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| Post date: |  |
| Initial:   |  |



Hillcrest Business Association  
**Board of Directors Meeting**  
 Public Meeting ~ July 9, 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)                                                                                                              |                 | 8 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 April 2019 <sup>1</sup>                                                                                                               |                 |            |
| b. Approval of minutes from May 2019 <sup>2</sup>                                                                                                                    |                 |            |
| 6. Executive Committee items                                                                                                                                         | T. Daiber-Hirst | 15 minutes |
| a. Adjourn to Closed Session: Conference with Legal Counsel– Anticipated Litigation Significant exposure to litigation pursuant to § 54956.9(b): (one case) (action) |                 |            |
| b. Adjourn to Open Session: Report on closed session (information)                                                                                                   |                 |            |
| c. Authorization to conduct audit of Hillcrest Farmers Market (action)                                                                                               |                 |            |
| d. Approval of agreement with auditor to conduct annual audit and complete taxes (action)                                                                            |                 |            |
| e. Announcement of 2019 board election process and formation of Nominations Committee (action)                                                                       |                 |            |
| 7. Marketing Committee items                                                                                                                                         | B. Casey        | 5 minutes  |
| a. Presentation of Fabulous Hillcrest promotional campaign (information)                                                                                             |                 |            |

Adjourn

Attachments:

1. Financials from May 2019
2. Minutes from June 2019

|            |  |
|------------|--|
| Post date: |  |
| Initial:   |  |



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2019 Standing Committees:

- Beautification (T. Daiber-Hirst)
- Executive (T. Daiber-Hirst)
- Special Events (R. Bedrosian)
- Marketing (B. Casey)

Hillcrest Business Improvement Association, Inc.

**A/R Aging Summary**

As of May 31, 2019

|                                | Current     | 1 - 30      | 31 - 60     | 61 - 90     | > 90            | TOTAL           |
|--------------------------------|-------------|-------------|-------------|-------------|-----------------|-----------------|
| <b>Broadway San Diego</b>      | 0.00        | 0.00        | 0.00        | 0.00        | 450.00          | 450.00          |
| <b>Miller/Coors</b>            | 0.00        | 0.00        | 0.00        | 0.00        | 8,000.00        | 8,000.00        |
| <b>Urban Mo's</b>              | 0.00        | 0.00        | 0.00        | 0.00        | 800.00          | 800.00          |
| <b>Windemore Court H&amp;A</b> | 0.00        | 0.00        | 0.00        | 0.00        | 450.00          | 450.00          |
| <b>TOTAL</b>                   | <b>0.00</b> | <b>0.00</b> | <b>0.00</b> | <b>0.00</b> | <b>9,700.00</b> | <b>9,700.00</b> |

