

Post date:	
Initial:	



Hillcrest Business Association
Board of Directors Meeting
 Public Meeting ~ September 10, 2019, 5pm
 Joyce Beers Community Center
 1230 Cleveland Ave., San Diego, CA 92103

Agenda

- | | | |
|--|-----------------|------------|
| 1. Call to order and introductions | T. Daiber-Hirst | 2 minutes |
| 2. Public comment (2 minutes per speaker) (information) | | 2 minutes |
| 3. President’s report (information) | T. Daiber-Hirst | 5 minutes |
| 4. Executive Director’s report (information) | B. Nicholls | 5 minutes |
| 5. Consent agenda (action) | R. Bedrosian | 5 minutes |
| a. Approval of financials from June & July 2019 ¹ | | |
| b. Approval of minutes from August 2019 ² | | |
| 6. Executive Committee items | T. Daiber-Hirst | 15 minutes |
| a. Approval of Slate of HBA Candidates for Proxy Ballot (action) | | |
| b. Approval of Slate of UCPD Candidates for Proxy Ballot (action) | | |
| c. Approval of UCSD Medical Center letter (action) ³ | | |
| d. Executive Director Annual Review (action) | | |
| 7. East MAD Committee items | B. Nicholls | 5 minutes |
| a. Approval of agreement to with contractor to manage EMAD survey and database (action) ⁴ | | |
| 8. Beautification Committee items | T. Daiber-Hirst | 15 minutes |
| b. Announcement of new chair (information) | | |
| c. Approval of rainbow crosswalk proposal (action) | | |
| d. Approval of UCPD information kiosk elements (action) | | |

Adjourn

Attachments:

- | | |
|--|---|
| 1. Financials from June and July 2019 | 4. Contract details for EMAD survey and database contract |
| 2. Minutes from August 2019 | |
| 3. Draft letter concerning UCSD Medical Center | |

Hillcrest Business Association
 3737 Fifth Ave. #205, San Diego, CA 92103
 p:(619) 299-3330 f: (619) 299-4230

Post date:	
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2019 Standing Committees:

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

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of July 31, 2019

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Dr. Bronners	0.00	750.00	0.00	0.00	0.00	750.00
Flicks	0.00	100.00	0.00	0.00	0.00	100.00
Geico	0.00	1,925.00	0.00	0.00	0.00	1,925.00
Windemore Court H&A	0.00	450.00	0.00	0.00	0.00	450.00
TOTAL	0.00	3,225.00	0.00	0.00	0.00	3,225.00

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of July 31, 2019

Jul 31, 19

ASSETS

Current Assets

Checking/Savings

10035 · Comerica - Checking 143,919.66

10045 · PayPal 656.20

Total Checking/Savings 144,575.86

Accounts Receivable

12000 · Accounts Receivable 3,225.00

Total Accounts Receivable 3,225.00

Other Current Assets

10115 · SBEP City Fees & Services 5,460.75

10120 · BID Receivable 6,670.14

10125 · MAD Receivable 17,455.33

10145 · Farmers Market Receivable 9,468.79

10155 · Prepaid Expense 5,370.55

10175 · Commission for Arts Grant Rcvbl 23,193.00

10190 · Tech. Assistance/Acctg. Rcvbl. 1,280.00

Total Other Current Assets 68,898.56

Total Current Assets 216,699.42

Fixed Assets

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -21,364.81

Total Fixed Assets 0.00

TOTAL ASSETS 216,699.42

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

20000 · Accounts Payable 6,098.89

Total Accounts Payable 6,098.89

Other Current Liabilities

20230 · Sales Tax Payable 581.00

21000 · Payroll Liabilities

Vacation Payable 5,628.22

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of July 31, 2019

	Jul 31, 19
Total 21000 · Payroll Liabilities	<u>5,628.22</u>
Total Other Current Liabilities	<u>6,209.22</u>
Total Current Liabilities	<u>12,308.11</u>
Total Liabilities	12,308.11
Equity	
31100 · Unrestricted Net Assets	184,165.22
Net Income	20,226.09
Total Equity	<u>204,391.31</u>
TOTAL LIABILITIES & EQUITY	<u>216,699.42</u>

