



Willow Glen Business Association
Board of Directors & General Membership Meeting
Agenda for Tuesday, November 12th, 2024 * 8:00 am – 10:00 am
 Meeting Location: The Garden Theater, 1165 Lincoln Avenue
 Conference Room #204, located on the 2nd floor.

I – Information Only A – Action Required G – Good for the Order

Item	Type	Person Responsible	Time line	Action
Meeting called to order	G	President, Tim Mulcahy	8:00 am	Welcome
Approval of minutes	A	Approval of October Minutes	8:00 am	Review and approval of, October 8th, 2024, minutes
Executive Committee Report	A	Executive Committee Update – Tim Mulcahy	8:05 am	Review and approval of October 25th, 2024, minutes
Treasurer's Report	A	Treasurer, Barbara Hartman – October Financial Reports	8:10 am – 8:25 am	Board approval Accept Report
Committees to provide an update to board and membership on their projects.	I	Member Relations Committee WGBA Staff Makers' Market	8:25 am – 8:45 am	Updates
	I	CBID Committee Committee Update		
	I	Our Avenue Committee Chair: Kathleen Erdmann Committee Update Service Contract - 2025		
	I	Promotions & Events Committee Chair: Emilie Highley Committee Update Glen Fest – P&L Bubbly Walk 12-7 Trolleys 12/8-12/19 Holiday Party 12/11		
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 referrals to Staff. The Board may place the item on an agenda for a future meeting.	8:45 am – 8:55 am	
Assoc Member Applications	A	N/A	8:55 am	
Meeting Adjournment	G	Tim Mulcahy	9:00 am	

I – Information Only A – Action Required G – Good of the Order

<p> The next WGBA Board meeting will be Tuesday, December 10th, 2024, time 8:00 am Meeting location: The Garden Theater, 1165 Lincoln Avenue </p>
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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
Board Meeting Minutes
October 8, 2024**

Meeting was called to order at 8:09 a.m. by President Tim Mulcahy

In Attendance: Tim Mulcahy, Kathleen Erdmann, Emilie Highley, Steve Sibley, Julie Flores, Sara Rivas, (by phone), Jamie Sizelove, Ana Russo, Gisselle Terrazas (by phone and in person) Bobbie Johnson and Colin Berger

Staff Members: Kendra Middendorf

The meeting was held in the conference room in the Garden Theater.

The minutes of September 2024 meeting were read and approved unanimously (motion by Emilie Highley and seconded by Ana Russo)

The Executive meeting minutes were read and approved (Motion by Steve Sibley, second by Kathleen Erdmann)

Treasurer report : Given by Barbara Hartman

A new 'events at a glance' was created by Barbara to make it easier to view results
The treasurer's report was approved as stated (motion by Emilie Highley second by Julie Flores)

Member Relations Committee

WGBA Staff

- Holiday San Jose – Shop Local begins and once again we are working with a group from the city to publicize the businesses on Lincoln Avenue.
- The ongoing saga of the dealings with the city of San Jose for an encroachment permit. We are waiting for Pacific Display to update a map to submit for the encroachment permit.
- Items in the storage shed will be donated to local charities that can put them to use.
- Homeless issues are arising, and we have some tips provided by Gisselle including dialing 988 which is a crisis line. They provide a case manager and team to help.
- Kendra talked with Randy Torres of SJPd about the break-ins between 1-5 a.m. Sound alarms and surveillance cameras. Gisselle talked to a company about security. They bid \$1,800 per month that might be shared by businesses on the avenue.
- Tim Suggested we look into this for the Avenue.