**Hillcrest Business Improvement Association, Inc.**

**Balance Sheet**

As of May 31, 2019

May 31, 19

**ASSETS**

**Current Assets**

**Checking/Savings**

10035 · Comerica - Checking 124,014.58

10045 · PayPal 3,113.05

**Total Checking/Savings** 127,127.63

**Accounts Receivable**

12000 · Accounts Receivable 9,700.00

**Total Accounts Receivable** 9,700.00

**Other Current Assets**

10125 · MAD Receivable 33,739.32

10145 · Farmers Market Receivable 6,818.40

10155 · Prepaid Expense 5,309.15

10160 · Prepaid CityFest 204.00

10175 · Commission for Arts Grant Rcvbl 23,193.00

10180 · Pride Prepaid/Receivable 525.00

10190 · Tech. Assistance/Acctg. Rcvbl. 1,780.00

**Total Other Current Assets** 71,568.87

**Total Current Assets** 208,396.50

**Fixed Assets**

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -21,364.81

**Total Fixed Assets** 0.00

**TOTAL ASSETS** 208,396.50

**LIABILITIES & EQUITY**

**Liabilities**

**Current Liabilities**

**Other Current Liabilities**

20215 · BID Assessment 3,435.56

20230 · Sales Tax Payable 12.00

20235 · City Fest Deferred Revenue 6,190.25

20255 · Pride Block Party Deferred 497.27

21000 · Payroll Liabilities

Vacation Payable 2,648.73

**Hillcrest Business Improvement Association, Inc.**

**Balance Sheet**

**As of May 31, 2019**

|                                          | <b>May 31, 19</b>        |
|------------------------------------------|--------------------------|
|                                          | <u>2,648.73</u>          |
| <b>Total 21000 · Payroll Liabilities</b> |                          |
|                                          | <u>12,783.81</u>         |
| <b>Total Other Current Liabilities</b>   |                          |
| <b>Total Current Liabilities</b>         | <u>12,783.81</u>         |
| <b>Total Liabilities</b>                 | <u>12,783.81</u>         |
| <b>Equity</b>                            |                          |
|                                          | 195,256.71               |
| <b>31100 · Unrestricted Net Assets</b>   |                          |
| <b>Net Income</b>                        | <u>355.98</u>            |
| <b>Total Equity</b>                      | <u>195,612.69</u>        |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>    | <u><u>208,396.50</u></u> |

