

Post date:	
Initial:	



Hillcrest Business Association
Board of Directors Meeting
 Public Meeting ~ February 11, 2020, 5pm
 Joyce Beers Community Center
 3900 Vermont St., San Diego, CA 92103

Agenda

- | | | |
|---|----------------------------|------------|
| 1. Call to order, roll call, and introductions | P. Smith | 2 minutes |
| 2. Public comment (2 minutes per speaker) (information) | | 2 minutes |
| 3. President’s report (information) | P. Smith | 5 minutes |
| 4. Executive Director’s report (information) | B. Nicholls | 5 minutes |
| 5. Consent agenda (action) | C. Moreno/
R. Bedrosian | 5 minutes |
| a. Approval of minutes from January 2020 ¹ | | |
| b. Approval of financials from November and December 2019 ² | | |
| 6. Executive Committee items | C. Moreno | 5 minutes |
| a. Review of FY 21 budget and approval of BID & MAD budgets (action) ³ | | |
| 7. Special Event Committee items | R. Bedrosian | 5 minutes |
| a. Review of Nightmare on Normal financials (information) | | |
| b. Update concerning Mardi Gras event (information) | | |
| 8. Marketing Committee items | M. Ramon | 5 minutes |
| a. Review of raffle promotion program (action) | | |
| b. Updated marketing contract (action) ⁴ | | |
| 7. Beautification Committee items | B. Nicholls | 10 minutes |
| a. Approval University Ave. MAD budget (action) ⁵ | | |
| b. Approval of funding for tree well Flexipave (action) | | |

Adjourn

Attachments:

- | | |
|---|------------------------------------|
| 1. Minutes from January 2020 | 4. Revised marketing contract |
| 2. Financials from November & December 2019 | 5. University Ave. MAD FY21 budget |
| 3. Draft FY 21 budget with BID & MAD detail | |

Post date:	
Initial:	



2019 Standing Committees:

- Beautification (T. St. Louis)
- Executive (P. Smith)
- East MAD (M. Roland)
- Special Events (R. Bedrosian)
- Marketing (open)

Post date:	
Initial:	



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ November 12, 2019, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego, CA 92103

Board Members in attendance:

Ryan Bedrosian, Colleen Cavilleri, David Daniel, John Husler, Jeff Jackson, Jessica Magers, Cecelia Moreno, Matt Ramon, Tina Shirley, Paul Smith, Jerry Strayve, and Glenn Younger.

Board Members absent:

Tami Daiber, Kirsten Rindal

Staff in attendance:

Benjamin Nicholls, Mary Joseph

Public in attendance:

Unrecorded

Minutes

- P. Smith called the meeting to order and introductions occurred.
 - A number of political representatives made comments.
 - P. Smith thanked Ryan for representing the HBA at the rainbow crosswalk unveiling this past weekend.
 - He reported that the Marketing Committee is getting up and running again. He thanked Colleen, David, and John for being part of that committee and encouraged anyone who is interested to get involved. The committee meets next Wednesday at noon at Bo Beau.
 - P. Smith invited board members to attend the next HBA open house on January 30, 2020 at Uptown Tavern.
 - B. Nicholls thanked those board members that helped and participated in the Taste and Tinis and Shop Hillcrest for the Holidays events last month.
 - He reported on the installation of new tree lights in the large trees on Fifth Ave.
 - He reported that the HBA is Kicking off Mardi Gras 2020. The event will be on Saturday, Feb 22nd this year and tickets are on sale.
- Motion: Approval of minutes from December 2019. (Moreno/ Younger). The motion passed with all in favor.

Post date:	
Initial:	



-
- B. Nicholls presented the of CityFest financials.
 - The Special Event Committee is working on new promotional signage for the car show and Farmers Market. The banners will be at Normal and University Ave. and will be 3' by about 25'.
 - The cost of the banners will be about \$500 and will come from the event budgets.
 - Motion: approve the expenditures. (Daniels/ Bedrosian). The motion passed with all in favor.

 - Last month the group approved funding for tree lights on Fifth Ave between Robinson and University Ave.
 - There are three trees with old strings on them on Fifth Ave. north of University. The Beautification Committee is requesting approval for \$3,000 for these trees.
 - Motion to approve the lights and associated expenditures. (Moreno/ Younger). The motion passed with all in favor.

 - B. Nicholls reported on what the HBA contributed to the rainbow crosswalk. Staff provided special event and logistics support for CD3 staff (while on vacation).
 - HBA staff also provided signage, barricades, trashcans, and promotional support. HBA is the fiscal agent for the project and signed an agreement for the crosswalk that means we're obligated to maintain it or remove it if necessary. HBA is storing the paint.

 - The meeting adjourned.

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of December 31, 2019

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Carleton Management, Inc.	6,750.00	0.00	0.00	0.00	0.00	6,750.00
TOTAL	6,750.00	0.00	0.00	0.00	0.00	6,750.00

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of December 31, 2019

Dec 31, 19

ASSETS

Current Assets

Checking/Savings

10035 · Comerica - Checking 98,253.80

10045 · PayPal 656.20

Total Checking/Savings 98,910.00

Accounts Receivable

12000 · Accounts Receivable 6,750.00

Total Accounts Receivable 6,750.00

Other Current Assets

10115 · SBEP City Fees & Services 4,963.86

10125 · MAD Receivable 29,740.90

10145 · Farmers Market Receivable 30,223.56

10155 · Prepaid Expense 5,483.33

10175 · Commission for Arts Grant Rcvbl 21,793.00

10190 · Tech. Assistance/Acctg. Rcvbl. 2,737.00

10195 · Taste N Tinis Prepaid/Rcvbls. 11,705.00

Total Other Current Assets 106,646.65

Total Current Assets 212,306.65

Fixed Assets

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -21,364.81

Total Fixed Assets 0.00

TOTAL ASSETS 212,306.65

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

20210 · Accrued Expenses 5,000.00

20215 · BID Assessment -1,493.49

20225 · SBEP Advance 11,012.18

20230 · Sales Tax Payable 388.00

20240 · Deferred Revenue 6,000.00

21000 · Payroll Liabilities

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of December 31, 2019

	Dec 31, 19
Vacation Payable	<u>5,628.22</u>
Total 21000 · Payroll Liabilities	<u>5,628.22</u>
Total Other Current Liabilities	<u>26,534.91</u>
Total Current Liabilities	<u>26,534.91</u>
Total Liabilities	26,534.91
Equity	
31100 · Unrestricted Net Assets	165,543.39
Net Income	<u>20,228.35</u>
Total Equity	<u>185,771.74</u>
TOTAL LIABILITIES & EQUITY	<u><u>212,306.65</u></u>

Hillcrest Business Improvement Association, Inc.
Profit & Loss Budget vs. Actual
 July through December 2019

