

Post date:	
Initial:	



Hillcrest Business Association
Board of Directors Meeting
 Public Meeting ~ December 10, 2019, 5pm
 Inside Out Restaurant
 1642 University Ave. #100, San Diego, CA 92103

Annotated Agenda

- | | | |
|---|-------------|------------|
| 1. Call to order 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 | 5 minutes |
| a. Approval of financials from September & October 2019 ¹ | | |
| b. Approval of minutes from November 2019 ² | | |
| 6. Executive Committee items | B. Nicholls | 5 minutes |
| a. Letter concerning Normal Street Promenade feedback (action) ³ | | |
| 7. Special Event Committee items | B. Nicholls | 5 minutes |
| a. Review of CityFest financials (information) | | |
| 8. Beautification Committee items | B. Nicholls | 10 minutes |
| b. Approval of information kiosk use policy (action) ⁴ | | |
| c. Approval of expenditure for tree light repair (action) | | |
| d. Approval of expenditure for phase 2 tree installation (action) | | |

Adjourn

Attachments:

- | | |
|---|--|
| 1. Financials from September & October 2019 | 4. SOP 15: Neighborhood kiosk use policy |
| 2. Minutes from November 2019 | |
| 3. Promenade letter | |

Post date:	
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2019 Standing Committees:

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

Post date:	
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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, Tami Daiber, David Daniel, John Husler, Jeff Jackson, Jessica Magers, Cecelia Moreno, Matt Ramon, Kirsten Rindal, Tina Shirley, Paul Smith, Jerry Strayve, and Glenn Younger.

Board Members absent:

Staff in attendance:

Benjamin Nicholls, Mary Joseph

Minutes

- P. Smith called the meeting to order and introductions occurred.
- R. Bedrosian conducted the roll call with the following in attendance: Ryan Bedrosian, Colleen Cavilleri, Tami Daiber, David Daniel, John Husler, Jeff Jackson, Jessica Magers, Cecelia Moreno, Matt Ramon, Kirsten Rindal, Tina Shirley, Paul Smith, Jerry Strayve, and Glenn Younger.
- P. Smith thanked everyone that helped with Nightmare on Normal Street last month and everyone that came out to the Annual Meeting last month.
- B. Nicholls reported that the MAD survey has been mailed out and responses come back back every day.
 - Motion to approve of financials from August 2019 and approval of minutes from September & October 2019. The motion carries with all in favor. (Younger/Jackson)
- The group adjourned to closed session for conference with legal council
- The group adjourned to open session and P. Smith stated that the board had been updated on a legal matter concerning the farmers market.
 - Motion to accept the completed audit. Motion passes with all in favor. (Younger/Jackson).

Post date:	
Initial:	



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- A review of Pride Block Party financials occurred.
 - A review of holiday promotion campaign occurred.

 - A discussion occurred concerning the information kiosk use policy. The board returned the item back to beautification for further discussion.

 - The meeting adjourned.
-

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of **September 30, 2019**

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Dr. Bronners	0.00	0.00	0.00	0.00	750.00	750.00
TOTAL	0.00	0.00	0.00	0.00	750.00	750.00

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of September 30, 2019

Sep 30, 19

ASSETS

Current Assets

Checking/Savings

10035 · Comerica - Checking 114,414.46

10045 · PayPal 656.20

Total Checking/Savings 115,070.66

Accounts Receivable

12000 · Accounts Receivable 750.00

Total Accounts Receivable 750.00

Other Current Assets

10115 · SBEP City Fees & Services 5,826.15

10120 · BID Receivable 8,370.90

10125 · MAD Receivable 29,038.56

10145 · Farmers Market Receivable 13,390.97

10155 · Prepaid Expense 5,302.31

10175 · Commission for Arts Grant Rcvbl 21,793.00

10190 · Tech. Assistance/Acctg. Rcvbl. 1,580.00

Total Other Current Assets 85,301.89

Total Current Assets 201,122.55

Fixed Assets

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -21,364.81

Total Fixed Assets 0.00

TOTAL ASSETS 201,122.55

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

20000 · Accounts Payable 6,098.89

Total Accounts Payable 6,098.89

Other Current Liabilities

20210 · Accrued Expenses 18,901.11

20225 · SBEP Advance -3,141.10

20230 · Sales Tax Payable 627.00

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of September 30, 2019

	Sep 30, 19
20240 · Deferred Revenue	6,000.00
21000 · Payroll Liabilities	
Vacation Payable	5,628.22
Total 21000 · Payroll Liabilities	5,628.22
Total Other Current Liabilities	28,015.23
Total Current Liabilities	34,114.12
Total Liabilities	34,114.12
Equity	
31100 · Unrestricted Net Assets	165,543.39
Net Income	1,465.04
Total Equity	167,008.43
TOTAL LIABILITIES & EQUITY	201,122.55