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2018 through May 2019

|                                         | TOTAL            |                  |                  |                   |                   |                  |
|-----------------------------------------|------------------|------------------|------------------|-------------------|-------------------|------------------|
|                                         | May 19           | Budget           | Variance         | Jul '18 - May 19  | Budget            | Variance         |
| <b>Income</b>                           |                  |                  |                  |                   |                   |                  |
| 40015 · CityFest                        | 0.00             |                  |                  | 125,679.14        | 147,000.00        | -21,320.86       |
| 40020 · Farmers Market                  | 16,315.17        | 16,917.00        | -601.83          | 210,765.77        | 186,087.00        | 24,678.77        |
| 40030 · SBEP                            | 3,070.69         | 2,000.00         | 1,070.69         | 21,893.00         | 18,000.00         | 3,893.00         |
| 40040 · MAD                             | 3,696.91         | 7,517.00         | -3,820.09        | 82,461.12         | 82,687.00         | -225.88          |
| 40050 · BID                             | 1,361.95         | 8,611.00         | -7,249.05        | 81,930.47         | 96,421.00         | -14,490.53       |
| 40070 · Hillcrest Map                   | 0.00             | 250.00           | -250.00          | 0.00              | 2,750.00          | -2,750.00        |
| 40085 · Technical Assistance/Acctg.     | 300.00           | 500.00           | -200.00          | 5,000.00          | 4,500.00          | 500.00           |
| 40090 · Mardi Gras                      | 0.00             | 0.00             | 0.00             | 6,187.00          | 25,000.00         | -18,813.00       |
| 40100 · Nightmare on Normal Street      | 0.00             |                  |                  | 43,997.07         | 45,000.00         | -1,002.93        |
| 40110 · Taste                           | 483.90           | 3,000.00         | -2,516.10        | 31,769.04         | 36,000.00         | -4,230.96        |
| 40115 · Taste 'N Tinis                  | 0.00             |                  |                  | 21,875.35         | 16,000.00         | 5,875.35         |
| 40140 · Banner Space                    | 0.00             | 210.00           | -210.00          | 500.00            | 2,310.00          | -1,810.00        |
| 40145 · Pride Flag                      | 150.20           |                  |                  | 12,539.23         |                   |                  |
| 40155 · Pride of Hillcrest/Block Party  | 0.00             |                  |                  | 67,408.14         | 75,000.00         | -7,591.86        |
| 40180 · Other Income                    | 1,000.00         | 52.00            | 948.00           | 1,800.30          | 572.00            | 1,228.30         |
| 40190 · Hillcrest Security Subscription | 4,931.80         | 225.00           | 4,706.80         | 20,482.91         | 2,475.00          | 18,007.91        |
| 40195 · Hillcrest Steam Cleaning        | 3,046.56         | 750.00           | 2,296.56         | 10,299.72         | 8,250.00          | 2,049.72         |
| <b>Total Income</b>                     | <b>34,357.18</b> | <b>40,032.00</b> | <b>-5,674.82</b> | <b>744,588.26</b> | <b>748,052.00</b> | <b>-3,463.74</b> |