	TOTAL					
	Dec 19	Budget	Variance	Jul - Dec 19	Budget	Variance
Income						
40015 · CityFest	0.00	0.00	0.00	111,847.56	147,000.00	-35,152.44
40020 · Farmers Market	58,526.96	16,917.00	41,609.96	171,645.73	101,502.00	70,143.73
40030 · SBEP	3,273.07	2,084.00	1,189.07	14,134.90	12,504.00	1,630.90
40040 · MAD	10,924.44	7,515.00	3,409.44	58,779.46	45,090.00	13,689.46
40050 · BID	7,135.64	8,753.00	-1,617.36	44,938.65	52,518.00	-7,579.35
40060 · PROW	0.00	104.00	-104.00	52.00	624.00	-572.00
40085 · Technical Assistance/Acctg.	600.00	0.00	600.00	957.00	0.00	957.00
40100 · Nightmare on Normal Street	3,288.78	0.00	3,288.78	41,167.22	45,000.00	-3,832.78
40115 · Taste 'N Tinis	15,763.99	12,000.00	3,763.99	16,263.99	16,000.00	263.99
40140 · Banner Space	0.00	208.00	-208.00	500.00	1,248.00	-748.00
40155 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	59,004.17	75,000.00	-15,995.83
40160 · Hillcrest Map.	0.00	250.00	-250.00	0.00	1,500.00	-1,500.00
40190 · Hillcrest Security Subscription	6,193.91	900.00	5,293.91	10,990.89	5,400.00	5,590.89
40195 · Hillcrest Steam Cleaning	3,237.39	1,500.00	1,737.39	4,790.00	9,000.00	-4,210.00
Total Income	108,944.18	50,231.00	58,713.18	535,071.57	512,386.00	22,685.57
Expense						
50000 · Personnel						
50005 · Salaries	12,286.22	13,850.00	-1,563.78	79,271.25	83,100.00	-3,828.75
50025 · Employer Taxes - Federal	939.89	1,125.00	-185.11	6,068.31	6,750.00	-681.69
50030 · Employer Taxes - State	0.00	207.00	-207.00	41.99	1,242.00	-1,200.01
50035 · Health Insurance	1,493.63	827.00	666.63	8,108.83	4,962.00	3,146.83
50040 · Workers Comp Insurance	0.00	144.00	-144.00	0.00	864.00	-864.00
Total 50000 · Personnel	14,719.74	16,153.00	-1,433.26	93,490.38	96,918.00	-3,427.62
50045 · Operating						
50050 · Rent Office Space	1,680.00	803.00	877.00	5,880.00	4,818.00	1,062.00
50055 · Storage	0.00			2,786.00		
50060 · Accounting	2,095.00	2,088.00	7.00	12,571.75	12,528.00	43.75
50065 · Audit	0.00	0.00	0.00	6,000.00	7,500.00	-1,500.00
50070 · Equipment Purchase	0.00	175.00	-175.00	627.45	1,050.00	-422.55
50075 · Intern/Consultant	2,000.00	1,000.00	1,000.00	16,505.00	6,000.00	10,505.00
50080 · Bank & Credit Card Charges	41.99	50.00	-8.01	432.99	300.00	132.99
50085 · Repair/Maintenance/Cleaning	180.00	233.00	-53.00	1,440.00	1,398.00	42.00
50090 · Office Supplies	331.17	267.00	64.17	1,037.27	1,602.00	-564.73
50095 · Postage and Delivery	0.00	29.00	-29.00	7.98	174.00	-166.02
50100 · Printing/Photocopy	289.08	109.00	180.08	1,747.70	654.00	1,093.70
50110 · Dues/Subscriptions	0.00	83.00	-83.00	500.00	498.00	2.00
50115 · Staff Development	0.00	100.00	-100.00	0.00	600.00	-600.00
50120 · Meetings	100.53	292.00	-191.47	1,310.93	1,752.00	-441.07

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through December 2019

	TOTAL					
	Dec 19	Budget	Variance	Jul - Dec 19	Budget	Variance
50125 · Legal	0.00	625.00	-625.00	125.00	3,750.00	-3,625.00
50130 · Telephone & Internet	695.33	625.00	70.33	7,218.01	3,750.00	3,468.01
50135 · Parking/Mileage	172.49	200.00	-27.51	365.20	1,200.00	-834.80
50140 · Depreciation	0.00	25.00	-25.00	0.00	150.00	-150.00
50330 · D & O / Liability Insurance	0.00	0.00	0.00	13,668.10	9,500.00	4,168.10
Total 50045 · Operating	7,585.59	6,704.00	881.59	72,223.38	57,224.00	14,999.38
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	0.00	0.00	0.00	77,630.88	96,000.00	-18,369.12
51525 · Promotion/Marketing/Campaigns	553.95	1,292.00	-738.05	18,525.54	7,752.00	10,773.54
51527 · Taste 'N Tinis	9,156.59	7,000.00	2,156.59	10,581.59	10,000.00	581.59
51530 · Banners	0.00	750.00	-750.00	7,978.52	3,000.00	4,978.52
51535 · Web Site Communications	0.00	125.00	-125.00	0.00	750.00	-750.00
51540 · Business Mixers/Open House	0.00	209.00	-209.00	5,664.92	1,254.00	4,410.92
51545 · Newsletter	0.00	250.00	-250.00	0.00	1,500.00	-1,500.00
51555 · Farmer's Market	325.00	1,250.00	-925.00	11,632.62	7,500.00	4,132.62
51565 · Hillcrest Map	0.00	250.00	-250.00	0.00	1,500.00	-1,500.00
51800 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	62,207.90	65,000.00	-2,792.10
51880 · Nightmare on Normal	5,153.01	0.00	5,153.01	39,673.97	35,000.00	4,673.97
Total 51000 · Neighborhood/Outreach Promotion	15,188.55	11,126.00	4,062.55	233,895.94	229,256.00	4,639.94
53000 · Physical Improvements						
51575 · Pride Flag Project	0.00			4,234.49		
53125 · Hillcrest Sign Utilities/Maint.	131.90	67.00	64.90	3,161.64	402.00	2,759.64
53130 · Security	3,863.50	2,831.00	1,032.50	23,455.00	16,986.00	6,469.00
53131 · Security Subscription	1,575.00	447.00	1,128.00	9,325.00	2,682.00	6,643.00
53134 · Steam Cleaning Subscription	1,125.00	675.00	450.00	6,150.00	4,050.00	2,100.00
53139 · Sidewalk Cleaning/Improvements	13,099.01	7,113.00	5,986.01	42,897.56	42,678.00	219.56
53150 · Dumpsters	1,078.18	380.00	698.18	5,343.64	2,280.00	3,063.64
53155 · Tree/Flower/Light Maintenance	600.00	4,748.00	-4,148.00	11,217.00	28,488.00	-17,271.00
53159 · EMAD Expansion	0.00			5,234.20		
53161 · Special Projects	4,090.00			4,090.00		
53165 · Contingency	124.99	1,815.00	-1,690.01	124.99	10,890.00	-10,765.01
Total 53000 · Physical Improvements	25,687.58	18,076.00	7,611.58	115,233.52	108,456.00	6,777.52
Total Expense	63,181.46	52,059.00	11,122.46	514,843.22	491,854.00	22,989.22
	45,762.72	-1,828.00	47,590.72	20,228.35	20,532.00	-303.65