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

	Jul 19	Budget	\$ Over Budget
Income			
40015 · CityFest	32,617.17	30,000.00	2,617.17
40020 · Farmers Market	20,823.32	16,917.00	3,906.32
40030 · SBEP	0.00	2,084.00	-2,084.00
40035 · SBEP City Fees & Services.	5,460.75		
40040 · MAD	9,385.40	7,515.00	1,870.40
40050 · BID	6,670.14	8,753.00	-2,082.86
40060 · PROW	0.00	52.00	-52.00
40140 · Banner Space	0.00	208.00	-208.00
40155 · Pride of Hillcrest/Block Party	51,235.16	50,000.00	1,235.16
40160 · Hillcrest Map.	0.00	250.00	-250.00
40190 · Hillcrest Security Subscription	75.00	450.00	-375.00
40195 · Hillcrest Steam Cleaning	100.00	750.00	-650.00
Total Income	126,366.94	116,979.00	9,387.94
Expense			
50000 · Personnel			
50005 · Salaries	11,572.15	13,850.00	-2,277.85
50025 · Employer Taxes - Federal	885.26	1,125.00	-239.74
50030 · Employer Taxes - State	0.00	207.00	-207.00
50035 · Health Insurance	1,422.71	827.00	595.71
50040 · Workers Comp Insurance	0.00	144.00	-144.00
Total 50000 · Personnel	13,880.12	16,153.00	-2,272.88
50045 · Operating			
50050 · Rent Office Space	1,680.00	803.00	877.00
50055 · Storage	870.00		
50060 · Accounting	2,095.00	2,088.00	7.00
50065 · Audit	0.00	625.00	-625.00
50070 · Equipment Purchase	452.45	175.00	277.45
50075 · Intern/Consultant	5,130.00	1,000.00	4,130.00
50080 · Bank & Credit Card Charges	120.77	50.00	70.77
50085 · Repair/Maintenance/Cleaning	240.00	233.00	7.00
50090 · Office Supplies	498.56	267.00	231.56
50095 · Postage and Delivery	4.99	29.00	-24.01
50100 · Printing/Photocopy	267.05	109.00	158.05
50110 · Dues/Subscriptions	0.00	83.00	-83.00
50115 · Staff Development	0.00	100.00	-100.00
50120 · Meetings	101.14	292.00	-190.86

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

	Jul 19	Budget	\$ Over Budget
50125 · Legal	25.00	625.00	-600.00
50130 · Telephone & Internet	1,680.95	625.00	1,055.95
50135 · Parking/Mileage	67.71	200.00	-132.29
50140 · Depreciation	0.00	25.00	-25.00
50330 · D & O / Liability Insurance	4,697.65	792.00	3,905.65
Total 50045 · Operating	17,931.27	8,121.00	9,810.27
51000 · Neighborhood/Outreach Promotion			
51515 · CityFest	3,323.31	10,000.00	-6,676.69
51525 · Promotion/Marketing/Campaigns	342.07	1,292.00	-949.93
51530 · Banners	1,170.00	375.00	795.00
51535 · Web Site Communications	0.00	125.00	-125.00
51540 · Business Mixers/Open House	729.32	117.00	612.32
51545 · Newsletter	0.00	250.00	-250.00
51555 · Farmer's Market	1,006.39	1,250.00	-243.61
51560 · Business Forum/Open House	0.00	92.00	-92.00
51565 · Hillcrest Map	0.00	250.00	-250.00
51575 · Pride Flag Project	3,234.49		
51800 · Pride of Hillcrest/Block Party	50,042.90	50,000.00	42.90
Total 51000 · Neighborhood/Outreach Promotion	59,848.48	63,751.00	-3,902.52
53000 · Physical Improvements			
53125 · Hillcrest Sign Utilities/Maint.	2,400.57	67.00	2,333.57
53130 · Security	3,639.50	3,278.00	361.50
53131 · Security Subscription	1,650.00	0.00	1,650.00
53134 · Steam Cleaning Subscription	0.00	3,046.00	-3,046.00
53139 · Sidewalk Improvements	3,908.00	4,742.00	-834.00
53150 · Dumpsters	716.91	380.00	336.91
53155 · Tree & Flower Maintenance	2,166.00	2,865.00	-699.00
53157 · Tree Light Repair	0.00	1,042.00	-1,042.00
53165 · Contingency	0.00	1,815.00	-1,815.00
Total 53000 · Physical Improvements	14,480.98	17,235.00	-2,754.02
Total Expense	106,140.85	105,260.00	880.85
Net Income	20,226.09	11,719.00	8,507.09