Our Avenue

- The Our Avenue Committee did not meet this month due to traveling members of the committee and the other work that includes sending out the RFP for Maintenance on the Avenue – 2025 and event activities

- We are waiting for the final of the banner for approval.
Designer: Tamiko Raster - Rasteroids Designs.
- The QR Codes signs for Willow Glen parking – Kendra is working on them.
- We are expecting a bid for the crushed granite in the tree wells in Zone 1.
- **RFP for maintenance 2025** has gone out after input from Kendra, Martin Flores and review by the Executive board. Proposals will be to perform maintenance beginning in January 2025. The following companies have been asked to submit proposals:
 - Allied Universal
 - Block by Block
 - Streets First
 - Universal Site Services
 - Questions are due by Wednesday 10/9

Promotions and Events

- New Christmas ornament for 2024 was reordered and will be ordered in time for the holidays.
- Glen Fest was successful despite the hot weather. There was discussion about improvements for next year, including some places to sit and additional tenting.
- The event summary showed lower turnout for Fall Wine Walk which has been the case in past years.

Open Forum and comments

Guest: Maren Sederquist – WGNA meeting will take place with a full slate of officers at Wheel House, Tuesday 10/15 at 7 p.m. – Pizza will be served

Guest : Irene Wong – Buddy’s Batch – Here for introduction and to see how she can get involved.

The meeting was adjourned at 9:01 a.m.

Respectfully submitted,

Kathleen Erdmann, Secretary
Willow Glen Business Association

**Willow Glen Business Association
Executive Meeting
25 October 2024**

**Attendees: Kathleen Erdmann, Emilie Highley, Tim Mulcahy
Staff: Kendra Middendorf**

The meeting was called to order by President Mulcahy at 9:00 a.m.

- **Halloween Update – Emilie & Kendra reported that the WGBA has spent \$1000 on candy. Volunteers are needed for the afternoon shift.**
- **Trolley Sales – To date, 7 private trolley rides have been scheduled. Private rides are sold between \$1000 to \$1500 depending on the date and time.**
- **RFP's – Universal, Block-by-Block and Allied Universal RFP's were reviewed. Emphasis, based on the requirements outlined in the RFP process, was on the Universal and Block-by-Block RFP's. After a detailed review of the 2, we had several questions that were noted and would need to be addressed. Decision was made that both companies would present to the Executive Committee in person. Kendra will arrange these meetings. The Executive Committee will independently review the RFP's and send other questions we may have to Kendra by 10/30.**
- **2025-2026 Budget – The budget is due to be submitted to the City in April. Tim will meet with Kendra to begin preparation.**

A brief discussion ensued on the need to get the banners hung as well as the remainder of the lights and garland by the end of November and in time for the holidays.

The meeting was adjourned at 10:08

Respectively submitted,

**Emilie Highley
Acting Co-Secretary
Willow Glen Business Association**

Willow Glen Business Association
Profit & Loss by Class
October 2024

	ADMIN (CBID)	DISI (CBID)	SOBOP (CBID)	CBID - Other (CBID)	Total CBID	Bubbly Walk (Fundraising Events)	Glen Fest (Fundraising Events)	Total Fundraising Events
Ordinary Income/Expense								
Income								
Event Revenue	0.00	0.00	0.00	0.00	0.00	4,910.53	0.00	4,910.53
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Income	0.00	0.00	0.00	0.00	0.00	4,910.53	0.00	4,910.53
Gross Profit	0.00	0.00	0.00	0.00	0.00	4,910.53	0.00	4,910.53
Expense								
Advertising and P/R	0.00	0.00	0.00	0.00	0.00	0.00	81.40	81.40
Bank Service Charges	0.00	0.00	0.00	0.00	0.00	279.50	0.00	279.50
Contract Services	525.00	0.00	12,708.83	0.00	13,233.83	302.96	8,051.11	8,354.07
Dues and Subscriptions	69.00	0.00	0.00	0.00	69.00	0.00	0.00	0.00
Equipment Rental	457.48	0.00	0.00	0.00	457.48	0.00	3,018.25	3,018.25
Insurance	284.84	0.00	0.00	0.00	284.84	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	0.00	-825.00	-825.00
Personnel	3,959.00	848.49	3,818.22	-39.10	8,586.61	0.00	0.00	0.00
Professional Fees	1,625.00	0.00	0.00	0.00	1,625.00	200.00	681.00	881.00
Rent	400.00	0.00	0.00	0.00	400.00	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
Supplies	0.00	0.00	0.00	0.00	0.00	100.00	668.93	768.93
Telephone and Internet	185.91	0.00	0.00	0.00	185.91	0.00	0.00	0.00
Website	0.00	235.60	0.00	0.00	235.60	0.00	0.00	0.00
Total Expense	7,506.23	1,084.09	16,527.05	-39.10	25,078.27	882.46	11,675.69	12,558.15
Net Ordinary Income	-7,506.23	-1,084.09	-16,527.05	39.10	-25,078.27	4,028.07	-11,675.69	-7,647.62
Net Income	-7,506.23	-1,084.09	-16,527.05	39.10	-25,078.27	4,028.07	-11,675.69	-7,647.62