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through December 2019

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Income						
40015 · CityFest	0.00	111,847.56	0.00	0.00	0.00	111,847.56
40020 · Farmers Market	0.00	171,645.73	0.00	0.00	0.00	171,645.73
40030 · SBEP	0.00	0.00	0.00	0.00	14,134.90	14,134.90
40040 · MAD	0.00	0.00	0.00	58,779.46	0.00	58,779.46
40050 · BID	0.00	0.00	44,938.65	0.00	0.00	44,938.65
40060 · PROW	52.00	0.00	0.00	0.00	0.00	52.00
40085 · Technical Assistance/Acctg.	0.00	0.00	0.00	0.00	957.00	957.00
40100 · Nightmare on Normal Street	0.00	41,167.22	0.00	0.00	0.00	41,167.22
40115 · Taste 'N Tinis	0.00	16,263.99	0.00	0.00	0.00	16,263.99
40140 · Banner Space	500.00	0.00	0.00	0.00	0.00	500.00
40155 · Pride of Hillcrest/Block Party	0.00	59,004.17	0.00	0.00	0.00	59,004.17
40190 · Hillcrest Security Subscription	10,990.89	0.00	0.00	0.00	0.00	10,990.89
40195 · Hillcrest Steam Cleaning	4,790.00	0.00	0.00	0.00	0.00	4,790.00
Total Income	16,332.89	399,928.67	44,938.65	58,779.46	15,091.90	535,071.57
Expense						
50000 · Personnel						
50005 · Salaries	47,499.12	11,334.71	10,163.54	0.00	10,273.88	79,271.25
50025 · Employer Taxes - Federal	3,637.74	867.11	777.52	0.00	785.94	6,068.31
50030 · Employer Taxes - State	41.99	0.00	0.00	0.00	0.00	41.99
50035 · Health Insurance	8,108.83	0.00	0.00	0.00	0.00	8,108.83
Total 50000 · Personnel	59,287.68	12,201.82	10,941.06	0.00	11,059.82	93,490.38
50045 · Operating						
50050 · Rent Office Space	5,880.00	0.00	0.00	0.00	0.00	5,880.00
50055 · Storage	2,786.00	0.00	0.00	0.00	0.00	2,786.00
50060 · Accounting	3,252.75	4,500.00	0.00	2,462.00	2,357.00	12,571.75
50065 · Audit	6,000.00	0.00	0.00	0.00	0.00	6,000.00
50070 · Equipment Purchase	627.45	0.00	0.00	0.00	0.00	627.45
50075 · Intern/Consultant	6,120.00	10,385.00	0.00	0.00	0.00	16,505.00
50080 · Bank & Credit Card Charges	432.99	0.00	0.00	0.00	0.00	432.99
50085 · Repair/Maintenance/Cleaning	1,440.00	0.00	0.00	0.00	0.00	1,440.00
50090 · Office Supplies	1,037.27	0.00	0.00	0.00	0.00	1,037.27
50095 · Postage and Delivery	7.98	0.00	0.00	0.00	0.00	7.98
50100 · Printing/Photocopy	1,505.65	242.05	0.00	0.00	0.00	1,747.70

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through December 2019

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50110 · Dues/Subscriptions	500.00	0.00	0.00	0.00	0.00	500.00
50120 · Meetings	1,310.93	0.00	0.00	0.00	0.00	1,310.93
50125 · Legal	125.00	0.00	0.00	0.00	0.00	125.00
50130 · Telephone & Internet	7,202.01	16.00	0.00	0.00	0.00	7,218.01
50135 · Parking/Mileage	362.70	2.50	0.00	0.00	0.00	365.20
50330 · D & O / Liability Insurance	13,668.10	0.00	0.00	0.00	0.00	13,668.10
Total 50045 · Operating	52,258.83	15,145.55	0.00	2,462.00	2,357.00	72,223.38
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	61.99	77,568.89	0.00	0.00	0.00	77,630.88
51525 · Promotion/Marketing/Campaigns	2,468.83	7,190.00	8,866.71	0.00	0.00	18,525.54
51527 · Taste 'N Tinis	0.00	10,581.59	0.00	0.00	0.00	10,581.59
51530 · Banners	7,978.52	0.00	0.00	0.00	0.00	7,978.52
51540 · Business Mixers/Open House	250.00	1,451.96	2,287.88	0.00	1,675.08	5,664.92
51555 · Farmer's Market	0.00	11,632.62	0.00	0.00	0.00	11,632.62
51800 · Pride of Hillcrest/Block Party	50.59	62,157.31	0.00	0.00	0.00	62,207.90
51880 · Nightmare on Normal	217.32	39,456.65	0.00	0.00	0.00	39,673.97
Total 51000 · Neighborhood/Outreach Promotion	11,027.25	210,039.02	11,154.59	0.00	1,675.08	233,895.94
53000 · Physical Improvements						
51575 · Pride Flag Project	4,234.49	0.00	0.00	0.00	0.00	4,234.49
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	3,161.64	0.00	3,161.64
53130 · Security	0.00	0.00	0.00	23,455.00	0.00	23,455.00
53131 · Security Subscription	9,325.00	0.00	0.00	0.00	0.00	9,325.00
53134 · Steam Cleaning Subscription	6,150.00	0.00	0.00	0.00	0.00	6,150.00
53139 · Sidewalk Cleaning/Improvements	0.00	0.00	15,656.00	27,241.56	0.00	42,897.56
53150 · Dumpsters	2,884.38	0.00	0.00	2,459.26	0.00	5,343.64
53155 · Tree/Flower/Light Maintenance	4,030.00	0.00	7,187.00	0.00	0.00	11,217.00
53159 · EMAD Expansion	5,223.42	10.78	0.00	0.00	0.00	5,234.20
53161 · Special Projects	4,090.00	0.00	0.00	0.00	0.00	4,090.00
53165 · Contingency	124.99	0.00	0.00	0.00	0.00	124.99
Total 53000 · Physical Improvements	36,062.28	10.78	22,843.00	56,317.46	0.00	115,233.52
Total Expense	158,636.04	237,397.17	44,938.65	58,779.46	15,091.90	514,843.22
Net Income	-142,303.15	162,531.50	0.00	0.00	0.00	20,228.35

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of November 30, 2019

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
The San Diego LGBT Community Center	0.00	0.00	500.00	0.00	0.00	500.00
TOTAL	0.00	0.00	500.00	0.00	0.00	500.00

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of November 30, 2019

Nov 30, 19

ASSETS

Current Assets

Checking/Savings

10035 · Comerica - Checking 98,193.89

10045 · PayPal 656.20

Total Checking/Savings 98,850.09

Accounts Receivable

12000 · Accounts Receivable 500.00

Total Accounts Receivable 500.00

Other Current Assets

10115 · SBEP City Fees & Services 2,040.48

10125 · MAD Receivable 25,279.42

10145 · Farmers Market Receivable 15,386.01

10155 · Prepaid Expense 3,989.70

10175 · Commission for Arts Grant Rcvbl 21,793.00

10190 · Tech. Assistance/Acctg. Rcvbl. 2,737.00

Total Other Current Assets 71,225.61

Total Current Assets 170,575.70

Fixed Assets

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -21,364.81

Total Fixed Assets 0.00

TOTAL ASSETS 170,575.70

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

20210 · Accrued Expenses 5,000.00

20215 · BID Assessment -738.85

20225 · SBEP Advance 14,285.25

20230 · Sales Tax Payable 388.00

20240 · Deferred Revenue 6,000.00

21000 · Payroll Liabilities

FUTA Payable 4.06

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of November 30, 2019

	Nov 30, 19
Vacation Payable	<u>5,628.22</u>
Total 21000 · Payroll Liabilities	<u>5,632.28</u>
Total Other Current Liabilities	<u>30,566.68</u>
Total Current Liabilities	<u>30,566.68</u>
Total Liabilities	30,566.68
Equity	
31100 · Unrestricted Net Assets	165,543.39
Net Income	<u>-25,534.37</u>
Total Equity	<u>140,009.02</u>
TOTAL LIABILITIES & EQUITY	<u><u>170,575.70</u></u>

Hillcrest Business Improvement Association, Inc.
Profit & Loss Budget vs. Actual
 July through November 2019