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

	July 2019				
	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	TOTAL
Income					
40015 · CityFest	0.00	32,617.17	0.00	0.00	32,617.17
40020 · Farmers Market	0.00	20,823.32	0.00	0.00	20,823.32
40035 · SBEP City Fees & Services.	0.00	5,460.75	0.00	0.00	5,460.75
40040 · MAD	0.00	0.00	0.00	9,385.40	9,385.40
40050 · BID	0.00	0.00	6,670.14	0.00	6,670.14
40155 · Pride of Hillcrest/Block Party	0.00	51,235.16	0.00	0.00	51,235.16
40190 · Hillcrest Security Subscription	75.00	0.00	0.00	0.00	75.00
40195 · Hillcrest Steam Cleaning	100.00	0.00	0.00	0.00	100.00
Total Income	175.00	110,136.40	6,670.14	9,385.40	126,366.94
Expense					
50000 · Personnel					
50005 · Salaries	8,298.73	1,802.22	1,471.20	0.00	11,572.15
50025 · Employer Taxes - Federal	634.84	137.87	112.55	0.00	885.26
50035 · Health Insurance	1,422.71	0.00	0.00	0.00	1,422.71
Total 50000 · Personnel	10,356.28	1,940.09	1,583.75	0.00	13,880.12
50045 · Operating					
50050 · Rent Office Space	1,680.00	0.00	0.00	0.00	1,680.00
50055 · Storage	870.00	0.00	0.00	0.00	870.00
50060 · Accounting	364.00	800.00	0.00	931.00	2,095.00
50070 · Equipment Purchase	452.45	0.00	0.00	0.00	452.45
50075 · Intern/Consultant	2,120.00	3,010.00	0.00	0.00	5,130.00
50080 · Bank & Credit Card Charges	120.77	0.00	0.00	0.00	120.77
50085 · Repair/Maintenance/Cleaning	240.00	0.00	0.00	0.00	240.00
50090 · Office Supplies	498.56	0.00	0.00	0.00	498.56
50095 · Postage and Delivery	4.99	0.00	0.00	0.00	4.99
50100 · Printing/Photocopy	267.05	0.00	0.00	0.00	267.05
50120 · Meetings	101.14	0.00	0.00	0.00	101.14
50125 · Legal	25.00	0.00	0.00	0.00	25.00
50130 · Telephone & Internet	1,680.95	0.00	0.00	0.00	1,680.95
50135 · Parking/Mileage	67.71	0.00	0.00	0.00	67.71
50330 · D & O / Liability Insurance	4,697.65	0.00	0.00	0.00	4,697.65
Total 50045 · Operating	13,190.27	3,810.00	0.00	931.00	17,931.27
51000 · Neighborhood/Outreach Promotion					

