

Post date:	
Initial:	



Hillcrest Business Association
Board of Directors Meeting
 Public Meeting ~ March 12, 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 January 2019 ¹ | | |
| b. Approval of minutes from February 2019 ² | | |
| 6. Executive Committee items | T. Daiber-Hirst | 10 minutes |
| a. FY2020 BID budget (action) ³ | | |
| b. Resolution to enter into contract with City of San Diego to administer Hillcrest BID and Hillcrest Commercial MAD | | |
| 7. Beautification Committee items | T. Daiber-Hirst | 10 minutes |
| a. Update concerning Pride Historical Monument repair (information) ² | | |
| 8. Special Event Committee items | R. Bedrosian | 10 minutes |
| a. Report on Mardi Gras (information) | | |
| 1. Marketing Committee items | B. Casey | 5 minutes |
| a. Report on committee formation (information) | | |

Adjourn

Attachments:

- | | |
|---------------------------------|-------------------------------|
| 1. Financials from January 2019 | 3. Proposed FY20 BID Budget . |
| 2. Minutes from February 2019 | |

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2019 Standing Committees:

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

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Minutes

Board Members in attendance:

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

Board Members absent:

Colleen Cavalieri, Dalour Younan

Staff in attendance:

Benjamin Nicholls, Mary Joseph

Public in attendance:

Brittany Baily, Matt Whalstrom

- T. Daiber-Hirst called the meeting to order and introductions occurred.
- T. Daiber-Hirst thanked everyone who came out to the Quarterly Open House a couple of weeks ago. She also thanked Carolyn, Jonathan, and Matt Ramon for taking US Rep Susan Davis and Virginia Foxx on a little tour of the neighborhood this past weekend
- B. Nicholls reported that fundraising season had begun. He reported on applying for a series of grants to support HBA events and securing over \$35,000 in sponsorship for events.
- Partnerships with community organizations continue to pay off. Phase one and two of the way finding signs have been installed throughout Hillcrest directing people to parking areas and neighborhood landmarks. Phase three is the installation of pedestrian kiosks.
- He reported that the Hillcrest Pride Monument was vandalized. Faces and names were scratched out. Jonathan Hale and Cecelia Moreno, two original fundraisers for the Pride Flag project, are hosting a fundraiser to cover the cost of repairs.

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- R. Bedrosian presented the consent agenda including the approval of minutes from January 2019 and Financials from December 2018.
 - Motion: Approval of the consent agenda. (R. Bedrosian / G. Younger). Motion carries with all in favor.

 - T. Daiber Hirst presented the Associate Membership Policy. A discussion occurred concerning the policy.
 - Motion: Approval of the Associate Membership Policy. (G. Younger / T. Daiber Hirst). Motion carries with all in favor.

 - B. Nicholls reported that the Executive Committee is looking at how best to manage the Normal Street Promenade once it has been completed. Security and programming are critical parts of making this space viable and addressing many of the concerns that people have regarding the homeless.
 - He stated that he would like to form two committees to work on these elements. They will be ad hoc committees; the EMAD committee will work on pushing the Hillcrest East MAD to fruition, the Promenade Activation Committee will discuss how to create capacity so that there will be dedicated funding to program and activate the park with activities.
 - He invited members to serve on these committees.

 - The group discussed a letter of support for Normal Street Promenade. The letter also brings up a number of elements that should be included in the project.
 - Motion: Approval of the letter as presented. (G. Younger / J. Husler). Motion carries with all in favor.

 - B. Nicholls presented the Taste 'n Tinis financial report.

 - B. Nicholls reported on the progress for Mardi Gras. He reported the event was changed from the Saturday before to Fat Tuesday itself, March 5th.
 - Tickets went on sale about ten days ago.