Willow Glen Business Association
Profit & Loss by Class
October 2024

	Farmers Market (Promotions & Events)	Halloween Trick or Treat (Promotions & Events)	Holidays (Promotions & Events)	Makers Market (Promotions & Events)	Passport (Promotions & Events)
Ordinary Income/Expense					
Income					
Event Revenue	0.00	0.00	61,395.80	1,040.00	0.00
Interest Income	0.00	0.00	0.00	0.00	0.00
Total Income	0.00	0.00	61,395.80	1,040.00	0.00
Gross Profit	0.00	0.00	61,395.80	1,040.00	0.00
Expense					
Advertising and P/R	0.00	0.00	0.00	0.00	0.00
Bank Service Charges	0.00	0.00	3,982.71	34.06	0.00
Contract Services	164.00	302.96	0.00	0.00	0.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00
Equipment Rental	0.00	0.00	0.00	0.00	0.00
Insurance	0.00	0.00	0.00	0.00	0.00
Meetings	0.00	0.00	0.00	0.00	0.00
Permits and Fees	0.00	0.00	0.00	0.00	0.00
Personnel	0.00	0.00	0.00	0.00	0.00
Professional Fees	0.00	0.00	200.00	0.00	0.00
Rent	0.00	0.00	0.00	0.00	0.00
Retail Merchandise Expense	0.00	0.00	1,512.61	0.00	0.00
Supplies	0.00	959.52	0.00	0.00	24.58
Telephone and Internet	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	0.00	0.00	0.00
Total Expense	164.00	1,262.48	5,695.32	34.06	24.58
Net Ordinary Income	-164.00	-1,262.48	55,700.48	1,005.94	-24.58
Net Income	-164.00	-1,262.48	55,700.48	1,005.94	-24.58

Willow Glen Business Association
Profit & Loss by Class
October 2024

Ordinary Income/Expense
Income
Event Revenue
Interest Income
Total Income
Gross Profit
Expense
Advertising and P/R
Bank Service Charges
Contract Services
Dues and Subscriptions
Equipment Rental
Insurance
Meetings
Permits and Fees
Personnel
Professional Fees
Rent
Retail Merchandise Expense
Supplies
Telephone and Internet
Website
Total Expense
Net Ordinary Income
Net Income

	Total Promotions & Events	Strategic Marketing	WGBA Administration	TOTAL
	62,435.80	0.00	0.00	67,346.33
	0.00	0.00	2.14	2.14
	62,435.80	0.00	2.14	67,348.47
	62,435.80	0.00	2.14	67,348.47
	0.00	121.51	0.00	202.91
	4,016.77	0.00	0.00	4,296.27
	466.96	0.00	0.00	22,054.86
	0.00	0.00	0.00	69.00
	0.00	0.00	0.00	3,475.73
	0.00	0.00	63.81	348.65
	0.00	0.00	34.70	34.70
	0.00	0.00	0.00	-825.00
	0.00	0.00	762.92	9,349.53
	200.00	0.00	0.00	2,706.00
	0.00	0.00	0.00	400.00
	1,512.61	0.00	0.00	1,512.61
	984.10	0.00	265.41	2,018.44
	0.00	0.00	30.79	216.70
	0.00	0.00	0.00	235.60
	7,180.44	121.51	1,157.63	46,096.00
	55,255.36	-121.51	-1,155.49	21,252.47
	55,255.36	-121.51	-1,155.49	21,252.47