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

	July 2019				
	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	TOTAL
51515 · CityFest	0.00	3,323.31	0.00	0.00	3,323.31
51525 · Promotion/Marketing/Campaigns	0.00	0.00	342.07	0.00	342.07
51530 · Banners	1,170.00	0.00	0.00	0.00	1,170.00
51540 · Business Mixers/Open House	0.00	0.00	729.32	0.00	729.32
51555 · Farmer's Market	0.00	1,006.39	0.00	0.00	1,006.39
51575 · Pride Flag Project	3,234.49	0.00	0.00	0.00	3,234.49
51800 · Pride of Hillcrest/Block Party	0.00	50,042.90	0.00	0.00	50,042.90
Total 51000 · Neighborhood/Outreach Promotion	4,404.49	54,372.60	1,071.39	0.00	59,848.48
53000 · Physical Improvements					
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	2,400.57	2,400.57
53130 · Security	0.00	0.00	0.00	3,639.50	3,639.50
53131 · Security Subscription	1,650.00	0.00	0.00	0.00	1,650.00
53139 · Sidewalk Improvements	0.00	0.00	1,849.00	2,059.00	3,908.00
53150 · Dumpsters	361.58	0.00	0.00	355.33	716.91
53155 · Tree & Flower Maintenance	0.00	0.00	2,166.00	0.00	2,166.00
Total 53000 · Physical Improvements	2,011.58	0.00	4,015.00	8,454.40	14,480.98
Total Expense	29,962.62	60,122.69	6,670.14	9,385.40	106,140.85
Net Income	-29,787.62	50,013.71	0.00	0.00	20,226.09



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ August 13, 2019, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego, CA 92103

Minutes

Board Members in attendance:

Tami Daiber-Hirst, Glenn Younger, Tina Shirley, Jeff Jackson, Colleen Cavaliere, Ryan Bedrosian, Paul Smith, Charles Kauffman, and Jessica Baro

Board Members absent:

Staff in attendance:

Benjamin Nicholls, Mary Joseph

Public in attendance: Jason Weis, Tyler Birch

- T. Daiber-Hirst called the meeting to order and introductions occurred.
- T. Daiber-Hirst thanked everyone that came out and helped with Pride of Hillcrest Block Party last month and CityFest.
- She reported on the completion of the audit of the Hillcrest Farmers Market financials. She stated that the Executive Committee will be discussing the results of the audit and how to move forward
- B. Nicholls reported that the annual City required audit is underway.
- He also reported that the East MAD Committee has been meeting every couple of weeks to work on developing the MAD. A survey of property owners throughout the east end will occur of the neighborhood to see what is needed
 - Motion to approve the consent agenda including minutes from July 2019. The financials from June are tabled. (Hirst/ Bedrosian). Motion passes unanimously.
- T. Hirst introduces a memo that shows the details for the annual meeting.
 - Motion to approve the memo and the location of the annual meeting as described in the memo. (Smith/ Hirst). Motion carries unanimously.

- A proposed letter of support included in the board package that indicates HBA support for the UCSD hospital expansion.
- The vote was tabled because of a noticing error.
- B. Nicholls gave an update concerning SANDAG bike lane installation on Fourth and Fifth Aves. He reported on the final design maps for the SANDAG bike lanes. They show the final result of all the work that the HBA did to preserve bike lanes over the last several years.
- R. Bedrosian gave an update on CityFest and Pride Block Party.
- The meeting adjourned.



August 13, 2019

Board of Regents
University of California
1111 Franklin Street, 12th floor
Oakland, CA 94607

Dear Chairman Pérez and the Board of Regents,

I write in support of the UC San Diego (UCSD) Hillcrest Campus Long Range Development Plan (LRDP) and Environmental Impact Report (EIR). In addition to expanding health care services, this transformative plan will revitalize the Hillcrest campus and the surrounding area.

For over 50 years, UC San Diego has been known for high quality care, innovative research, and a strong dedication to serving the medically indigent population. Unfortunately, aging facilities and the 2030 State seismic requirements require UCSD to reimagine the entire Hillcrest campus. Central San Diego deserves a state-of-the-art medical campus and I am excited to see UCSD's commitment to our community with this comprehensive strategy.

The Hillcrest campus has been a critical part of the neighborhood economy for decades bringing thousands of customers to our stores and restaurants. Medical staff, patients, and their families are all part of the neighborhood of Hillcrest. We welcome this investment in the UCSD medical Center and see it as an investment in the neighborhood economy.