The meeting adjourned

		FY19	FY20	FY21	FY2022					
	FY18	Total	Total	Total		110 GENERAL	510 MAD	210 Special Events	BID Detail	Other Govt. Grants
Income										
City Fest	\$ 147,000.00	\$ 147,000.00	\$ 147,000.00	\$ 147,000.00				\$ 147,000.00		
Farmers Market	\$ 203,000.00	\$ 203,000.00	\$ 203,000.00	\$ 203,000.00				\$ 203,000.00		
SBEP	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00	\$ 25,000.00						\$ 25,000.00
MAD	\$ 90,183.00	\$ 90,183.00	\$ 90,183.00	\$ 90,183.00			\$ 90,183.00			
BID	\$ 105,000.00	\$ 105,000.00	\$ 105,000.00	\$ 105,000.00					\$ 105,000.00	
Taste	\$ 36,000.00	\$ 36,000.00	\$ 36,000.00	\$ 36,000.00				\$ 36,000.00		
Taste 'n Tinis	\$ 16,000.00	\$ 16,000.00	\$ 16,000.00	\$ 16,000.00				\$ 16,000.00		
Nightmare on Normal	\$ 50,000.00	\$ 45,000.00	\$ 45,000.00	\$ 45,000.00				\$ 45,000.00		
Pride of Hillcrest Blockparty	\$ 89,000.00	\$ 75,000.00	\$ 75,000.00	\$ 75,000.00				\$ 75,000.00		
Fat Tuesday	\$ 30,000.00	\$ 25,000.00	\$ 31,000.00	\$ 31,000.00				\$ 25,000.00		
Beer Crawl	\$ 1,700.00									
Banner space rental	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00		\$ 2,500.00				
Hillcrest map	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		\$ 3,000.00				
Other income PROW		\$ 624.00	\$ 1,248.00	\$ 1,560.00		\$ 624.00				
Other income (steam cleaning)		\$ 9,000.00	\$ 18,000.00	\$ 22,500.00		\$ 9,000.00				
Other income (security)	\$ 1,600.00	\$ 5,400.00	\$ 10,800.00	\$ 16,200.00		\$ 5,400.00				
Total Income	\$ 799,983.00	\$ 787,707.00	\$ 808,731.00	\$ 818,943.00		\$ 20,524.00	\$ 90,183.00	\$ 547,000.00	\$ 105,000.00	\$ 25,000.00
Expense										
50000 · Personnel	\$ 207,635.00	\$ 177,635.00	\$ 187,635.00	\$ 192,635.00		\$ 69,635.00	\$ -	\$ 70,900.00	\$ 17,100.00	\$ 20,000.00
50005 · Salaries/ payroll	\$ 180,000.00	\$ 150,000.00	\$ 160,000.00	\$ 165,000.00		\$ 43,800.00		\$ 70,900.00	\$ 15,300.00	\$ 20,000.00
50025 · Employer taxes - federal	\$ 13,500.00	\$ 13,500.00	\$ 13,500.00	\$ 13,500.00		\$ 12,324.00			\$ 1,176.00	
50030 · Employer taxes - state	\$ 2,485.00	\$ 2,485.00	\$ 2,485.00	\$ 2,485.00		\$ 2,041.00			\$ 444.00	
50035 · Health insurance	\$ 10,100.00	\$ 10,100.00	\$ 10,100.00	\$ 10,100.00		\$ 9,920.00			\$ 180.00	
50040 · Workers comp insurance	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00	\$ 1,550.00		\$ 1,550.00				
50045 · Operating	\$ 87,489.00	\$ 97,443.80	\$ 97,389.00	\$ 97,389.00		\$ 55,580.00	\$ 3,422.80	\$ 33,441.00	\$ -	\$ 5,000.00
50050 · Rent office space	\$ 9,639.00	\$ 9,639.00	\$ 9,639.00	\$ 9,639.00		\$ 9,639.00				
50060 · Accounting	\$ 22,100.00	\$ 25,054.80	\$ 25,000.00	\$ 25,000.00		\$ 8,632.00	\$ 3,422.80	\$ 8,000.00		\$ 5,000.00
50065 · Audit/ tax	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00		\$ 7,500.00				
50070 · Equipment purchase	\$ 2,100.00	\$ 2,100.00	\$ 2,100.00	\$ 2,100.00		\$ 2,100.00				
50075 · Consultants/ interns	\$ 5,000.00	\$ 12,000.00	\$ 12,000.00	\$ 12,000.00				\$ 12,000.00		
50080 · Bank & credit card charges	\$ 600.00	\$ 600.00	\$ 600.00	\$ 600.00		\$ 600.00				
50085 · Repair / maintenance / clea	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00	\$ 2,800.00		\$ 2,800.00				
50090 · Office supplies	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00		\$ 1,400.00		\$ 1,800.00		
50095 · Postage and delivery	\$ 350.00	\$ 350.00	\$ 350.00	\$ 350.00		\$ 350.00				
50100 · Printing/ photocopy	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00	\$ 1,300.00		\$ 500.00		\$ 800.00		
50105 · Permits										
50110 · Dues/ subscriptions	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		\$ 1,000.00				
50115 · Staff development	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00		\$ 1,200.00				
50120 · Meetings	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00	\$ 3,500.00		\$ 2,900.00		\$ 600.00		
50125 · Legal	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00		\$ 7,500.00				
50130 · Telephone & internet	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00	\$ 7,500.00		\$ 7,500.00				
50135 · Parking/ mileage	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00		\$ 1,659.00		\$ 741.00		
50140 · Depreciation	\$ 300.00	\$ 300.00	\$ 300.00	\$ 300.00		\$ 300.00				
50220 · Insurance	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00	\$ 9,500.00				\$ 9,500.00		
51000 · Outreach/Promotion	\$ 269,700.00	\$ 276,000.00	\$ 286,000.00	\$ 286,000.00		\$ 9,300.00	\$ -	\$ 247,100.00	\$ 19,600.00	\$ -