	TOTAL					
	Nov 19	Budget	Variance	Jul - Nov 19	Budget	Variance
Income						
40015 · CityFest	0.00	0.00	0.00	111,847.56	147,000.00	-35,152.44
40020 · Farmers Market	23,014.61	16,917.00	6,097.61	113,118.77	84,585.00	28,533.77
40030 · SBEP	4,209.07	2,084.00	2,125.07	10,861.83	10,420.00	441.83
40040 · MAD	9,323.80	7,515.00	1,808.80	47,855.02	37,575.00	10,280.02
40050 · BID	6,801.13	8,753.00	-1,951.87	37,803.01	43,765.00	-5,961.99
40060 · PROW	0.00	104.00	-104.00	52.00	520.00	-468.00
40085 · Technical Assistance/Acctg.	357.00	0.00	357.00	357.00	0.00	357.00
40100 · Nightmare on Normal Street	380.49	0.00	380.49	37,878.44	45,000.00	-7,121.56
40115 · Taste 'N Tinis	500.00	4,000.00	-3,500.00	500.00	4,000.00	-3,500.00
40140 · Banner Space	0.00	208.00	-208.00	500.00	1,040.00	-540.00
40155 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	59,004.17	75,000.00	-15,995.83
40160 · Hillcrest Map.	0.00	250.00	-250.00	0.00	1,250.00	-1,250.00
40190 · Hillcrest Security Subscription	0.00	900.00	-900.00	4,796.98	4,500.00	296.98
40195 · Hillcrest Steam Cleaning	0.00	1,500.00	-1,500.00	1,552.61	7,500.00	-5,947.39
Total Income	44,586.10	42,231.00	2,355.10	426,127.39	462,155.00	-36,027.61
Expense						
50000 · Personnel						
50005 · Salaries	14,700.40	13,850.00	850.40	66,985.03	69,250.00	-2,264.97
50025 · Employer Taxes - Federal	1,128.64	1,125.00	3.64	5,128.42	5,625.00	-496.58
50030 · Employer Taxes - State	41.99	207.00	-165.01	41.99	1,035.00	-993.01
50035 · Health Insurance	1,312.61	827.00	485.61	6,615.20	4,135.00	2,480.20
50040 · Workers Comp Insurance	0.00	144.00	-144.00	0.00	720.00	-720.00
Total 50000 · Personnel	17,183.64	16,153.00	1,030.64	78,770.64	80,765.00	-1,994.36
50045 · Operating						
50050 · Rent Office Space	0.00	803.00	-803.00	4,200.00	4,015.00	185.00
50055 · Storage	632.00			2,786.00		
50060 · Accounting	2,095.00	2,088.00	7.00	10,476.75	10,440.00	36.75
50065 · Audit	0.00	0.00	0.00	6,000.00	7,500.00	-1,500.00
50070 · Equipment Purchase	0.00	175.00	-175.00	627.45	875.00	-247.55
50075 · Intern/Consultant	6,314.00	1,000.00	5,314.00	14,505.00	5,000.00	9,505.00
50080 · Bank & Credit Card Charges	150.26	50.00	100.26	391.00	250.00	141.00
50085 · Repair/Maintenance/Cleaning	240.00	233.00	7.00	1,260.00	1,165.00	95.00
50090 · Office Supplies	20.18	267.00	-246.82	706.10	1,335.00	-628.90
50095 · Postage and Delivery	0.00	29.00	-29.00	7.98	145.00	-137.02
50100 · Printing/Photocopy	267.05	109.00	158.05	1,458.62	545.00	913.62
50110 · Dues/Subscriptions	0.00	83.00	-83.00	500.00	415.00	85.00

Hillcrest Business Improvement Association, Inc.
Profit & Loss Budget vs. Actual
 July through November 2019

	TOTAL					
	Nov 19	Budget	Variance	Jul - Nov 19	Budget	Variance
50115 · Staff Development	0.00	100.00	-100.00	0.00	500.00	-500.00
50120 · Meetings	293.38	292.00	1.38	1,210.40	1,460.00	-249.60
50125 · Legal	0.00	625.00	-625.00	125.00	3,125.00	-3,000.00
50130 · Telephone & Internet	1,684.67	625.00	1,059.67	6,522.68	3,125.00	3,397.68
50135 · Parking/Mileage	29.75	200.00	-170.25	192.71	1,000.00	-807.29
50140 · Depreciation	0.00	25.00	-25.00	0.00	125.00	-125.00
50330 · D & O / Liability Insurance	2,136.40	1,625.00	511.40	13,668.10	9,500.00	4,168.10
Total 50045 · Operating	13,862.69	8,329.00	5,533.69	64,637.79	50,520.00	14,117.79
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	0.00	0.00	0.00	77,630.88	96,000.00	-18,369.12
51525 · Promotion/Marketing/Campaigns	2,890.00	1,292.00	1,598.00	17,971.59	6,460.00	11,511.59
51527 · Taste 'N Tinis	1,425.00	3,000.00	-1,575.00	1,425.00	3,000.00	-1,575.00
51530 · Banners	720.00	375.00	345.00	7,978.52	2,250.00	5,728.52
51535 · Web Site Communications	0.00	125.00	-125.00	0.00	625.00	-625.00
51540 · Business Mixers/Open House	1,994.20	209.00	1,785.20	5,664.92	1,045.00	4,619.92
51545 · Newsletter	0.00	250.00	-250.00	0.00	1,250.00	-1,250.00
51555 · Farmer's Market	638.50	1,250.00	-611.50	11,307.62	6,250.00	5,057.62
51565 · Hillcrest Map	0.00	250.00	-250.00	0.00	1,250.00	-1,250.00
51800 · Pride of Hillcrest/Block Party	5,000.00	0.00	5,000.00	62,207.90	65,000.00	-2,792.10
51880 · Nightmare on Normal	9,833.28	0.00	9,833.28	34,520.96	35,000.00	-479.04
Total 51000 · Neighborhood/Outreach Promotion	22,500.98	6,751.00	15,749.98	218,707.39	218,130.00	577.39
53000 · Physical Improvements						
51575 · Pride Flag Project	0.00			4,234.49		
53125 · Hillcrest Sign Utilities/Maint.	438.20	67.00	371.20	3,029.74	335.00	2,694.74
53130 · Security	3,789.00	2,831.00	958.00	19,591.50	14,155.00	5,436.50
53131 · Security Subscription	1,575.00	447.00	1,128.00	7,750.00	2,235.00	5,515.00
53134 · Steam Cleaning Subscription	1,125.00	675.00	450.00	5,025.00	3,375.00	1,650.00
53139 · Sidewalk Cleaning/Improvements	7,230.01	7,113.00	117.01	29,798.55	35,565.00	-5,766.45
53150 · Dumpsters	944.37	380.00	564.37	4,265.46	1,900.00	2,365.46
53155 · Tree/Flower/Light Maintenance	1,943.00	4,748.00	-2,805.00	10,617.00	23,740.00	-13,123.00
53159 · EMAD Expansion	5,123.42			5,234.20		
53165 · Contingency	0.00	1,815.00	-1,815.00	0.00	9,075.00	-9,075.00
Total 53000 · Physical Improvements	22,168.00	18,076.00	4,092.00	89,545.94	90,380.00	-834.06
Total Expense	75,715.31	49,309.00	26,406.31	451,661.76	439,795.00	11,866.76
	-31,129.21	-7,078.00	-24,051.21	-25,534.37	22,360.00	-47,894.37