Willow Glen Business Association
Profit & Loss Prev Year Comparison
October 2024

	Oct 24	Oct 23	\$ Change	% Change
Ordinary Income/Expense				
Income				
Event Revenue	67,346.33	164,849.22	-97,502.89	-59.15%
Interest Income	2.14	19.18	-17.04	-88.84%
K-rail Pass Through Income	0.00	1,215.00	-1,215.00	-100.00%
Retail Merchandise Income	0.00	425.00	-425.00	-100.00%
Total Income	67,348.47	166,508.40	-99,159.93	-59.55%
Gross Profit	67,348.47	166,508.40	-99,159.93	-59.55%
Expense				
Advertising and P/R	202.91	89.97	112.94	125.53%
Bank Service Charges	4,296.27	8,185.79	-3,889.52	-47.52%
Contract Services	22,054.86	35,464.82	-13,409.96	-37.81%
Dues and Subscriptions	69.00	256.00	-187.00	-73.05%
Equipment Rental	3,475.73	5,811.87	-2,336.14	-40.2%
Insurance	348.65	173.38	175.27	101.09%
K-Rail Pass Through Expense	0.00	2,430.00	-2,430.00	-100.00%
Meetings	34.70	106.68	-71.98	-67.47%
Permits and Fees	-825.00	3,543.00	-4,368.00	-123.29%
Personnel	9,349.53	8,788.75	560.78	6.38%
Professional Fees	2,706.00	4,025.00	-1,319.00	-32.77%
Rent	400.00	400.00	0.00	0.0%
Retail Merchandise Expense	1,512.61	0.00	1,512.61	100.0%
Supplies	2,018.44	32,820.85	-30,802.41	-93.85%
Telephone and Internet	216.70	2,040.03	-1,823.33	-89.38%
Website	235.60	774.00	-538.40	-69.56%
Total Expense	46,096.00	104,910.14	-58,814.14	-56.06%
Net Ordinary Income	21,252.47	61,598.26	-40,345.79	-65.5%
Net Income	21,252.47	61,598.26	-40,345.79	-65.5%

Willow Glen Business Association
Balance Sheet Prev Year Comparison
As of October 31, 2024

	Oct 31, 24	Oct 31, 23	\$ Change	% Change
ASSETS				
Current Assets				
Checking/Savings				
Wells Fargo Checking-debit acct	3,735.67	5,233.07	-1,497.40	-28.61%
WF Checking -4504	264,060.65	247,484.73	16,575.92	6.7%
Total Checking/Savings	267,796.32	252,717.80	15,078.52	5.97%
Accounts Receivable				
Accounts Receivable	6,700.00	46,613.86	-39,913.86	-85.63%
Total Accounts Receivable	6,700.00	46,613.86	-39,913.86	-85.63%
Other Current Assets				
Loan to related entity	0.00	1,000.00	-1,000.00	-100.0%
Pre-Paid Rent	400.00	650.00	-250.00	-38.46%
Service Deposits	18,314.12	500.00	17,814.12	3,562.82%
Total Other Current Assets	18,714.12	2,150.00	16,564.12	770.42%
Total Current Assets	293,210.44	301,481.66	-8,271.22	-2.74%
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	300,521.23	308,792.45	-8,271.22	-2.68%
LIABILITIES & EQUITY				
Liabilities				
Current Liabilities				
Accounts Payable				
Accounts Payable	14,163.36	16,215.89	-2,052.53	-12.66%
Total Accounts Payable	14,163.36	16,215.89	-2,052.53	-12.66%
Other Current Liabilities				
ARTWORKS Project	11,753.18	6,546.18	5,207.00	79.54%
CBID Contingency Reserve	40,053.72	34,361.11	5,692.61	16.57%
Sales Tax Payable	2,670.58	88.01	2,582.57	2,934.41%
Total Other Current Liabilities	54,477.48	40,995.30	13,482.18	32.89%
Total Current Liabilities	68,640.84	57,211.19	11,429.65	19.98%
Total Liabilities	68,640.84	57,211.19	11,429.65	19.98%
Equity				
Accumulated Net Assets	175,879.28	213,246.68	-37,367.40	-17.52%
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	56,001.11	38,334.58	17,666.53	46.09%
Total Equity	231,880.39	251,581.26	-19,700.87	-7.83%
TOTAL LIABILITIES & EQUITY	300,521.23	308,792.45	-8,271.22	-2.68%