| <b>Expense</b>                          |                  |                  |                  |                   |                   |                  |
| <b>50000 · Personnel</b>                |                  |                  |                  |                   |                   |                  |
| 50005 · Salaries                        | 11,584.40        | 12,145.00        | -560.60          | 142,980.38        | 129,995.00        | 12,985.38        |
| 50025 · Employer Taxes - Federal        | 886.21           | 1,793.00         | -906.79          | 11,140.40         | 19,363.00         | -8,222.60        |
| 50030 · Employer Taxes - State          | 0.00             | 227.00           | -227.00          | 2,091.43          | 2,457.00          | -365.57          |
| 50035 · Health Insurance                | 110.10           | 827.00           | -716.90          | 14,102.66         | 9,097.00          | 5,005.66         |
| 50040 · Workers Comp Insurance          | 2,067.00         | 144.00           | 1,923.00         | 2,752.19          | 1,584.00          | 1,168.19         |
| <b>Total 50000 · Personnel</b>          | <b>14,647.71</b> | <b>15,136.00</b> | <b>-488.29</b>   | <b>173,067.06</b> | <b>162,496.00</b> | <b>10,571.06</b> |
| <b>50045 · Operating</b>                |                  |                  |                  |                   |                   |                  |
| 50050 · Rent Office Space               | 840.00           | 803.00           | 37.00            | 10,501.79         | 8,833.00          | 1,668.79         |
| 50055 · Storage                         | 435.00           |                  |                  | 4,578.04          |                   |                  |
| 50060 · Accounting                      | 2,095.00         | 1,971.00         | 124.00           | 23,667.75         | 21,081.00         | 2,586.75         |
| 50065 · Audit                           | 0.00             |                  |                  | 6,848.00          | 7,500.00          | -652.00          |
| 50070 · Equipment Purchase              | 0.00             | 175.00           | -175.00          | 15,051.78         | 1,925.00          | 13,126.78        |
| 50075 · Intern/Consultant               | 3,762.50         | 1,000.00         | 2,762.50         | 5,537.50          | 11,000.00         | -5,462.50        |
| 50080 · Bank & Credit Card Charges      | 91.78            | 50.00            | 41.78            | 580.78            | 550.00            | 30.78            |
| 50085 · Repair/Maintenance/Cleaning     | 240.00           | 233.00           | 7.00             | 5,168.47          | 2,563.00          | 2,605.47         |
| 50090 · Office Supplies                 | 193.75           | 267.00           | -73.25           | 3,988.68          | 2,937.00          | 1,051.68         |
| 50095 · Postage and Delivery            | 236.91           | 29.00            | 207.91           | 547.40            | 319.00            | 228.40           |
| 50100 · Printing/Photocopy              | 267.05           | 109.00           | 158.05           | 3,279.64          | 1,199.00          | 2,080.64         |
| 50110 · Dues/Subscriptions              | 0.00             | 84.00            | -84.00           | 75.00             | 924.00            | -849.00          |
| 50115 · Staff Development               | 83.60            | 100.00           | -16.40           | 5,642.16          | 1,100.00          | 4,542.16         |
| 50120 · Meetings                        | 78.09            | 292.00           | -213.91          | 2,461.82          | 3,212.00          | -750.18          |