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through November 2019

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Income						
40015 · CityFest	0.00	111,847.56	0.00	0.00	0.00	111,847.56
40020 · Farmers Market	0.00	113,118.77	0.00	0.00	0.00	113,118.77
40030 · SBEP	0.00	0.00	0.00	0.00	10,861.83	10,861.83
40040 · MAD	0.00	0.00	0.00	47,855.02	0.00	47,855.02
40050 · BID	0.00	0.00	37,803.01	0.00	0.00	37,803.01
40060 · PROW	52.00	0.00	0.00	0.00	0.00	52.00
40085 · Technical Assistance/Acctg.	0.00	0.00	0.00	0.00	357.00	357.00
40100 · Nightmare on Normal Street	0.00	37,878.44	0.00	0.00	0.00	37,878.44
40115 · Taste 'N Tinis	0.00	500.00	0.00	0.00	0.00	500.00
40140 · Banner Space	500.00	0.00	0.00	0.00	0.00	500.00
40155 · Pride of Hillcrest/Block Party	0.00	59,004.17	0.00	0.00	0.00	59,004.17
40190 · Hillcrest Security Subscription	4,796.98	0.00	0.00	0.00	0.00	4,796.98
40195 · Hillcrest Steam Cleaning	1,552.61	0.00	0.00	0.00	0.00	1,552.61
Total Income	6,901.59	322,348.94	37,803.01	47,855.02	11,218.83	426,127.39
Expense						
50000 · Personnel						
50005 · Salaries	40,822.50	8,765.59	10,163.54	0.00	7,233.40	66,985.03
50025 · Employer Taxes - Federal	3,126.98	670.57	777.52	0.00	553.35	5,128.42
50030 · Employer Taxes - State	41.99	0.00	0.00	0.00	0.00	41.99
50035 · Health Insurance	6,615.20	0.00	0.00	0.00	0.00	6,615.20
Total 50000 · Personnel	50,606.67	9,436.16	10,941.06	0.00	7,786.75	78,770.64
50045 · Operating						
50050 · Rent Office Space	4,200.00	0.00	0.00	0.00	0.00	4,200.00
50055 · Storage	2,786.00	0.00	0.00	0.00	0.00	2,786.00
50060 · Accounting	2,557.75	3,700.00	0.00	2,462.00	1,757.00	10,476.75
50065 · Audit	6,000.00	0.00	0.00	0.00	0.00	6,000.00
50070 · Equipment Purchase	627.45	0.00	0.00	0.00	0.00	627.45
50075 · Intern/Consultant	4,120.00	10,385.00	0.00	0.00	0.00	14,505.00
50080 · Bank & Credit Card Charges	391.00	0.00	0.00	0.00	0.00	391.00
50085 · Repair/Maintenance/Cleaning	1,260.00	0.00	0.00	0.00	0.00	1,260.00
50090 · Office Supplies	706.10	0.00	0.00	0.00	0.00	706.10
50095 · Postage and Delivery	7.98	0.00	0.00	0.00	0.00	7.98
50100 · Printing/Photocopy	1,216.57	242.05	0.00	0.00	0.00	1,458.62

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through November 2019

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50110 · Dues/Subscriptions	500.00	0.00	0.00	0.00	0.00	500.00
50120 · Meetings	1,210.40	0.00	0.00	0.00	0.00	1,210.40
50125 · Legal	125.00	0.00	0.00	0.00	0.00	125.00
50130 · Telephone & Internet	6,506.68	16.00	0.00	0.00	0.00	6,522.68
50135 · Parking/Mileage	190.21	2.50	0.00	0.00	0.00	192.71
50330 · D & O / Liability Insurance	13,668.10	0.00	0.00	0.00	0.00	13,668.10
Total 50045 · Operating	46,073.24	14,345.55	0.00	2,462.00	1,757.00	64,637.79
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	61.99	77,568.89	0.00	0.00	0.00	77,630.88
51525 · Promotion/Marketing/Campaigns	1,924.52	7,190.00	8,857.07	0.00	0.00	17,971.59
51527 · Taste 'N Tinis	0.00	1,425.00	0.00	0.00	0.00	1,425.00
51530 · Banners	7,978.52	0.00	0.00	0.00	0.00	7,978.52
51540 · Business Mixers/Open House	250.00	1,451.96	2,287.88	0.00	1,675.08	5,664.92
51555 · Farmer's Market	0.00	11,307.62	0.00	0.00	0.00	11,307.62
51800 · Pride of Hillcrest/Block Party	50.59	62,157.31	0.00	0.00	0.00	62,207.90
51880 · Nightmare on Normal	0.00	34,520.96	0.00	0.00	0.00	34,520.96
Total 51000 · Neighborhood/Outreach Promotion	10,265.62	195,621.74	11,144.95	0.00	1,675.08	218,707.39
53000 · Physical Improvements						
51575 · Pride Flag Project	4,234.49	0.00	0.00	0.00	0.00	4,234.49
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	3,029.74	0.00	3,029.74
53130 · Security	0.00	0.00	0.00	19,591.50	0.00	19,591.50
53131 · Security Subscription	7,750.00	0.00	0.00	0.00	0.00	7,750.00
53134 · Steam Cleaning Subscription	5,025.00	0.00	0.00	0.00	0.00	5,025.00
53139 · Sidewalk Cleaning/Improvements	0.00	0.00	9,130.00	20,668.55	0.00	29,798.55
53150 · Dumpsters	2,162.23	0.00	0.00	2,103.23	0.00	4,265.46
53155 · Tree/Flower/Light Maintenance	4,030.00	0.00	6,587.00	0.00	0.00	10,617.00
53159 · EMAD Expansion	5,223.42	10.78	0.00	0.00	0.00	5,234.20
Total 53000 · Physical Improvements	28,425.14	10.78	15,717.00	45,393.02	0.00	89,545.94
Total Expense	135,370.67	219,414.23	37,803.01	47,855.02	11,218.83	451,661.76
Net Income	-128,469.08	102,934.71	0.00	0.00	0.00	-25,534.37

	FY20 Total	FY21 Total	510 MAD
Income			
City Fest	\$ 147,000.00	\$ 112,000.00	
Farmers Market	\$ 203,000.00	\$ 265,000.00	
SBEP	\$ 25,000.00	\$ 25,000.00	
MAD	\$ 90,183.00	\$ 90,183.00	\$ 90,183.00
BID	\$ 105,000.00	\$ 105,000.00	
BID carry forward			
Taste	\$ 36,000.00	\$ 32,000.00	
Taste 'n Tinis	\$ 16,000.00	\$ 16,500.00	
Nightmare on Normal	\$ 45,000.00	\$ 45,000.00	
Pride of Hillcrest Blockparty	\$ 75,000.00	\$ 65,000.00	
Fat Tuesday	\$ 31,000.00	\$ 6,500.00	
Beer Crawl			
Banner space rental	\$ 2,500.00	\$ 2,500.00	
Hillcrest map	\$ 3,000.00	\$ -	
Other income PROW	\$ 1,560.00	\$ -	
Other income			
Other income (steam cleaning)	\$ 22,500.00	\$ 9,800.00	
Other income (security)	\$ 16,200.00	\$ 20,400.00	
Total Income	\$ 818,943.00	\$ 794,883.00	\$ 90,183.00
Expense			
50005 · Salaries/ payroll	\$ 166,000.00	\$ 166,000.00	
50025 · Employer taxes - federal	\$ 13,500.00	\$ 13,500.00	
50030 · Employer taxes - state	\$ 2,485.00	\$ 2,485.00	
50035 · Health insurance	\$ 10,100.00	\$ 16,000.00	
50040 · Workers comp insurance	\$ 1,550.00	\$ 2,800.00	
50000 · Personnel	\$ 193,635.00	\$ 200,785.00	

50050 · Rent office space	\$ 9,639.00	\$ 10,100.00	
Storage		\$ 6,700.00	
50060 · Accounting	\$ 25,000.00	\$ 25,200.00	\$ 3,422.80
50065 · Audit/ tax	\$ 7,500.00	\$ 7,500.00	
50070 · Equipment purchase	\$ 2,100.00	\$ 2,100.00	
50075 · Consultants: Marketing	\$ 12,000.00	\$ 22,000.00	
50075 · Consultants: Intern			
50075 · Consultants: Volunteer Management		\$ 6,000.00	
50080 · Bank & credit card charges	\$ 600.00	\$ 600.00	
50085 · Repair / maintenance / cleaning	\$ 2,800.00	\$ 2,800.00	
50090 · Office supplies	\$ 3,200.00	\$ 3,200.00	
50095 · Postage and delivery	\$ 350.00	\$ 350.00	
50100 · Printing/ photocopy	\$ 1,300.00	\$ 1,800.00	
50105 · Permits			
50110 · Dues/ subscriptions	\$ 1,000.00	\$ 1,000.00	
50115 · Staff development	\$ 1,200.00	\$ 1,200.00	
50120 · Meetings	\$ 3,500.00	\$ 3,500.00	
50125 · Legal	\$ 7,500.00	\$ 7,500.00	
50130 · Telephone & internet	\$ 7,500.00	\$ 9,000.00	
50135 · Parking/ mileage	\$ 2,400.00	\$ 800.00	
50140 · Depreciation	\$ 300.00	\$ 300.00	
50220 · Insurance	\$ 9,500.00	\$ 14,000.00	
50045 · Operating	\$ 97,389.00	\$ 128,450.00	
Promotion/Marketing/Campaigns	\$ 15,500.00	\$ 12,000.00	
Banners	\$ 4,500.00	\$ 4,500.00	
Web communications	\$ 1,500.00	\$ 1,500.00	
Hillcrest map	\$ 3,000.00	\$ -	
Pride of Hillcrest Block Party	\$ 65,000.00	\$ 63,000.00	

