Vince Falcone, Bobble Johnson, Sara Rivas, Jamie Sizelove

Board Meeting was called to order by President Ruiz at 9:05 a.m. The Board Meeting was conducted via a Zoom Video Conference.

Executive Committee Report: President Ruiz reviewed all key items that were discussed during this meeting which was held on August 28th. Key takeaway is the support of businesses on the Avenue – parklets allowing for Al Fresco dining, social media, keeping businesses informed, awareness of businesses that have closed, attracting feet on the street to the Avenue.

Treasurer's Report: Tim reviewed the financials – cash is \$238,000 which is up from this time last year. Net assets - \$130,000. P&L - \$3800.00 in expenses as a result of prepaying some holiday expenses (ornaments). There continues to be financial uncertainty due to the virus and the cancellation/postponement of revenue generating events. Additional information can be obtained in the full set of Financials presented at the meeting. Tim Mulcahy brought to our attention the Special-Purpose Statement which needs to be approved and submitted to the City. After a review of this document, a motion was made by Emille Highley to approve. Second by Frank Bejan. Unanimously approved.

Member Relations: Kandy and Steff reported that all items were covered by President Ruiz in her overview of the Executive Committee Report. Staff thanked Serena for all her help in getting many of these tasks done.

At this time, the meeting was turned over to Councilmember Davis. The Councilmember focused on the weekly newsletter generated from her office pointing out critical issues: (1) Eliminating single family home neighborhoods which is a concerning issue. Councilmember Davis indicated that this proposal needs to go the full Council for vote which will not happen until the end of 2020 or early 2021; (2) Commercial Linkage Fee which would be charged to commercial developers. It was pointed out that smaller developments (less than 50,000 sq feet of space) would be exempt as would be retail. There is considerable debate on this issue due to heightened economic uncertainty. (Visit various websites, such as SJEconomy.com – loans, grants, funding for more detailed information on this and other initiatives.) The Councilmember also wanted to 'shout out' to the WGBA Staff and Serena for their follow through on the 'parklet' in front of Vin Santo.

CBID: Nate again stated that due to the pandemic, any changes to the CBID are on 'pause' for now and that the WGBA *NOT* committing to the \$7500 retainer for an outside source to work on the CBID was *very smart!* Continuing at our current level of business is a safe direction at this time. He also noted that down the road, renewal of the CBID may become more difficult. Steve commented that we (the WGBA) has brought more tangibles to the Avenue. Councilmember Davis also commented that the WGBA is the most active CBID in her District. The WGBA (our Staff) and Serena have continued their interface with the Office of Economic Development as it pertains to keeping Lincoln Avenue 'vital', concerns on the loss of our retail, and ensuring that there is an awareness of the needs of the property owners.

Our Avenue: Kathleen Erdmann reported in Vince's absence. (1) Universal has worked to remove the graffiti off the mural by Nick the Greek. (2) The City of Cultural Affairs has provided plaques which look very nice. (3) Planters – Developing a plan for sponsorship/adoption for the planters. The planter by Starbuck's has been an 'eye sore', Kathleen contacted the owner and obtained permission to make some changes on this planter and make sure that it is watered. (4) Still looking for a new location for another mural. (5) Some of the newspaper stands have been discarded – the Avenue is looking better! (6) Kudos to Staff for all the research they have done and staying on top of things!

P&E: Lynne reported (1) Al Fresco dining has brought vibrancy to the Avenue. (2) There has been more focus on Social Media to increase 'feet on the street'. (3) Halloween is still TBD. (4) Holidays – no cable cars because of 'social distancing'. Other options are being reviewed. Ornaments (WG Library) are on order. Santa will stroll the Avenue. (5) A fundraiser is being considered for masks with the WGBA Logo to be sold in stores on the Avenue. (6) Small Business Saturday is still a GO with focus on promoting the Avenue. (7) Vintage Car 'drive through Willow Glen' is scheduled for December 15th or 17th. (8) Researching some sort of promo where participants could win a prize, i.e., free pizza, etc. . need ideas on how this could work and involve members of our Village.

Open Forum: No Open Forum

Associate Member Applications: None at this time.

Adjournment: Meeting was adjourned at 9:56 a.m.

Respectively submitted,

Emilie Highley, Secretary
Willow Glen Business Association

**Willow Glen Business Association
Executive Committee Meeting
25 September 2020**

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

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

NOTE: We met at Frank's chocolate shop and socially distanced ourselves.

The following agenda items were discussed:

1. Supporting Business on the Avenue – Linda and Kandy met with Melissa Sanchez, Small Business Marketing Coach. Melissa's presentation is geared toward all businesses on the Avenue- how to "re-imagine, rebuild and re-engage your business". Invitations went out to all businesses inviting them to ZOOM meetings with Melissa on either October 12th or 19th – each session will be 1 hour. These initial sessions are free to our businesses.
2. P&E – (a) Halloween has been cancelled. Suggestion was made to put a press release in the Resident regarding the cancellation, as well as on the WGBA website. (b) Holidays – still being researched – strolling Santa, "Pedicabs". Ornaments are due in the beginning of November. A discussion ensued on "Holiday" related advertising in the Resident – no decision made at this meeting.
3. Our Avenue Projects – (a) Murals – graffiti removal has been completed. Artists have touched up the murals. Anti-graffiti coating has been applied. Cost for all of this was approximately \$1700.00. (b) Still looking to identify a location for another mural. (c) Banners are still being discussed – updating the ones we already have. (d) Kiosk by "Three Sisters" hit by a delivery truck – situation being looked into.
4. Office Updates –
 - (a) City of San Jose Parklets – working on the putting one in front of John's, Yuki Sushi also wants one – waiting for approval from the property owner.
 - (b) Barre3 Structure – moved to another location, frees up parking.
 - (c) Grant Update – WGBA will be receiving a \$5,000.00 Grant from the City of San Jose (Grant title is: NBD, aka Neighborhood Business District grant) Kandy alerted Linda that she will be receiving information on the Grant. These monies can be applied where needed by the WGBA.
 - (d) October Board Meeting is scheduled for Tuesday, 10/13 – details to follow.