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2018 through May 2019

|                                                      | TOTAL             |                  |                   |                   |                   |                   |
|------------------------------------------------------|-------------------|------------------|-------------------|-------------------|-------------------|-------------------|
|                                                      | May 19            | Budget           | Variance          | Jul '18 - May 19  | Budget            | Variance          |
| 50125 · Legal                                        | 2,903.70          | 625.00           | 2,278.70          | 7,321.20          | 6,875.00          | 446.20            |
| 50130 · Telephone & Internet                         | 999.00            | 625.00           | 374.00            | 12,826.50         | 6,875.00          | 5,951.50          |
| 50135 · Parking/Mileage                              | 6.25              | 200.00           | -193.75           | 154.88            | 2,200.00          | -2,045.12         |
| 50140 · Depreciation                                 | 0.00              | 25.00            | -25.00            | 0.00              | 275.00            | -275.00           |
| 50150 · Technical Assistance.                        | 0.00              | 200.00           | -200.00           | 0.00              | 1,800.00          | -1,800.00         |
| 50330 · D & O / Liability Insurance                  | 7,977.30          | 550.00           | 7,427.30          | 21,427.09         | 8,950.00          | 12,477.09         |
| <b>Total 50045 · Operating</b>                       | <b>20,209.93</b>  | <b>7,338.00</b>  | <b>12,871.93</b>  | <b>129,658.48</b> | <b>90,118.00</b>  | <b>39,540.48</b>  |
| <b>51000 · Neighborhood/Outreach Promotion</b>       |                   |                  |                   |                   |                   |                   |
| 51515 · CityFest                                     | -550.00           |                  |                   | 89,288.66         | 96,000.00         | -6,711.34         |
| 51525 · Promotion/Marketing/Campaigns                | -410.29           | 1,292.00         | -1,702.29         | 22,991.77         | 14,212.00         | 8,779.77          |
| 51526 · Taste                                        | 2,442.16          | 0.00             | 2,442.16          | 7,136.32          | 5,000.00          | 2,136.32          |
| 51527 · Taste 'N Tinis                               | 0.00              |                  |                   | 13,749.07         | 10,000.00         | 3,749.07          |
| 51530 · Banners                                      | 0.00              | 375.00           | -375.00           | 4,576.00          | 4,125.00          | 451.00            |
| 51535 · Web Site Communications                      | 0.00              | 125.00           | -125.00           | 913.98            | 1,375.00          | -461.02           |
| 51540 · Business Mixers/Open House                   | 474.88            | 117.00           | 357.88            | 3,712.06          | 2,387.00          | 1,325.06          |
| 51545 · Newsletter                                   | 0.00              | 0.00             | 0.00              | 4,617.74          | 3,000.00          | 1,617.74          |
| 51555 · Farmer's Market                              | 722.51            | 1,250.00         | -527.49           | 12,972.86         | 13,750.00         | -777.14           |
| 51565 · Hillcrest Map                                | 0.00              | 250.00           | -250.00           | 7,413.20          | 2,750.00          | 4,663.20          |
| 51575 · Pride Flag Project                           | 0.00              |                  |                   | 13,836.35         |                   |                   |
| 51800 · Pride of Hillcrest/Block Party               | 0.00              |                  |                   | 51,038.44         | 65,000.00         | -13,961.56        |
| 51870 · Mardi Gras                                   | 1,045.84          | 0.00             | 1,045.84          | 10,575.52         | 20,000.00         | -9,424.48         |
| 51880 · Nightmare on Normal                          | 1,643.48          |                  |                   | 38,591.85         | 35,000.00         | 3,591.85          |
| <b>Total 51000 · Neighborhood/Outreach Promotion</b> | <b>5,368.58</b>   | <b>3,409.00</b>  | <b>1,959.58</b>   | <b>281,413.82</b> | <b>272,599.00</b> | <b>8,814.82</b>   |
| <b>53000 · Physical Improvements</b>                 |                   |                  |                   |                   |                   |                   |
| 53125 · Hillcrest Sign Utilities/Maint.              | 51.64             | 67.00            | -15.36            | 2,339.21          | 737.00            | 1,602.21          |
| 53130 · Security                                     | 2,831.00          | 2,803.00         | 28.00             | 30,166.50         | 30,833.00         | -666.50           |
| 53131 · Security Subscription                        | 2,458.50          | 148.00           | 2,310.50          | 20,419.00         | 1,628.00          | 18,791.00         |
| 53134 · Steam Cleaning Subscription                  | 0.00              | 675.00           | -675.00           | 8,347.02          | 7,425.00          | 922.02            |
| 53135 · Street Cleaning                              | 0.00              | 2,400.00         | -2,400.00         | 23,423.08         | 26,400.00         | -2,976.92         |
| 53139 · Sidewalk Improvements                        | 0.00              | 4,742.00         | -4,742.00         | 41,528.00         | 52,162.00         | -10,634.00        |
| 53150 · Dumpsters                                    | 650.70            | 380.00           | 270.70            | 6,900.20          | 4,180.00          | 2,720.20          |
| 53155 · Tree & Flower Maintenance                    | 0.00              | 2,865.00         | -2,865.00         | 26,969.91         | 31,515.00         | -4,545.09         |
| 53157 · Tree Light Repair                            | 0.00              | 1,043.00         | -1,043.00         | 0.00              | 11,473.00         | -11,473.00        |
| 53165 · Contingency                                  | 0.00              | 1,816.00         | -1,816.00         | 0.00              | 19,976.00         | -19,976.00        |
| <b>Total 53000 · Physical Improvements</b>           | <b>5,991.84</b>   | <b>16,939.00</b> | <b>-10,947.16</b> | <b>160,092.92</b> | <b>186,329.00</b> | <b>-26,236.08</b> |
| <b>Total Expense</b>                                 | <b>46,218.06</b>  | <b>42,822.00</b> | <b>3,396.06</b>   | <b>744,232.28</b> | <b>711,542.00</b> | <b>32,690.28</b>  |
|                                                      | <b>-11,860.88</b> | <b>-2,790.00</b> | <b>-9,070.88</b>  | <b>355.98</b>     | <b>36,510.00</b>  | <b>-36,154.02</b> |