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

	TOTAL					
	Sep 19	Budget	Variance	Jul - Sep 19	Budget	Variance
Income						
40015 · CityFest	0.00	0.00	0.00	111,847.56	147,000.00	-35,152.44
40020 · Farmers Market	25,959.14	16,917.00	9,042.14	68,304.44	50,751.00	17,553.44
40030 · SBEP	3,741.10	2,084.00	1,657.10	3,741.10	6,252.00	-2,510.90
40040 · MAD	6,462.96	7,515.00	-1,052.04	29,038.56	22,545.00	6,493.56
40050 · BID	8,370.90	8,753.00	-382.10	25,237.31	26,259.00	-1,021.69
40060 · PROW	0.00	104.00	-104.00	0.00	312.00	-312.00
40100 · Nightmare on Normal Street	2,270.00	22,500.00	-20,230.00	2,270.00	22,500.00	-20,230.00
40140 · Banner Space	0.00	208.00	-208.00	0.00	624.00	-624.00
40155 · Pride of Hillcrest/Block Party	95.40	0.00	95.40	59,004.17	75,000.00	-15,995.83
40160 · Hillcrest Map.	0.00	250.00	-250.00	0.00	750.00	-750.00
40190 · Hillcrest Security Subscription	0.00	900.00	-900.00	1,314.74	2,700.00	-1,385.26
40195 · Hillcrest Steam Cleaning	0.00	1,500.00	-1,500.00	1,117.77	4,500.00	-3,382.23
Total Income	46,899.50	60,731.00	-13,831.50	301,875.65	359,193.00	-57,317.35
Expense						
50000 · Personnel						
50005 · Salaries	16,375.98	13,850.00	2,525.98	39,826.77	41,550.00	-1,723.23
50025 · Employer Taxes - Federal	1,252.76	1,125.00	127.76	3,046.76	3,375.00	-328.24
50030 · Employer Taxes - State	0.00	207.00	-207.00	0.00	621.00	-621.00
50035 · Health Insurance	1,422.71	827.00	595.71	4,378.23	2,481.00	1,897.23
50040 · Workers Comp Insurance	0.00	144.00	-144.00	0.00	432.00	-432.00
Total 50000 · Personnel	19,051.45	16,153.00	2,898.45	47,251.76	48,459.00	-1,207.24
50045 · Operating						
50050 · Rent Office Space	0.00	803.00	-803.00	2,520.00	2,409.00	111.00
50055 · Storage	849.00			2,154.00		
50060 · Accounting	2,096.75	2,088.00	8.75	6,286.75	6,264.00	22.75
50065 · Audit	0.00	625.00	-625.00	0.00	1,875.00	-1,875.00
50070 · Equipment Purchase	0.00	175.00	-175.00	452.45	525.00	-72.55
50075 · Intern/Consultant	0.00	1,000.00	-1,000.00	8,191.00	3,000.00	5,191.00
50080 · Bank & Credit Card Charges	28.76	50.00	-21.24	229.89	150.00	79.89
50085 · Repair/Maintenance/Cleaning	300.00	233.00	67.00	780.00	699.00	81.00
50090 · Office Supplies	22.72	267.00	-244.28	685.92	801.00	-115.08
50095 · Postage and Delivery	0.00	29.00	-29.00	7.98	87.00	-79.02
50100 · Printing/Photocopy	267.05	109.00	158.05	776.15	327.00	449.15
50110 · Dues/Subscriptions	0.00	83.00	-83.00	500.00	249.00	251.00
50115 · Staff Development	0.00	100.00	-100.00	0.00	300.00	-300.00
50120 · Meetings	243.94	292.00	-48.06	857.02	876.00	-18.98