Farmers Market promotions	\$ 15,000.00	\$ 15,000.00	
Taste 'n Tinis	\$ 10,000.00	\$ 10,000.00	
CityFest	\$ 96,000.00	\$ 78,000.00	
Taste of Hillcrest	\$ 5,000.00	\$ 5,000.00	
Nightmare on Normal Street	\$ 35,000.00	\$ 45,000.00	
Fat Tuesday	\$ 30,000.00	\$ 6,500.00	
Business open house	\$ 2,500.00	\$ 5,500.00	
Newsletter	\$ 3,000.00	\$ 3,000.00	
51000 · Outreach/Promotion	\$ 286,000.00	\$ 249,000.00	
Hillcrest Sign Utilities/Maint.	\$ 800.00	\$ 3,000.00	\$ 800.00
Security MAD	\$ 33,972.00	\$ 34,000.00	\$ 33,972.00
Security Subscription	\$ 14,304.00	\$ 18,500.00	
Sidewalk improvements	\$ 56,888.00	\$ 55,000.00	\$ 14,000.00
Steam cleaning MAD	\$ 28,797.12	\$ 29,000.00	\$ 28,455.00
Steam cleaning subscription	\$ 21,600.00	\$ 10,500.00	
Dumpsters	\$ 4,560.00	\$ 10,000.00	\$ 2,280.00
Tree/ garden/ FB maintenance			
Tree repair	\$ 3,600.00	\$ 3,600.00	
Tree maintenace	\$ 30,240.00	\$ 30,240.00	
Flower basket maintenance	\$ 24,300.00		
Lighting repair	\$ -	\$ -	
Contingency	\$ 25,255.00	\$ 22,808.00	\$ 7,253.20
53000 · Physical Improvements	\$ 244,316.12	\$ 216,648.00	\$ 90,183.00
Total Expense	\$ 821,340.12	\$ 794,883.00	\$ -
Total Income	\$ 818,943.00	\$ 794,883.00	
Net Income	\$ (2,397.12)	\$ -	

Contracting Agreement

January 29, 2020

This Agreement (the “Agreement”) is executed by Hillcrest Business Improvement Association, a California not for profit corporation (hereinafter referred to as “HBA”) whose address is 3737 Fifth Avenue San Diego, CA 92103 and Hale Media (hereinafter referred to as “Consultant”), whose address is _____. HBA and Consultant are sometimes hereinafter collectively referred to as the “Parties” or individually as a “Party”.

Hillcrest Business Association undertakes special events as part of its promotional programs throughout the year and is seeking a Media and marketing company to implement elements of these events and general promotions throughout the year.

Services to be provided

Consultant shall manage the event on behalf of the HBA in accordance with the provisions set forth in Attachment A attached hereto and made a part hereof for all purposes.

Terms and termination

Either Party may cancel this Agreement at any time after date of signing upon 30 days written notice to the other Party.

This agreement supersedes any previous agreement between the parties.

Independent contractor status

Consultant is an independent contractor and is not an employee of HBA. Staffing costs relating duties described in Attachment A will be borne by Consultant, including requirements for the provisions of Workers Compensation Insurance and any and all local, state and federal payroll taxes, and any tax liability related to Consultant and their staff.

Governing law

Contractor shall at all times comply with all applicable laws, statutes, ordinances, and regulations of the City, county, state, and federal governments. Subcontractor shall also comply with all notices issued by the City under the authority of all current or future laws, statutes, ordinances, or regulations.

Conflict of interest

Contractor shall comply with all federal, state, and local laws, including conflict of interest laws, statutes, ordinances, regulations, and policies of the City related to public contracts and procurement practices to the extent applicable. HBA and Contractor are unaware of any financial or economic interest of any public officer or employee of the City relating to this agreement. Contractor has been made aware of the HBA’s Conflict of Interest policy (attachment B).

Payment

The HBA will pay a monthly rate of \$2,000 for services outlined below. In the months of February, July, August, and October, the HBA will pay an additional \$500 for street team

coordination services. The HBA will pay related pre-approved expenses relating to the work described including but not limited to printing, digital messaging services, advertising, labor costs, and fees.

Ownership

Hillcrest Taste 'n Tinis, Hillcrest CityFest, the Taste of Hillcrest, the Hillcrest Sign logo, The Fabulous Hillcrest logo, Pride of Hillcrest Block Party, Hillcrest Farmers Market and the related marks are, and always have been, the property of the HBA. HBA retains the exclusive rights to sell any HBA related merchandise and tickets and to conduct promotions for any business relating to Hillcrest and the HBA.

Agreements with third parties

Contractor shall disclose and provide copies of all agreements with third parties relating the project including rental agreements, service contracts, entertainment agreements, sponsorships, in-kind donations, special payments, and mutual benefit arrangements. Unwritten agreements shall be unacceptable.

Marketing, Logos and Sponsor recognition

Hillcrest logos shall be used on all promotional and signage elements for the event including banners, signs, advertising and otherwise. This event shall be clearly described as a production of the "Hillcrest Business Association" or "Fabulous Hillcrest". Any sponsorship agreements shall not create the impression that the event is owned by any third party.

Arbitration

If a dispute arises out of or relates to this Agreement, or the breach thereof, the parties agree first to try in good faith to resolve the dispute by mediation administered by the American Arbitration Association under its rules, before resorting to arbitration. Thereafter, any unresolved controversy or claim arising out of or relating to this Agreement, or breach thereof, shall be resolved by arbitration administered by the American Arbitration Association in accordance with its Arbitration Rules, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof pursuant to applicable law.

No Joint venture or partnership

This Agreement shall not be construed or interpreted to create or establish any joint venture or partnership between the parties.

Integration

This Agreement supersedes all prior or contemporaneous agreements, understandings, promises, representation, and discussions, whether written or oral, or whether expressed, implied or apparent and are hereby deemed merged into and made a part of this Agreement. The terms of this Agreement are contractual and not merely a recital. No waiver or modification of any term of this Agreement shall be valid or binding unless in writing and executed by all of the Parties.

Assignment

This Agreement and the rights and obligations accruing to the Parties hereto shall not be assigned or delegated without the consent of the other Party; and such consent shall not be

unreasonably withheld. Notwithstanding the foregoing or any other provision contained herein to the contrary, Consultant may assign this Agreement and all rights pertaining thereto and delegate all of his obligations to a third party upon approval of the board of directors of the HBA.