Willow Glen Business Association
Profit & Loss YTD Comparison
October 2024

	<u>Oct 24</u>	<u>Jul - Oct 24</u>
Ordinary Income/Expense		
Income		
CBID	0.00	117,385.38
Event Revenue	67,346.33	114,305.98
Interest Income	2.14	8.00
Member Dues	0.00	240.00
Sponsorships	0.00	24,586.00
Total Income	<u>67,348.47</u>	<u>256,525.36</u>
Gross Profit	67,348.47	256,525.36
Expense		
Advertising and P/R	202.91	2,334.91
Bank Service Charges	4,296.27	6,758.65
City Fees	0.00	3,325.00
Contract Services	22,054.86	87,163.23
Dues and Subscriptions	69.00	331.00
Equipment Rental	3,475.73	19,374.10
Equipment/Furnishings	0.00	108.28
Insurance	348.65	1,238.34
Meetings	34.70	127.55
Permits and Fees	-825.00	3,799.17
Personnel	9,349.53	35,357.87
Postage and Delivery	0.00	255.00
Printing and Reproduction	0.00	1,983.12
Professional Fees	2,706.00	8,056.00
Rent	400.00	1,600.00
Retail Merchandise Expense	1,512.61	3,035.54
Supplies	2,018.44	24,739.41
Telephone and Internet	216.70	866.48
Website	235.60	235.60
Total Expense	<u>46,096.00</u>	<u>200,689.25</u>
Net Ordinary Income	21,252.47	55,836.11
Other Income/Expense		
Other Expense		
Other Expenses	0.00	-165.00
Total Other Expense	<u>0.00</u>	<u>-165.00</u>
Net Other Income	0.00	165.00
Net Income	<u>21,252.47</u>	<u>56,001.11</u>

Willow Glen Business Association
YTD Profit & Loss by Class
July through October 2024