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

	TOTAL					
	Sep 19	Budget	Variance	Jul - Sep 19	Budget	Variance
50125 · Legal	0.00	625.00	-625.00	25.00	1,875.00	-1,850.00
50130 · Telephone & Internet	1,007.40	625.00	382.40	4,020.33	1,875.00	2,145.33
50135 · Parking/Mileage	7.50	200.00	-192.50	135.26	600.00	-464.74
50140 · Depreciation	0.00	25.00	-25.00	0.00	75.00	-75.00
50330 · D & O / Liability Insurance	2,136.40	1,500.00	636.40	9,395.30	3,875.00	5,520.30
Total 50045 · Operating	6,959.52	8,829.00	-1,869.48	37,017.05	25,862.00	11,155.05
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	19,216.79	0.00	19,216.79	76,775.58	96,000.00	-19,224.42
51525 · Promotion/Marketing/Campaigns	8,715.00	1,292.00	7,423.00	11,778.62	3,876.00	7,902.62
51530 · Banners	0.00	375.00	-375.00	7,158.52	1,125.00	6,033.52
51535 · Web Site Communications	0.00	125.00	-125.00	0.00	375.00	-375.00
51540 · Business Mixers/Open House	0.00	209.00	-209.00	1,927.73	627.00	1,300.73
51545 · Newsletter	0.00	250.00	-250.00	0.00	750.00	-750.00
51555 · Farmer's Market	165.00	1,250.00	-1,085.00	7,320.62	3,750.00	3,570.62
51565 · Hillcrest Map	0.00	250.00	-250.00	0.00	750.00	-750.00
51800 · Pride of Hillcrest/Block Party	5,106.00	0.00	5,106.00	57,207.90	65,000.00	-7,792.10
51880 · Nightmare on Normal	925.00	17,500.00	-16,575.00	925.00	17,500.00	-16,575.00
Total 51000 · Neighborhood/Outreach Promotion	34,127.79	21,251.00	12,876.79	163,093.97	189,753.00	-26,659.03
53000 · Physical Improvements						
51575 · Pride Flag Project	0.00			3,234.49		
53125 · Hillcrest Sign Utilities/Maint.	66.46	67.00	-0.54	2,525.60	201.00	2,324.60
53130 · Security	3,937.50	2,831.00	1,106.50	11,864.50	8,493.00	3,371.50
53131 · Security Subscription	1,650.00	447.00	1,203.00	4,600.00	1,341.00	3,259.00
53134 · Steam Cleaning Subscription	0.00	675.00	-675.00	1,800.00	2,025.00	-225.00
53139 · Sidewalk Cleaning/Improvements	4,775.00	7,113.00	-2,338.00	17,636.02	21,339.00	-3,702.98
53150 · Dumpsters	0.00	380.00	-380.00	2,602.44	1,140.00	1,462.44
53155 · Tree/Flower/Light Maintenance	5,010.00	4,748.00	262.00	8,674.00	14,244.00	-5,570.00
53159 · EMAD Expansion	110.78			110.78		
53165 · Contingency	0.00	1,815.00	-1,815.00	0.00	5,445.00	-5,445.00
Total 53000 · Physical Improvements	15,549.74	18,076.00	-2,526.26	53,047.83	54,228.00	-1,180.17
Total Expense	75,688.50	64,309.00	11,379.50	300,410.61	318,302.00	-17,891.39
	-28,789.00	-3,578.00	-25,211.00	1,465.04	40,891.00	-39,425.96

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through September 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	68,304.44	0.00	0.00	0.00	68,304.44
40030 · SBEP	0.00	0.00	0.00	0.00	3,741.10	3,741.10
40040 · MAD	0.00	0.00	0.00	29,038.56	0.00	29,038.56
40050 · BID	0.00	0.00	25,237.31	0.00	0.00	25,237.31
40100 · Nightmare on Normal Street	0.00	2,270.00	0.00	0.00	0.00	2,270.00
40155 · Pride of Hillcrest/Block Party	0.00	59,004.17	0.00	0.00	0.00	59,004.17
40190 · Hillcrest Security Subscription	1,314.74	0.00	0.00	0.00	0.00	1,314.74
40195 · Hillcrest Steam Cleaning	1,117.77	0.00	0.00	0.00	0.00	1,117.77
Total Income	2,432.51	241,426.17	25,237.31	29,038.56	3,741.10	301,875.65
Expense						
50000 · Personnel						
50005 · Salaries	22,675.34	8,324.23	5,909.32	0.00	2,917.88	39,826.77
50025 · Employer Taxes - Federal	1,734.66	636.81	452.07	0.00	223.22	3,046.76
50035 · Health Insurance	4,378.23	0.00	0.00	0.00	0.00	4,378.23
Total 50000 · Personnel	28,788.23	8,961.04	6,361.39	0.00	3,141.10	47,251.76
50045 · Operating						
50050 · Rent Office Space	2,520.00	0.00	0.00	0.00	0.00	2,520.00
50055 · Storage	2,154.00	0.00	0.00	0.00	0.00	2,154.00
50060 · Accounting	1,324.75	2,100.00	0.00	2,262.00	600.00	6,286.75
50070 · Equipment Purchase	452.45	0.00	0.00	0.00	0.00	452.45
50075 · Intern/Consultant	2,120.00	6,071.00	0.00	0.00	0.00	8,191.00
50080 · Bank & Credit Card Charges	229.89	0.00	0.00	0.00	0.00	229.89
50085 · Repair/Maintenance/Cleaning	780.00	0.00	0.00	0.00	0.00	780.00
50090 · Office Supplies	685.92	0.00	0.00	0.00	0.00	685.92
50095 · Postage and Delivery	7.98	0.00	0.00	0.00	0.00	7.98
50100 · Printing/Photocopy	534.10	242.05	0.00	0.00	0.00	776.15
50110 · Dues/Subscriptions	500.00	0.00	0.00	0.00	0.00	500.00
50120 · Meetings	857.02	0.00	0.00	0.00	0.00	857.02
50125 · Legal	25.00	0.00	0.00	0.00	0.00	25.00
50130 · Telephone & Internet	4,004.33	16.00	0.00	0.00	0.00	4,020.33
50135 · Parking/Mileage	132.76	2.50	0.00	0.00	0.00	135.26
50330 · D & O / Liability Insurance	9,395.30	0.00	0.00	0.00	0.00	9,395.30