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2018 through May 2019

|                                         | 110 GENERAL      | 220 SPECIAL EVENTS | 410 BID CONTRACT | 510 MAD          | 610 SBEP         | TOTAL             |
|-----------------------------------------|------------------|--------------------|------------------|------------------|------------------|-------------------|
| <b>Income</b>                           |                  |                    |                  |                  |                  |                   |
| 40015 · CityFest                        | 0.00             | 125,679.14         | 0.00             | 0.00             | 0.00             | 125,679.14        |
| 40020 · Farmers Market                  | 0.00             | 210,765.77         | 0.00             | 0.00             | 0.00             | 210,765.77        |
| 40030 · SBEP                            | 0.00             | 0.00               | 0.00             | 0.00             | 21,893.00        | 21,893.00         |
| 40040 · MAD                             | 0.00             | 0.00               | 0.00             | 82,461.12        | 0.00             | 82,461.12         |
| 40050 · BID                             | 0.00             | 0.00               | 81,930.47        | 0.00             | 0.00             | 81,930.47         |
| 40085 · Technical Assistance/Acctg.     | 0.00             | 0.00               | 0.00             | 0.00             | 5,000.00         | 5,000.00          |
| 40090 · Mardi Gras                      | 0.00             | 6,187.00           | 0.00             | 0.00             | 0.00             | 6,187.00          |
| 40100 · Nightmare on Normal Street      | 0.00             | 43,997.07          | 0.00             | 0.00             | 0.00             | 43,997.07         |
| 40110 · Taste                           | 0.00             | 31,769.04          | 0.00             | 0.00             | 0.00             | 31,769.04         |
| 40115 · Taste 'N Tinis                  | 0.00             | 21,875.35          | 0.00             | 0.00             | 0.00             | 21,875.35         |
| 40140 · Banner Space                    | 500.00           | 0.00               | 0.00             | 0.00             | 0.00             | 500.00            |
| 40145 · Pride Flag                      | 12,539.23        | 0.00               | 0.00             | 0.00             | 0.00             | 12,539.23         |
| 40155 · Pride of Hillcrest/Block Party  | 0.00             | 67,408.14          | 0.00             | 0.00             | 0.00             | 67,408.14         |
| 40180 · Other Income                    | 1,800.30         | 0.00               | 0.00             | 0.00             | 0.00             | 1,800.30          |
| 40190 · Hillcrest Security Subscription | 20,482.91        | 0.00               | 0.00             | 0.00             | 0.00             | 20,482.91         |
| 40195 · Hillcrest Steam Cleaning        | 10,299.72        | 0.00               | 0.00             | 0.00             | 0.00             | 10,299.72         |
| <b>Total Income</b>                     | <b>45,622.16</b> | <b>507,681.51</b>  | <b>81,930.47</b> | <b>82,461.12</b> | <b>26,893.00</b> | <b>744,588.26</b> |
| <b>Expense</b>                          |                  |                    |                  |                  |                  |                   |
| <b>50000 · Personnel</b>                |                  |                    |                  |                  |                  |                   |
| 50005 · Salaries                        | 65,859.70        | 39,488.47          | 17,741.22        | 0.00             | 19,890.99        | 142,980.38        |
| 50025 · Employer Taxes - Federal        | 5,111.23         | 3,062.38           | 1,403.14         | 0.00             | 1,563.65         | 11,140.40         |
| 50030 · Employer Taxes - State          | 749.40           | 428.99             | 474.68           | 0.00             | 438.36           | 2,091.43          |
| 50035 · Health Insurance                | 14,102.66        | 0.00               | 0.00             | 0.00             | 0.00             | 14,102.66         |
| 50040 · Workers Comp Insurance          | 2,752.19         | 0.00               | 0.00             | 0.00             | 0.00             | 2,752.19          |
| <b>Total 50000 · Personnel</b>          | <b>88,575.18</b> | <b>42,979.84</b>   | <b>19,619.04</b> | <b>0.00</b>      | <b>21,893.00</b> | <b>173,067.06</b> |
| <b>50045 · Operating</b>                |                  |                    |                  |                  |                  |                   |
| 50050 · Rent Office Space               | 10,501.79        | 0.00               | 0.00             | 0.00             | 0.00             | 10,501.79         |
| 50055 · Storage                         | 4,578.04         | 0.00               | 0.00             | 0.00             | 0.00             | 4,578.04          |
| 50060 · Accounting                      | 6,655.75         | 8,528.00           | 650.00           | 2,834.00         | 5,000.00         | 23,667.75         |
| 50065 · Audit                           | 6,848.00         | 0.00               | 0.00             | 0.00             | 0.00             | 6,848.00          |
| 50070 · Equipment Purchase              | 15,051.78        | 0.00               | 0.00             | 0.00             | 0.00             | 15,051.78         |
| 50075 · Intern/Consultant               | 5,537.50         | 0.00               | 0.00             | 0.00             | 0.00             | 5,537.50          |
| 50080 · Bank & Credit Card Charges      | 580.78           | 0.00               | 0.00             | 0.00             | 0.00             | 580.78            |
| 50085 · Repair/Maintenance/Cleaning     | 5,168.47         | 0.00               | 0.00             | 0.00             | 0.00             | 5,168.47          |
| 50090 · Office Supplies                 | 3,589.15         | 399.53             | 0.00             | 0.00             | 0.00             | 3,988.68          |
| 50095 · Postage and Delivery            | 547.40           | 0.00               | 0.00             | 0.00             | 0.00             | 547.40            |
| 50100 · Printing/Photocopy              | 3,279.64         | 0.00               | 0.00             | 0.00             | 0.00             | 3,279.64          |



Hillcrest Business Improvement Association, Inc.