The proposed Hillcrest campus redevelopment plan includes:

- New in-patient hospital (key programs would remain, including Trauma, Emergency Department, Burn Center, and Owen Clinic).
- Outpatient Pavilion to expand services at the Hillcrest Health Campus.
- Wellness Center to support programs for community and staff members.
- Up to 1,000 units of workforce housing.
- Addition of limited mixed-use retail options for staff, patients, and neighbors.
- Replacement of existing parking structures with modern, underground structures.

UC San Diego has been diligent in its outreach. The campus has shared its plan with a wide range of stakeholders through town hall and community meetings as well as email, web, and social media. UCSD has consulted patients, faculty, physicians, staff, adjacent cities and neighborhoods, community planning groups, elected officials, and public agencies to solicit their input to develop additional health, wellness, and residential resources. The campus also took the initiative to create the Hillcrest LRDP Advisory Council, which is comprised of local and regional community leaders who are tasked with advising campus and health leadership on in-depth aspects of the proposed LRDP and EIR. Their scope includes advising on the proposed clinical services, traffic circulation, transportation, housing, sustainability, amenities, and financing.



UCSD proactively answered the many questions, concerns, and requests that came forward during the outreach process and managed to incorporate many of the community's comments and ideas into the final plan.

I hope you will join me in enthusiastically supporting the Hillcrest Campus LRDP and EIR. I am eager to work with UC San Diego as it moves forward with this important project that will revamp and revitalize the Hillcrest campus and spur economic growth throughout the San Diego region.

Sincerely,

Benjamin Nicholls
Executive Director



August 28, 2019

Benjamin Nicholls
Executive Director
Hillcrest Business Association
3737 Fifth Avenue, Suite 202
San Diego, CA 92103

Re: Proposed Hillcrest East Maintenance Assessment District

Dear Mr. Benjamin Nicholls:

We are delighted that the Hillcrest Business Association continues to pursue the creation of a Maintenance Assessment District in east Hillcrest. Enclosed is our proposal for services to assist with the formation of the Hillcrest East Maintenance Assessment District (“HEMAD” or “District”). We are aware that work has already been conducted on this formation and have designed the proposal accordingly. We hope to assist in bringing this project to completion!

Civitas is California’s premier consultant for district formation and renewal. We have served as consultant in the formation and renewal of over 150 improvement districts. Civitas will bring to Hillcrest East the experience and expertise necessary to successfully guide the maintenance assessment district (MAD) formation process.

We will work closely with your staff, property owners, and local officials throughout the project. We will guide a formation process that will be promptly responsive to the needs and concerns of Hillcrest East stakeholders.

Thank you for the opportunity to submit this proposal. I look forward to working with you on this exciting project.

Best Regards,

A handwritten signature in black ink that reads "Nichole Farley".

Nichole Farley,
Director of Business Development & Client Engagement

Phase One: Project Initiation & Outreach

It is our understanding that work has been performed to initiate HEMAD formation, including steering committee formation, District parameters, and initial outreach. During this step, Civitas will work with HBA to clarify project parameters and next steps.

1.1 Project Parameters

Civitas will work with HBA, the steering committee, and stakeholders to clarify project parameters. Assignments for Civitas, HBA, and stakeholders will be established.

1.2 Database Development

The foundation of the District formation process is a thorough and accurate database. Civitas will utilize HBA's initial database of District properties and perform any necessary updates. Civitas and the Engineer will continue work on the database throughout the project.

1.3 Boundary Map

Civitas will use GIS software to create a map of the District boundaries and any benefit zones. The map will be made available online via a smartphone / tablet application and website, for easy access to parcel information. Customized maps will be made to display information throughout the process, which may demonstrate property type, support level, or similar characteristics.

1.4 Stakeholder Review Call

Civitas will participate in a call with the City of San Diego and HBA to review the district parameters and proposed changes to the funding structure with regards to creating a benefit zone around the Normal Street Promenade. HBA would like to negotiate funding from the Parking District in Hillcrest benefit Hillcrest Community around the Normal Street Promenade.