Executive Board Meeting was adjourned at 10:45 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

	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	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				
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	212,333.99	230,996.79	-18,662.80	-8.08%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
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	57,626.47	92,187.12	-34,560.65	-37.49%
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	24,185.23	30,377.64	-6,192.41	-20.39%
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	<u>0.00</u>	<u>106,572.94</u>
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
September 2020**

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Halloween Promotions & Events	Holidays Promotions & Events	Other Promotions & Events	Total Promotions & Events	WGBA Admin	TOTAL
Ordinary Income/Expense										
Expense										
Advertising and P/R	0.00	250.00	0.00	250.00	0.00	0.00	0.00	0.00	0.00	250.00
Contract Services	525.00	0.00	10,826.24	11,351.24	0.00	0.00	0.00	0.00	0.00	11,351.24
Dues and Subscriptions	65.00	0.00	0.00	65.00	0.00	0.00	0.00	0.00	0.00	65.00
Equipment Rental	637.07	0.00	0.00	637.07	0.00	0.00	0.00	0.00	0.00	637.07
Insurance	496.41	0.00	0.00	496.41	0.00	0.00	0.00	0.00	-104.42	391.99
Personnel	854.62	116.68	2,158.32	3,129.62	0.00	0.00	0.00	0.00	3,337.35	6,466.97
Printing and Reproduction	0.00	0.00	0.00	0.00	0.00	0.00	983.25	983.25	0.00	983.25
Professional Fees	4,619.00	0.00	0.00	4,619.00	0.00	0.00	400.00	400.00	0.00	5,019.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	250.00	250.00
Retail Merchandise Expense	0.00	0.00	0.00	0.00	0.00	3,276.00	0.00	3,276.00	0.00	3,276.00
Supplies	0.00	0.00	0.00	0.00	44.81	0.00	0.00	44.81	0.00	44.81
Telephone and Internet	179.79	0.00	0.00	179.79	0.00	0.00	0.00	0.00	0.00	179.79
Website	0.00	85.30	0.00	85.30	0.00	0.00	0.00	0.00	0.00	85.30
Total Expense	7,376.89	451.98	12,984.56	20,813.43	44.81	3,276.00	1,383.25	4,704.06	3,482.93	29,000.42
Net Ordinary Income	-7,376.89	-451.98	-12,984.56	-20,813.43	-44.81	-3,276.00	-1,383.25	-4,704.06	-3,482.93	-29,000.42
Net Income	-7,376.89	-451.98	-12,984.56	-20,813.43	-44.81	-3,276.00	-1,383.25	-4,704.06	-3,482.93	-29,000.42

**Willow Glen Business Association
YTD Profit & Loss by Class
July through September 2020**

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	Total CBID	Halloween Promotions & Events	Holidays Promotions & Events	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	106,572.94
Total Income	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	106,572.94
Gross Profit	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	106,572.94
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	250.00
Bank Service Charges	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	2,500.00
Contract Services	1,575.00	0.00	262.20	36,480.05	38,317.25	0.00	0.00	0.00	0.00	0.00	38,317.25
Dues and Subscriptions	130.00	0.00	0.00	0.00	130.00	0.00	0.00	0.00	0.00	65.00	195.00
Equipment Rental	1,899.21	0.00	0.00	0.00	1,899.21	0.00	0.00	0.00	0.00	0.00	1,899.21
Insurance	2,146.74	0.00	0.00	0.00	2,146.74	0.00	0.00	0.00	0.00	410.99	2,557.73
Personnel	2,563.86	0.00	350.04	6,474.96	9,388.86	0.00	0.00	0.00	0.00	10,002.35	19,391.21
Postage and Delivery	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	113.50	113.50
Printing and Reproduction	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	0.00	400.00	400.00	0.00	7,499.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	750.00	750.00
Retail Merchandise	0.00	0.00	0.00	0.00	0.00	0.00	6,552.00	0.00	6,552.00	0.00	6,552.00
Supplies	0.00	0.00	174.14	0.00	174.14	44.81	0.00	0.00	44.81	0.00	218.95
Telephone and Internet	446.12	0.00	0.00	0.00	446.12	0.00	0.00	0.00	0.00	308.59	754.71
Website	0.00	0.00	255.90	0.00	255.90	0.00	0.00	0.00	0.00	0.00	255.90
Total Expense	17,859.93	0.00	1,792.28	42,955.01	62,607.22	44.81	6,552.00	1,383.25	7,980.06	11,800.43	82,387.71
Net Ordinary Income	5,586.12	5,328.65	9,930.74	23,120.21	43,965.72	-44.81	-6,552.00	-1,383.25	-7,980.06	-11,800.43	24,185.23
Net Income	5,586.12	5,328.65	9,930.74	23,120.21	43,965.72	-44.81	-6,552.00	-1,383.25	-7,980.06	-11,800.43	24,185.23