**Profit & Loss by Class**

July 2018 through May 2019

|                                                      | 110 GENERAL        | 220 SPECIAL EVENTS | 410 BID CONTRACT | 510 MAD          | 610 SBEP         | TOTAL             |
|------------------------------------------------------|--------------------|--------------------|------------------|------------------|------------------|-------------------|
| 50110 · Dues/Subscriptions                           | 75.00              | 0.00               | 0.00             | 0.00             | 0.00             | 75.00             |
| 50115 · Staff Development                            | 5,642.16           | 0.00               | 0.00             | 0.00             | 0.00             | 5,642.16          |
| 50120 · Meetings                                     | 2,461.82           | 0.00               | 0.00             | 0.00             | 0.00             | 2,461.82          |
| 50125 · Legal                                        | 7,321.20           | 0.00               | 0.00             | 0.00             | 0.00             | 7,321.20          |
| 50130 · Telephone & Internet                         | 12,826.50          | 0.00               | 0.00             | 0.00             | 0.00             | 12,826.50         |
| 50135 · Parking/Mileage                              | 154.88             | 0.00               | 0.00             | 0.00             | 0.00             | 154.88            |
| 50330 · D & O / Liability Insurance                  | 21,427.09          | 0.00               | 0.00             | 0.00             | 0.00             | 21,427.09         |
| <b>Total 50045 · Operating</b>                       | <b>112,246.95</b>  | <b>8,927.53</b>    | <b>650.00</b>    | <b>2,834.00</b>  | <b>5,000.00</b>  | <b>129,658.48</b> |
| <b>51000 · Neighborhood/Outreach Promotion</b>       |                    |                    |                  |                  |                  |                   |
| 51515 · CityFest                                     | 0.00               | 89,288.66          | 0.00             | 0.00             | 0.00             | 89,288.66         |
| 51525 · Promotion/Marketing/Campaigns                | 8,154.79           | 173.00             | 14,663.98        | 0.00             | 0.00             | 22,991.77         |
| 51526 · Taste                                        | 0.00               | 7,136.32           | 0.00             | 0.00             | 0.00             | 7,136.32          |
| 51527 · Taste 'N Tinis                               | 0.00               | 13,749.07          | 0.00             | 0.00             | 0.00             | 13,749.07         |
| 51530 · Banners                                      | 4,576.00           | 0.00               | 0.00             | 0.00             | 0.00             | 4,576.00          |
| 51535 · Web Site Communications                      | 913.98             | 0.00               | 0.00             | 0.00             | 0.00             | 913.98            |
| 51540 · Business Mixers/Open House                   | 1,145.58           | 643.29             | 1,923.19         | 0.00             | 0.00             | 3,712.06          |
| 51545 · Newsletter                                   | 1,341.71           | 0.00               | 3,276.03         | 0.00             | 0.00             | 4,617.74          |
| 51555 · Farmer's Market                              | 26.94              | 12,945.92          | 0.00             | 0.00             | 0.00             | 12,972.86         |
| 51565 · Hillcrest Map                                | 7,413.20           | 0.00               | 0.00             | 0.00             | 0.00             | 7,413.20          |
| 51575 · Pride Flag Project                           | 12,602.27          | 1,234.08           | 0.00             | 0.00             | 0.00             | 13,836.35         |
| 51800 · Pride of Hillcrest/Block Party               | 18.00              | 51,020.44          | 0.00             | 0.00             | 0.00             | 51,038.44         |
| 51870 · Mardi Gras                                   | 0.00               | 10,575.52          | 0.00             | 0.00             | 0.00             | 10,575.52         |
| 51880 · Nightmare on Normal                          | 0.00               | 38,591.85          | 0.00             | 0.00             | 0.00             | 38,591.85         |
| <b>Total 51000 · Neighborhood/Outreach Promotion</b> | <b>36,192.47</b>   | <b>225,358.15</b>  | <b>19,863.20</b> | <b>0.00</b>      | <b>0.00</b>      | <b>281,413.82</b> |
| <b>53000 · Physical Improvements</b>                 |                    |                    |                  |                  |                  |                   |
| 53125 · Hillcrest Sign Utilities/Maint.              | 0.47               | 0.00               | 0.00             | 2,338.74         | 0.00             | 2,339.21          |
| 53130 · Security                                     | 0.00               | 0.00               | 0.00             | 30,166.50        | 0.00             | 30,166.50         |
| 53131 · Security Subscription                        | 20,419.00          | 0.00               | 0.00             | 0.00             | 0.00             | 20,419.00         |
| 53134 · Steam Cleaning Subscription                  | 8,347.02           | 0.00               | 0.00             | 0.00             | 0.00             | 8,347.02          |
| 53135 · Street Cleaning                              | 0.00               | 0.00               | 0.00             | 23,423.08        | 0.00             | 23,423.08         |
| 53139 · Sidewalk Improvements                        | 1,305.00           | 0.00               | 19,633.00        | 20,590.00        | 0.00             | 41,528.00         |
| 53150 · Dumpsters                                    | 3,207.08           | 0.00               | 584.32           | 3,108.80         | 0.00             | 6,900.20          |
| 53155 · Tree & Flower Maintenance                    | 5,389.00           | 0.00               | 21,580.91        | 0.00             | 0.00             | 26,969.91         |
| <b>Total 53000 · Physical Improvements</b>           | <b>38,667.57</b>   | <b>0.00</b>        | <b>41,798.23</b> | <b>79,627.12</b> | <b>0.00</b>      | <b>160,092.92</b> |
| <b>Total Expense</b>                                 | <b>275,682.17</b>  | <b>277,265.52</b>  | <b>81,930.47</b> | <b>82,461.12</b> | <b>26,893.00</b> | <b>744,232.28</b> |
| <b>Net Income</b>                                    | <b>-230,060.01</b> | <b>230,415.99</b>  | <b>0.00</b>      | <b>0.00</b>      | <b>0.00</b>      | <b>355.98</b>     |