	ADMIN (CBID)	C & R (CBID)	DISI (CBID)	SOBOP (CBID)	CBID - Other (CBID)	Total CBID	BeerWalk (Fundraising Events)	Bubbly Walk (Fundraising Events)	Glen Fest (Fundraising Events)
Ordinary Income/Expense									
Income									
CBID	29,346.35	2,347.70	12,912.39	72,778.94	0.00	117,385.38	0.00	0.00	0.00
Event Revenue	0.00	0.00	0.00	0.00	0.00	0.00	-369.18	4,910.53	21,006.60
Interest Income	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
Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	24,586.00
Total Income	29,346.35	2,347.70	12,912.39	72,778.94	0.00	117,385.38	-369.18	4,910.53	45,592.60
Expense									
Gross Profit	29,346.35	2,347.70	12,912.39	72,778.94	0.00	117,385.38	-369.18	4,910.53	45,592.60
Advertising and P/R									
Bank Service Charges	0.00	0.00	700.00	0.00	0.00	700.00	125.94	0.00	229.25
City Fees	2,500.00	0.00	0.00	0.00	0.00	2,500.00	0.00	279.50	759.69
Contract Services	2,100.00	0.00	0.00	66,473.15	0.00	68,573.15	0.00	302.96	14,876.96
Dues and Subscriptions	331.00	0.00	0.00	0.00	0.00	331.00	0.00	0.00	0.00
Equipment Rental	1,829.92	0.00	0.00	0.00	0.00	1,829.92	0.00	0.00	16,151.99
Equipment/Furnishings	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Insurance	712.10	0.00	0.00	0.00	0.00	712.10	0.00	0.00	271.00
Meetings	0.00	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	0.00	0.00	0.00	2,191.88
Personnel	14,937.05	0.00	3,201.31	14,405.82	-156.40	32,387.78	0.00	0.00	0.00
Postage and Delivery	73.00	0.00	0.00	0.00	0.00	73.00	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	1,983.12
Professional Fees	3,875.00	0.00	0.00	0.00	0.00	3,875.00	0.00	200.00	1,181.00
Rent	1,600.00	0.00	0.00	0.00	0.00	1,600.00	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	0.00
Supplies	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	5,548.35
Telephone and Internet	648.96	0.00	0.00	0.00	94.36	743.32	0.00	0.00	0.00
Website	0.00	0.00	235.60	0.00	0.00	235.60	0.00	0.00	0.00
Total Expense	28,607.03	0.00	4,136.91	80,878.97	-62.04	113,560.87	125.94	882.46	44,018.24
Net Ordinary Income	739.32	2,347.70	8,775.48	-8,100.03	62.04	3,824.51	-495.12	4,028.07	1,574.36
Other Income/Expense									
Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Other Expenses	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	739.32	2,347.70	8,775.48	-8,100.03	62.04	3,824.51	-495.12	4,028.07	1,574.36

Willow Glen Business Association
YTD Profit & Loss by Class
 July through October 2024

6:31 PM
 11/06/24
 Accrual Basis

	Planter Box Adoption (Fundraising Events)	Spring Wine Walk (Fundraising Events)	Summer Wine Walk (Fundraising Events)	Total Fundraising Events	Member Relations	Farmers Market (Promotions & Events)
Ordinary Income/Expense						
Income						
CBID	0.00	0.00	0.00	0.00	0.00	0.00
Event Revenue	0.00	0.00	25,927.23	51,475.18	0.00	0.00
Interest Income	0.00	0.00	0.00	0.00	0.00	0.00
Member Dues	0.00	0.00	0.00	0.00	240.00	0.00
Sponsorships	0.00	0.00	0.00	24,586.00	0.00	0.00
Total Income	0.00	0.00	25,927.23	76,061.18	240.00	0.00
Gross Profit	0.00	0.00	25,927.23	76,061.18	240.00	0.00
Expense						
Advertising and PIR	0.00	0.00	158.21	513.40	0.00	0.00
Bank Service Charges	0.00	0.00	1,690.05	2,729.24	0.00	0.00
City Fees	0.00	0.00	0.00	825.00	0.00	0.00
Contract Services	875.00	0.00	1,793.20	17,848.12	0.00	164.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	0.00	0.00	1,127.19	17,279.18	0.00	0.00
Equipment/Furnishings	0.00	0.00	0.00	0.00	0.00	0.00
Insurance	0.00	0.00	0.00	271.00	0.00	0.00
Meetings	0.00	0.00	0.00	0.00	0.00	0.00
Permits and Fees	0.00	0.00	1,607.29	3,799.17	0.00	0.00
Personnel	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
Printing and Reproduction	0.00	0.00	0.00	1,983.12	0.00	0.00
Professional Fees	0.00	160.00	1,200.00	2,741.00	0.00	0.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00
Retail Merchandise Expense	0.00	0.00	0.00	0.00	0.00	0.00
Supplies	2,460.27	0.00	14,714.80	22,823.42	0.00	0.00
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	3,335.27	160.00	22,290.74	70,812.65	0.00	164.00
Net Ordinary Income	-3,335.27	-160.00	3,636.49	5,248.53	240.00	-164.00
Other Income/Expense						
Other Expense	0.00	0.00	-165.00	-165.00	0.00	0.00
Other Expenses	0.00	0.00	-165.00	-165.00	0.00	0.00
Total Other Expense	0.00	0.00	-165.00	-165.00	0.00	0.00
Net Other Income	0.00	0.00	165.00	165.00	0.00	0.00
Net Income	-3,335.27	-160.00	3,801.49	5,413.53	240.00	-164.00