Promotion/Marketing/Campaigns	\$ 15,500.00	\$ 15,500.00	\$ 15,500.00	\$ 15,500.00
Banners	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00	\$ 4,500.00
Web communications	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00	\$ 1,500.00
Hillcrest map	\$ 5,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
Pride of Hillcrest Block Party	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00	\$ 65,000.00
Farmers Market promotions	\$ -	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00
Taste 'n Tinis	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00	\$ 10,000.00
CityFest	\$ 96,000.00	\$ 96,000.00	\$ 96,000.00	\$ 96,000.00
Taste of Hillcrest	\$ 4,700.00	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00
Nightmare on Normal Street	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00	\$ 35,000.00
Fat Tuesday	\$ 27,000.00	\$ 20,000.00	\$ 30,000.00	\$ 30,000.00
Business open house	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00	\$ 2,500.00
Newsletter	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00
53000 · Physical Improvements	\$ 180,489.00	\$ 208,933.28	\$ 230,344.12	\$ 243,516.12
Hillcrest Sign Utilities/Maint.	\$ 800.00	\$ 800.00	\$ 800.00	
Security MAD	\$ 58,000.00	\$ 33,972.00	\$ 33,972.00	\$ 33,972.00
Security Subscription		\$ 5,364.00	\$ 10,728.00	\$ 14,304.00
Sidewalk improvements	\$ 44,000.00	\$ 56,888.00	\$ 56,888.00	\$ 56,888.00
Steam cleaning MAD	\$ 25,134.00	\$ 28,797.12	\$ 28,797.12	\$ 28,797.12
Steam cleaning subscription		\$ 8,100.00	\$ 13,500.00	\$ 21,600.00
Dumpsters	\$ 4,500.00	\$ 4,560.00	\$ 4,560.00	\$ 4,560.00
Tree/ garden/ FB maintenance	\$ 22,800.00			
Tree repair		\$ 3,600.00	\$ 3,600.00	\$ 3,600.00
Tree maintenace		\$ 10,080.00	\$ 20,160.00	\$ 30,240.00
Flower basket maintenance		\$ 24,300.00	\$ 24,300.00	\$ 24,300.00
Lighting repair		\$ 8,896.96	\$ 7,784.00	\$ -
Contingency	\$ 25,255.00	\$ 23,575.20	\$ 25,255.00	\$ 25,255.00
Total Expense	\$ 745,313.00	\$ 760,012.08	\$ 801,368.12	\$ 819,540.12
Total Income	\$ 799,983.00	\$ 787,707.00	\$ 808,731.00	\$ 818,943.00
Net Income	\$ 54,670.00	\$ 27,694.92	\$ 7,362.88	\$ (597.12)

Units:

- Hillcrest Sign Utilities/Maint. months of lighted sign
- Security: Block faces patrolled
- Sidewalk Improvements: Sidewalks cleaned
- Pressure washing: Block faces cleaned
- Tree repair: new trees planted
- Tree Maintenance: months of single tree maintenance
- Flower Basket maintenance: monthly single flower basket maint.
- Lighting repair: Trees with strings replaced

	FY 19	FY20	FY21
Net of Security subscription	\$ 36.00	\$ 72.00	\$ 1,896.00
Net of Steam cleaning subscription	900	4500	900

			\$ 15,500.00	
\$ 4,500.00				
\$ 500.00			\$ 1,000.00	
\$ 3,000.00				
		\$ 65,000.00		
		\$ 15,000.00		
		\$ 10,000.00		
		\$ 96,000.00		
		\$ 5,000.00		
		\$ 35,000.00		
		\$ 20,000.00		
		\$ 1,100.00	\$ 1,400.00	
\$ 1,300.00			\$ 1,700.00	
\$ 51,730.96	\$ 86,760.20	\$ -	\$ 70,100.00	
	\$ 800.00			
\$ 5,364.00	\$ 33,972.00			
\$ 6,262.00	\$ 14,000.00		\$ 36,626.00	
	\$ 28,455.00			
\$ 8,100.00				
\$ 2,280.00	\$ 2,280.00			
\$ 3,100.00			\$ 500.00	
\$ 10,080.00				
\$ 6,646.96			\$ 24,300.00	
\$ 9,898.00	\$ 7,253.20		\$ 2,250.00	
			\$ 6,424.00	
\$ 186,245.96	\$ 90,183.00	\$ 351,441.00	\$ 105,000.00	\$ 25,000.00
\$ (165,721.96)	\$ -	\$ 195,559.00	\$ -	\$ -