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Hillcrest Business Association  
**Board of Directors Meeting**  
Public Meeting ~ June 11, 2019, 5pm  
Joyce Beers Community Center  
1230 Cleveland Ave., San Diego, CA 92103

### Minutes

#### Board Members in attendance:

John Husler, Tami Daiber-Hirst, Glenn Younger, Tina Shirley, Jeff Jackson, Colleen Cavalieri, Ryan Bedrosian, Brian Casey, Charles Kauffman, and Jessica Baro

#### Board Members absent:

Paul Smith

#### Staff in attendance:

Benjamin Nicholls

#### Public in attendance: unrecorded

- T. Daiber-Hirst called the meeting to order and introductions occurred.
- T. Daiber-Hirst stated that staff has been interviewed by our attorneys at DMCP. She expects a report next month.
  
- B. Nicholls has been asked by the City of La Mesa to assist them with a bidding process to hire a new farmers market manager.
- He reported that he's conducting a bidding process to hire a consultant to assist with the development of the East MAD.
- He has brought on a graduate student team from USD to work with the disaffected businesses and property owners on Normal Street to address their concerns.
  - Motion to approve financials from April 2019 and minutes from May 2019. (Glen/ Ryan). Motion carries with all in favor.
  
- T. Daiber-Hirst stated that it is the HBA's responsibility to hold elections for vacancies for the Uptown Community Parking District Hillcrest business seats.
- She called for nominations for the vacant seat.
- T. Daiber-Hirst nominated Patrick Santana who has served on the Hillcrest Beatification Committee this past year.

- Motion: Approve the nomination. (Daiber-Hirst/ Husler). Motion passes (9/1/0). Kauffman voted in opposition.
- The Beautification Committee has reviewed and approved a new banner design schedule. Some of the designs are included in the packet and feature prominent LGBT personalities. These banners will not replace the existing large banners but will instead be installed on smaller 2<sup>3</sup>/<sub>4</sub>' banner poles throughout the neighborhood.
- The cost of the project to print and install the banners on University Ave. with some new hardware is \$5,988 (install and hardware) and \$2,009 (for banner printing) for a total of \$7,997. This money will come from the Landscaping and Special projects fund which used to pay for flower baskets.
  - Motion: approve the new banner program. (Daiber-Hirst/ Younger). Motion passes with all in favor.
- T. Daiber-Hirst reports that the beautification committee has been working on designs for installing a mural on the wall next to the sunken garden at the ATT building. The committee is looking for artists.
- R. Bedrosian reports that Pride Block Party planning is underway. Promotions have begun and staff is working with Hale Media to promote the event. The theme this year is "Free to be you".
- A laser light show and enhanced photo booth are being added to the event.
- B. Casey announced the first new member welcome luncheon. He stated that it will be held at the Crest Café on June 27. All the new business people from the most recent quarter will be invited. They'll be introduced to the services that the HBA provides. About fifteen people are expected.
- B. Nicholls presented the new farmers market website.

Adjourn