Equal employment and nondiscriminatory provisions

Consultant shall not discriminate in any manner against any person or persons on account of race, color, religion, gender, sexual orientation, medical status, national origin, age, marital status, or physical disability in Consultant's activities pursuant to this Agreement, including but not limited to the providing of goods, services, facilities, privileges, advantages, and accommodations, and the obtaining and holding of employment. Consultant shall comply with City Council Ordinance No.18173 (San Diego Municipal Code sections 22.2701 through 22.2708, as amended), EQUAL EMPLOYMENT OPPORTUNITY OUTREACH PROGRAM, a copy of which is on file in the Office of the City Clerk and by this reference is incorporated into this Agreement. Consultant is individually responsible to abide by its contents. Consultant shall comply with Title VII of the Civil Rights Act of 1964, as amended; Executive Orders 11246, 11375, and 12086; the California Fair Employment Practices Act; and any other applicable federal and state laws and regulations hereafter enacted. Consultant shall not discriminate against any employee or applicant for employment on any basis prohibited by law. Consultant may be required to comply, and require each of its Subcontractors to comply, with the provisions of the City's Living Wage Ordinance. It is the responsibility of the Consultant to determine if compliance is required. Consultant is required where applicable to comply with the Americans with Disabilities Act, the City of San Diego Drug Free Workplace requirements, and Storm Water Management and Discharge Control Ordinance.

Representations and warranties

Each Party represents and warrants to the other that it has all necessary power and authority to execute and deliver this Agreement and to carry out its obligations hereunder. The Agreement has been duly and validly executed and delivered by the Parties and constitutes the valid and binding agreement of that Party, fully enforceable against that Party in accordance with their respective terms. To the best knowledge of each Party, all consents, approvals, orders or authorizations of, or registration, declaring or filing with, any governmental authority in connection with the execution and delivery of the Agreement or the consummation of the transactions contemplated hereby have been obtained.

Supervision

Contractor shall provide supervision adequate to insure that the services rendered pursuant to this agreement are of high quality.

IN WITNESS WHEREOF, the Parties have executed this Agreement on _____, at _____, California.

HILLCREST BUSINESS
ASSOCIATION

By: _____

Benjamin Nicholls
Executive Director, HBA :

ADDRESS:

3737 Fifth Avenue, #202

San Diego, CA 92103

(619) 299-3330 Tel.

(619) 299-4230 Fax.

- Attachment A: Scope of services
- Attachment B: Conflict of interest policy

Attachment A: Scope of Services

Consultant agrees to manage the following activities:

Street Team Services:

Goal: To increase attendance and create a buzz for the Hillcrest Business Association's special events, Hale Media will provide its talented staff to serve in a promotional capacity.

The SDPIX Street Team will promote the following HBA events during the 3 weeks leading up to each event in Hillcrest bars, restaurants, and other venues as appropriate:

- Hillcrest Mardi Gras
- Pride of Hillcrest Block Party
- Hillcrest CityFest
- Nightmare on Normal Street

Hale Media will provide: scheduling of promotional events, coordination with venue management, promotional staff, and a lead staff member who will oversee scheduling and promotional staff, and training of staff. Hale Media will also work with the HBA to create promotional materials (pop-up banner, postcards, etc) and will be responsible for purchasing/obtaining any other props or decorations as necessary (ie hats/glasses/props for photos). Hale Media will also promote these events on SDPIX and HBA social media channels.

Staff will be selected/hired based on their ability to engage with the public in a positive, upbeat manner.

At promotional events, staff will be expected to:

- Arrive 15 minutes before the scheduled promotional event time.
- Check in with venue management to notify them of their presence and agree upon a location in the venue to set-up.
- Set-up promotional materials in agreed upon location (ie pop up banner)
- Promotional staff will engage with customers in the venue in a manner that is fun, non-intrusive, and encourages patrons to attend/purchase tickets to the HBA event.
- Promotional staff will take a minimum of 5 photos of patrons holding promotional materials at each venue. Photos should be sent immediately to the lead promotional staff member for posting.
- When applicable, promotional staff will have an ipad on hand to be able to sell tickets to ticketed events (ie. Pride Block Party). Staff should attempt to sell 5 tickets at each venue.

- Promotional staff will hand out a minimum of 50 postcards (with \$1 off drink coupons) at each venue.
- At venues that have the ability to make announcements, promotional staff will come “on stage” to promote the event (ie. Dreamgirls at Mo’s).
- At the conclusion of each event, promotional staff will immediately text the lead promotional staff member any remaining photos, and a recap of the event (how many fliers handed out, how the crowd was, how many tickets sold, etc).
- Promotional staff will return materials to the lead staff member within 24 hours of the event (or sooner if another event is taking place in less than 24 hours with different staff members).

Promotional events will be scheduled regularly in coordination with the following venues: Rich’s, InsideOut, Hillcrest Brewing Company, Baja Betty’s, Gossip Grill, Urban Mo’s, Fiesta Cantina, Flicks, #1 Fifth Avenue, Tin Room, The Loft, The Rail.

Hale Media will seek out additional venues to promote special events at such as the LGBT Center, Hillcrest Town Council, restaurants that have a busy waiting area, high traffic street corners, and other creative ways to promote attendance at HBA special events.

Brand and Event Marketing

Goal: Promote HBA events and the Fabulous Hillcrest Brand to convey the upbeat and positive message that Hillcrest is an exciting place to visit.

Social media management:

- Produce at least two general interest posts a week for Hillcrest Farmers Market, Hillcrest Business Association, and Fabulous Hillcrest brands on Facebook, instagram, and Twitter accounts. Post content can be sourced from HBA but also contractor should also generate content to fill out the schedule.
- Produce an escalating schedule of posts concerning within the month before an event directing ticket sales. These posts would be in addition to the previously mentioned posts. Post content can be sourced from HBA but also contractor should also generate content to fill out the schedule.
- Maintain a list of hash tags, handles, and other social media connectivity devices in a way to maximize exposure to target audiences.
-

Earned media:

- Maintain a list of third party organizational, media, and gatekeeper contacts to assist with organic promotional opportunities.
- Produce a promotional package to these third party groups with the intent of utilizing their networks to organically promote the HBA’s events.

Member communications:

- Manage member communications including: email newsletters, email lists, and printed newsletters.
- Write, edit, and produce quarterly printed newsletter for mailing to the membership.

Media Relations:

- Manage media events, production of press releases, and positive media related activities.
- Actively seek out positive news stories to pitch to the media.

Graphic design

- Oversee graphic design contractor to produce quality graphic design materials to support marketing activities.

Website Management:

Assist the Executive Director in updating the HBA's websites including www.fabulouhillcrest.com, www.hillcrestfarmersmarket.com, and www.hillcrestbia.org.

Attachment B: conflict of interest policy

No contract may be entered into by the Hillcrest Business Association if one of its officers, members, directors, committee members, staff members or volunteers has a material financial interest in the contract or transaction, except in the following circumstances:

- (1) the material facts as to the contract or transaction and as to the party's interest are fully disclosed or known to the member, board or committee voting on the matter;
- (2) the contract or transaction is approved by the members, board or committee in good faith, by a vote sufficient without counting the vote of the interested party or parties;
- (3) the interested party or parties abstains from voting on the matter;
- (4) the contract or transaction is just and reasonable to the Hillcrest Business Association at the time it was authorized, approved or ratified;
- (5) the interested party or parties shall not actively participate in the decision about the contract or transaction, except to answer questions or provide a broad explanation;
- (6) the action is recorded in meeting minutes, noting which members voted, how the members voted, and identifying any members who abstained from voting.

A violation of any provision of this policy shall be grounds for removal of the officers, directors, members, committee members, staff members or volunteers from their positions with the HBA.

A contract or transaction entered into in violation of this.