1.5 Property Owner Survey and Analysis

During this step, Civitas will work with HBA to conduct a property owner outreach survey. Civitas will send the survey out to property owners either through mail or online to gauge owners' interest in forming a district and identify their priorities for services. Civitas will review the results and share the findings with HBA.

IV. Schedule and Fees

Project Schedule

We estimate that the total number of months to complete all three (3) phases of the project is ten (10) months. As you know, there are many unknown variables in a project of this nature. Although we would work diligently to form the District, factors outside of Civitas' and HBA's control could delay or thwart even the best-developed plans. Civitas will work to minimize these risks and complete the project at the earliest possible date.

Fees

Civitas' fees for the scope of work in this proposal reflect the quality and experience of our professional team. In an effort to keep costs down, we assume HBA and the steering committee will conduct all outreach efforts, including the petition drive, and will draft documents for Civitas' review. Fees and expenses do not include trips to Hillcrest. If trips are needed, we would be happy to make trips for professional fees of \$1,250 per trip, plus expenses.

Professional Fees

Our professional fees for the scope of work herein for each project phase are listed in the table below. Civitas will bill HBA a fixed monthly fee in accordance with each project phase. The monthly fees for each project phase are listed in the table below:

Phase	Total Professional Fees	Monthly Billing for Professional Fees	Estimated Expenses	Estimated Months	Total Project Phase Costs
Phase One	\$9,000	\$3,000 per month	\$600	Three (3)	\$9,600
Phase Two	\$17,000	\$4,250 per month	\$900	Four (4)	\$17,900
Phase Three	\$9,000	\$3,000 per month	\$500	Three (3)	\$9,500
Total	\$35,000		\$2,000	Nine (9)	\$37,000

Expenses

Civitas will incur various costs and expenses in performing services in accordance with this proposal. HBA will be responsible for all costs and expenses in addition to the professional fees. Ordinary costs and expenses, including telephone charges, standard postage and standard photocopying will be billed at four percent (4%) of professional fees. Other costs and expenses, including mass mailings, bulk copying (over 100 pages), travel, and overnight shipping will be billed at Civitas' actual cost. Costs are not expected to exceed \$2,000.

Billing

Civitas will send HBA a monthly invoice for fees and costs incurred. A start-up fee of ten percent (10%) of the total project costs, \$3,700, shall be due and payable upon execution of an agreement for services between Civitas and HBA. The amount of the start-up fee will be deducted from the final invoice. Each invoice will be payable within thirty (30) days of its mailing date. Invoices will include the fixed professional fees and expenses incurred. The basis of calculation or other method of determination of other expenses will be clearly identified by item and amount. If each project phase is completed within their given time frames and scopes described herein, the total fees and expenses for each phase will not exceed the total project phase costs as listed in the table above.

Cost Assumptions and Assignment Guidelines

We have projected a specific amount of time for each phase of this project. It is assumed that each phase will not exceed the budgeted time period. Civitas will do its utmost to ensure that each project phase proceeds on time. If, however, circumstances beyond our control necessitate additional time beyond that which has been budgeted for any of the project phases, we would continue billing the monthly billing fee associated with the project phase per month for the duration of project phase. Potential factors that would increase the scope of work and estimated costs given in this proposal include: additional public or private meetings not described herein, data challenges, local government delays, or lack of property owner or steering committee involvement in the project.

When Civitas' services conclude, all unpaid charges will immediately become due and payable. The amount of professional fees set forth in this agreement are a fixed amount for completion of each project phase within a maximum total timeframe. The total amount of professional fees for each project phase has been divided over the estimated months associated with each project phase to determine the monthly billing amount for each project phase. If the project is completed prior to the estimated month timeframe for any of the project phases, the remaining balance of professional fees will be due and payable within thirty (30) days of project completion.

The pricing and scope outlined in this agreement will expire upon sixty (60) days post delivery of this proposal.