Willow Glen Business Association
YTD Profit & Loss by Class
July through October 2024

	Halloween Trick or Treat (Promotions & Events)	Holidays (Promotions & Events)	Makers Market (Promotions & Events)	Mrs. Roper Romp (Promotions & Events)	National Night Out (Promotions & Events)	Passport (Promotions & Events)
Ordinary Income/Expense						
Income						
CBID	0.00	0.00	0.00	0.00	0.00	0.00
Event Revenue	0.00	61,790.80	1,040.00	0.00	0.00	0.00
Interest Income	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
Sponsorships	0.00	0.00	0.00	0.00	0.00	0.00
Total Income	0.00	61,790.80	1,040.00	0.00	0.00	0.00
Gross Profit	0.00	61,790.80	1,040.00	0.00	0.00	0.00
Expense						
Advertising and P/R	0.00	0.00	0.00	0.00	1,000.00	0.00
Bank Service Charges	0.00	3,995.35	34.06	0.00	0.00	0.00
City Fees	0.00	0.00	0.00	0.00	0.00	0.00
Contract Services	302.96	0.00	0.00	275.00	0.00	0.00
Dues and Subscriptions	0.00	0.00	0.00	0.00	0.00	0.00
Equipment Rental	0.00	265.00	0.00	0.00	0.00	0.00
Equipment/Furnishings	0.00	0.00	0.00	0.00	0.00	0.00
Insurance	0.00	0.00	0.00	0.00	0.00	0.00
Meetings	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	0.00
Personnel	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
Printing and Reproduction	0.00	0.00	0.00	0.00	0.00	0.00
Professional Fees	300.00	635.00	0.00	0.00	0.00	0.00
Rent	0.00	0.00	0.00	0.00	0.00	0.00
Retail Merchandise Expense	0.00	3,035.54	0.00	0.00	0.00	0.00
Supplies	959.52	0.00	0.00	202.34	0.00	24.58
Telephone and Internet	0.00	0.00	0.00	0.00	0.00	0.00
Website	0.00	0.00	0.00	0.00	0.00	0.00
Total Expense	1,562.48	7,930.89	34.06	477.34	1,000.00	24.58
Net Ordinary Income	-1,562.48	53,859.91	1,005.94	-477.34	-1,000.00	-24.58
Other Income/Expense						
Other Expense	0.00	0.00	0.00	0.00	0.00	0.00
Other Expenses	0.00	0.00	0.00	0.00	0.00	0.00
Total Other Expense	0.00	0.00	0.00	0.00	0.00	0.00
Net Other Income	0.00	0.00	0.00	0.00	0.00	0.00
Net Income	-1,562.48	53,859.91	1,005.94	-477.34	-1,000.00	-24.58

Willow Glen Business Association
YTD Profit & Loss by Class
July through October 2024