Open Space Division - Maintenance Assessment District
 Budget Worksheet
 Hillcrest MAD
 Fund 200094 / Cost Center 1714151641

DRAFT 01/13/2020

READY FOR DISTRIBUTION

SAP Account	Program Element/Description	FY 2019 Final Adopted	FY 2019 Unaudited Actuals	FY 2020 Final Adopted	FY 2020 Estimate	FY 2021 Proposed
	Budgeted Position - Ground Maintenance Manager	0.07 6 hours bi-weekly	0.07 6 hours bi-weekly	0.07 6 hours bi-weekly	0.07 6 hours bi-weekly	0.07 6 hours bi-weekly
EXPENSES						
Services						
512134A	Landscaping Services - Routine (Aztec Landscaping Inc.; Annual PO 4000049752)	\$10,877.00	\$9,544.33	\$11,010.30	\$11,010.30	\$11,560.00
512134B	Landscaping Services - Landscape and Irrigation Upgrades	\$500.00	\$0.00	\$500.00	\$500.00	\$500.00
512134C	Landscaping Services - Planting in Normal Street Median	\$500.00	\$0.00	\$500.00	\$500.00	\$500.00
512197	Tree Services	\$1,500.00	\$1,495.00	\$1,500.00	\$1,500.00	\$1,500.00
	Total Services	\$13,377.00	\$11,039.33	\$13,510.30	\$13,510.30	\$14,060.00
Utilities						
514100	Electric Services	\$750.00	\$540.23	\$404.00	\$404.00	\$432.28
514104	Water Serv-Incl Hydr Rent	\$4,186.00	\$4,104.26	\$5,714.00	\$5,714.00	\$6,113.98
514105	Sewer Service Charge (Storm Drain)	\$44.00	\$42.20	\$53.00	\$53.00	\$56.71
	Total Utilities	\$4,980.00	\$4,686.69	\$6,171.00	\$6,171.00	\$6,602.97
Other						
516024A	Special Districts Administration	\$1,928.00	\$1,928.00	\$1,928.00	\$1,928.00	\$1,928.00
516024B	Vehicle Usage & Assignment	\$654.00	\$654.00	\$674.00	\$674.00	\$694.22
516024C	GMM - Salary & Fringe	\$8,927.00	\$8,927.00	\$9,195.00	\$9,195.00	\$9,470.85
	Total Other	\$11,509.00	\$11,509.00	\$11,797.00	\$11,797.00	\$12,093.07
	Total Costs / Appropriations:	\$29,866.00	\$27,235.02	\$31,478.00	\$31,478.00	\$32,756.00
512133	Fund Balance - Contingency Reserve	\$12,242.00	\$0.00	\$8,708.00	\$8,708.00	\$12,082.00
	GRAND TOTAL	\$42,108.00	\$27,235.02	\$40,186.00	\$40,186.00	\$44,838.00

**Open Space Division - Maintenance Assessment District
Budget Worksheet
Hillcrest MAD
Fund 200094 / Cost Center 1714151641**

DRAFT 01/13/2020

READY FOR DISTRIBUTION

SAP Account	Program Element/Description	FY 2019 Final Adopted	FY 2019 Unaudited Actuals	FY 2020 Final Adopted	FY 2020 Estimate	FY 2021 Proposed
REVENUE						
Income:						
411005	Real & Secured Personal -CY	\$18,259.00	\$17,823.86	\$18,390.00	\$19,044.00	\$19,425.00
411009	Delinquent Secured Property Taxes	\$0.00	\$546.00	\$0.00	\$0.00	\$0.00
411011	Delinquent Secured Prop Taxes - Penalty & Int	\$0.00	\$128.27	\$0.00	\$0.00	\$0.00
411028	Property Taxes - Interest Alloc.	\$0.00	\$27.30	\$0.00	\$0.00	\$0.00
418001	Interest On Pool Invest	\$83.00	\$321.29	\$83.00	\$83.00	\$83.00
412005	Delinquency - P&I-LMDs	\$0.00	(\$128.27)	\$0.00	\$0.00	\$0.00
422170A	Reimbursable Services (Transfers from Other (200118 - Gas Tax Fund)	\$4,109.00	\$4,109.00	\$4,234.00	\$4,234.00	\$4,234.00
422170B	Reimbursements (from Uptown Community Parking District for Normal St. median maintenance - G/L 512134C)	\$1,000.00	\$1,000.00	\$1,000.00	\$3,000.00 ⁽¹⁾	\$3,000.00
424088A	Transfer form Other - General Benefit Offset (11.1%)	\$3,267.00	\$3,267.00	\$4,023.00	\$4,023.00	\$4,023.00
Total Revenue:		\$26,718.00	\$27,094.45	\$27,730.00	\$30,384.00	\$30,765.00

FUND BALANCE CALCULATION						
	Beginning Fund Balance	\$15,197.39	\$15,308.02	\$15,167.45	\$15,167.45	\$14,073.00
	+ Unrealized Loss/Gain	\$0.00	\$0.00	\$0.00	\$0.00	\$0.00
	+ Total Revenue	\$26,718.00	\$27,094.45	\$27,730.00	\$30,384.00	\$30,765.00
	- Total Expenditures	\$29,866.00	\$27,235.02	\$31,478.00	\$31,478.00	\$32,756.00
	= Closing Fund Balance	\$12,049.39	\$15,167.45	\$11,419.45	\$14,073.45	\$12,082.00

	Change in Fund Balance (Decrease)	(\$3,148.00)	(\$140.57)	(\$3,748.00)	(\$1,094.00)	(\$1,991.00)
--	--	---------------------	-------------------	---------------------	---------------------	---------------------

TARGET FUND BALANCE						
	10% of Operating Expenditures (Min)	\$2,987.00	\$2,724.00	\$3,148.00	\$3,148.00	\$3,276.00
	Six Months of Operating Expenditures (Max)	\$14,933.00	\$13,618.00	\$15,739.00	\$15,739.00	\$16,378.00

Open Space Division - Maintenance Assessment District
 Budget Worksheet
 Hillcrest MAD
 Fund 200094 / Cost Center 1714151641

DRAFT 01/13/2020

READY FOR DISTRIBUTION

SAP	Program Element/Description	FY 2019 Final Adopted	FY 2019 Unaudited Actuals	FY 2020 Final Adopted	FY 2020 Estimate	FY 2021 Proposed
-----	-----------------------------	-----------------------------	---------------------------------	-----------------------------	---------------------	---------------------

ANNUAL COLLECTED ASSESSMENT AND LFF CALCULATION		Est. 2.00% CPI Increase	2.76% CPI Increase	Est. 2.76% CPI Increase	CPI 3.71%	Est. 2.00% CPI Increase
	Assessment Rate per LFF	\$5.58	\$5.62	\$5.62	\$5.82	\$5.94
	LFFs	3,272.24	3,272.24	3,272.24	3,272.24	3,272.24
	Total Assessment Revenue	\$18,259.10	\$18,389.99	\$18,389.99	\$19,044.44	\$19,425.33

MAXIMUM AUTHORIZED ASSESSMENT		Est. 2.00% CPI Increase	2.76% CPI Increase	Est. 2.76% CPI Increase	CPI 3.71%	Est. 2.00% CPI Increase
	Maximum Assessment Rate per LFF	\$5.58	\$5.62	\$5.62	\$5.83	\$5.95

INFLATION FACTOR						
Consumer Price Index-All Urban Consumers (CPI-U) - ACTUAL RATE			2.76%		3.71%	Pending
Consumer Price Index AER Authorized? Yes or NO	Yes	Yes	Yes	Yes	Yes	Yes
Consumer Price Index - Additional Percentage Allowed per AER: NO additional %	No	No	No	No	No	No
"Estimated" CPI Applied to "Proposed Budget" ESTIMATED	2.00%	2.00%	2.00%	2.00%	2.00%	2.00%

(1) FY20 - Contribution from Parking District will be increased to \$3,000 in FY20. At time of P&R Budget submittal, final action still pending CPD's FY20 budget approval and written authorization from Economic Development (Meredith Dibden & Liz Studebaker). Approval has now been received for transfer of \$3,000.