Property Information and Databases

The database for this project relies on information obtained from the City and County. Errors can and will occur in this database. While Civitas will do its utmost to correct any errors, it is acknowledged that owner data will always contain errors. Civitas recommends that the City continue pursuing data correction strategies during and after District formation.

V. Qualifications

Partial Client List

Canoga Park, Canoga Park, California
Capitol Station District, Sacramento, California
Central City East Association, Los Angeles, California
Central Core Restoration Corporation, Vallejo, California
Central Roseville Partnership, Roseville, California
City of Concord, Concord, California
City of Folsom, Folsom, California
City of West Hollywood, Sunset Strip Business Owners
Confederation of Downtown Associations, Los Angeles, California
Downtown Las Vegas Partnership, Las Vegas, Nevada
Downtown Long Beach Associates, Long Beach, California
Downtown Los Angeles Property Owners Association (DPOA)
Downtown Placerville Management District, Placerville, California
Downtown Sacramento Partnership, Sacramento, California
Downtown San Diego Partnership, San Diego, California
Downtown Stockton Alliance, Stockton, California
Figueroa Corridor Improvement Association, Los Angeles, California
The Florin Road Partnership, Sacramento, California
Fruitvale PBID, Oakland, California
Fulton Avenue Improvement Association, Sacramento, California
Georgetown Revitalization Committee, Georgetown, California
Granada Hills Improvement Association, Granada Hills, California
La Jolla Maintenance Assessment District
Midtown Business Association, Sacramento, California
Old Pasadena Management District, Pasadena, California
Riverside Downtown Partnership, Riverside, California
San Diego BID Council, San Diego, California
San Jose Downtown Association, San Jose, California
Stockton Boulevard Partnership, Sacramento, California
Studio City Improvement Association, Studio City, California
Sunrise MarketPlace, Citrus Heights, California
Tarzana Improvement Association, Tarzana, California
Town of Loomis, Loomis, California
Town of Truckee, Truckee, California
Waikiki Improvement Association, Waikiki, Hawaii

Staff Biographies

Nichole Farley, Director of Business Development and Client Engagement



Ms. Farley specializes in the development and execution of strategies with a strong focus on creating, maintaining, and growing B2B relationships. Nichole is working on a master's degree in Communication with an emphasis in Travel and Tourism and International Communications at California State University, Fullerton and bachelor's degree from California State University, Chico in Agriculture Business with a minor in Recreation Administration.

Gina Reed, Project Manager



Ms. Reed is Civitas' Project Manager in the Greater Los Angeles area. She specializes in managing multiple projects with critical deadlines. She has an extensive background in the hospitality industry in sales, marketing and event planning. She graduated from Loyola Marymount University in Los Angeles, CA with a bachelor's degree in Business Administration with an emphasis in Marketing, and is a founding member of the LAX Coastal Area Chamber Young Professional's Organization.

Quinn Petitjean, GIS & Database Specialist



Mr. Petitjean attended California State University, Sacramento where he earned his Bachelor's degree in Geography. Shortly after graduation, Quinn decided to pursue further education in the field of geospatial technologies. This led him to enroll in the GIST Master's program at the University of Arizona, which he is still currently enrolled in. He specializes in cartography, spatial data management, and data analysis.

Nathan Hyde, Senior Paralegal & Project Advisor



Mr. Hyde began his career in the legal field as an intern at Friends of the River while attending American River College. He earned an associate's degree in legal assisting with highest honors. Mr. Hyde graduated Lincoln Law School of Sacramento in 2018 and is preparing to take the state bar exam. He specializes in legal research and legal document drafting and revision, with an emphasis on creating new districts in states that have yet to establish a process for district formation.

John Lambeth, President & CEO



Mr. Lambeth specializes in creation and operation of improvement districts. He is a special district attorney and was the primary author of the Property and Business Improvement District Law of 1994. He assisted with creation of the first property-based business improvement district in California. He is an expert in all aspects of improvement district formation, including outreach to property owners, plan developments, and petition and ballot campaigns. He formerly served as clerk to the Honorable Malcolm M. Lucas, Chief Justice of the California Supreme Court.