	Promotions & Events - Other (Promotions & Events)	Total Promotions & Events	Strategic Marketing	WG&A Administration	TOTAL
Ordinary Income/Expense					
Income					
CBID	0.00	0.00	0.00	0.00	117,385.38
Event Revenue	0.00	62,830.80	0.00	0.00	114,305.95
Interest Income	0.00	0.00	0.00	8.00	8.00
Member Dues	0.00	0.00	0.00	0.00	240.00
Sponsorships	0.00	0.00	0.00	0.00	24,586.00
Total Income	0.00	62,830.80	0.00	8.00	256,525.36
Gross Profit	0.00	62,830.80	0.00	8.00	256,525.36
Expense					
Advertising and P/R	0.00	1,000.00	121.51	0.00	2,334.91
Bank Service Charges	0.00	4,029.41	0.00	0.00	6,758.65
City Fees	0.00	0.00	0.00	0.00	3,325.00
Contract Services	0.00	741.96	0.00	0.00	87,163.23
Dues and Subscriptions	0.00	0.00	0.00	0.00	331.00
Equipment Rental	0.00	265.00	0.00	0.00	19,374.10
Equipment/Furnishings	0.00	0.00	0.00	0.00	108.28
Insurance	0.00	0.00	0.00	255.24	1,238.34
Meetings	0.00	0.00	0.00	127.55	127.55
Permits and Fees	0.00	0.00	0.00	0.00	3,799.17
Personnel	0.00	0.00	0.00	2,970.08	35,357.87
Postage and Delivery	0.00	0.00	0.00	182.00	255.00
Printing and Reproduction	0.00	0.00	0.00	0.00	1,983.12
Professional Fees	0.00	0.00	0.00	0.00	8,056.00
Rent	255.00	1,190.00	250.00	0.00	1,600.00
Retail Merchandise Expense	0.00	0.00	0.00	0.00	3,035.54
Supplies	0.00	3,035.54	0.00	0.00	24,739.41
Telephone and Internet	0.00	1,186.44	0.00	729.55	866.48
Website	0.00	0.00	0.00	123.16	235.60
Total Expense	255.00	11,448.35	371.51	4,495.87	200,689.25
Net Ordinary Income	-255.00	51,382.45	-371.51	-4,487.87	55,836.11
Other Income/Expense					
Other Expense	0.00	0.00	0.00	0.00	-165.00
Other Expenses	0.00	0.00	0.00	0.00	-165.00
Total Other Expense	0.00	0.00	0.00	0.00	165.00
Net Other Income	0.00	0.00	0.00	0.00	165.00
Net Income	-255.00	51,382.45	-371.51	-4,487.87	56,001.11

Willow Glen Community Foundation Balance Sheet

As of October 31, 2024

Oct 31, 24

ASSETS

Current Assets

Checking/Savings

Wells Fargo Checking -4496 17,938.97

Total Checking/Savings 17,938.97

Total Current Assets 17,938.97

TOTAL ASSETS 17,938.97

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

Accounts Payable 500.00

Total Accounts Payable 500.00

Total Current Liabilities 500.00

Total Liabilities 500.00

Equity

Unrestricted Net Assets 23,051.00

Net Income -5,612.03

Total Equity 17,438.97

TOTAL LIABILITIES & EQUITY 17,938.97

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

Willow Glen Business Association
November 12th, 2024, Membership & Board Meeting

Board Members – Please check in

<input checked="" type="checkbox"/> Bejan, Frank <input checked="" type="checkbox"/> Berger, Colin <input checked="" type="checkbox"/> Erdmann, Kathleen <input checked="" type="checkbox"/> Flores, Julie <input checked="" type="checkbox"/> Hartman, Barbara	<input checked="" type="checkbox"/> Highley, Emilie <input checked="" type="checkbox"/> Johnson, Bobbie <input checked="" type="checkbox"/> Mulcahy, Tim <input checked="" type="checkbox"/> Russo, Ana Maria	<input checked="" type="checkbox"/> Rivas, Sara <input checked="" type="checkbox"/> Sibley, Steve <input checked="" type="checkbox"/> Sizelove, Jamie <input checked="" type="checkbox"/> Terrazas, Gisselle <i>Phone</i>
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Guests – Please print

Name	Business	Phone & E-mail
1. <i>Maren Sederqvist</i>	<i>WGNA</i>	
2.		
3.		
4.		
5.		