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through September 2019

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Total 50045 · Operating	25,723.50	8,431.55	0.00	2,262.00	600.00	37,017.05
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	61.99	76,713.59	0.00	0.00	0.00	76,775.58
51525 · Promotion/Marketing/Campaigns	621.55	4,700.00	6,457.07	0.00	0.00	11,778.62
51530 · Banners	7,158.52	0.00	0.00	0.00	0.00	7,158.52
51540 · Business Mixers/Open House	250.00	316.88	1,360.85	0.00	0.00	1,927.73
51555 · Farmer's Market	0.00	7,320.62	0.00	0.00	0.00	7,320.62
51800 · Pride of Hillcrest/Block Party	50.59	57,157.31	0.00	0.00	0.00	57,207.90
51880 · Nightmare on Normal	0.00	925.00	0.00	0.00	0.00	925.00
Total 51000 · Neighborhood/Outreach Promotion	8,142.65	147,133.40	7,817.92	0.00	0.00	163,093.97
53000 · Physical Improvements						
51575 · Pride Flag Project	3,234.49	0.00	0.00	0.00	0.00	3,234.49
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	2,525.60	0.00	2,525.60
53130 · Security	0.00	0.00	0.00	11,864.50	0.00	11,864.50
53131 · Security Subscription	4,600.00	0.00	0.00	0.00	0.00	4,600.00
53134 · Steam Cleaning Subscription	1,800.00	0.00	0.00	0.00	0.00	1,800.00
53139 · Sidewalk Cleaning/Improvements	0.00	0.00	6,414.00	11,222.02	0.00	17,636.02
53150 · Dumpsters	1,438.00	0.00	0.00	1,164.44	0.00	2,602.44
53155 · Tree/Flower/Light Maintenance	4,030.00	0.00	4,644.00	0.00	0.00	8,674.00
53159 · EMAD Expansion	100.00	10.78	0.00	0.00	0.00	110.78
Total 53000 · Physical Improvements	15,202.49	10.78	11,058.00	26,776.56	0.00	53,047.83
Total Expense	77,856.87	164,536.77	25,237.31	29,038.56	3,741.10	300,410.61
Net Income	-75,424.36	76,889.40	0.00	0.00	0.00	1,465.04

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of October 31, 2019

The San Diego LGBT Community Center
TOTAL

Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
0.00	500.00	0.00	0.00	0.00	500.00
0.00	500.00	0.00	0.00	0.00	500.00

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of October 31, 2019

	<u>Oct 31, 19</u>
ASSETS	
Current Assets	
Checking/Savings	
10035 · Comerica - Checking	102,745.45
10045 · PayPal	656.20
Total Checking/Savings	<u>103,401.65</u>
Accounts Receivable	
12000 · Accounts Receivable	500.00
Total Accounts Receivable	<u>500.00</u>
Other Current Assets	
10115 · SBEP City Fees & Services	5,826.15
10120 · BID Receivable	6,397.53
10125 · MAD Receivable	29,145.82
10130 · SBEP Receivable	800.00
10145 · Farmers Market Receivable	9,066.85
10155 · Prepaid Expense	5,302.31
10170 · NightmareonNormal Prepaid/Rcvbl	19,202.38
10175 · Commission for Arts Grant Rcvbl	21,793.00
10190 · Tech. Assistance/Acctg. Rcvbl.	1,580.00
Total Other Current Assets	<u>99,114.04</u>
Total Current Assets	<u>203,015.69</u>
Fixed Assets	
10200 · Office Furniture & Equipment	21,364.81
10220 · Accumulated Depreciation	-21,364.81
Total Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u><u>203,015.69</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	6,098.89
Total Accounts Payable	<u>6,098.89</u>
Other Current Liabilities	
20210 · Accrued Expenses	19,019.11

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of October 31, 2019

	<u>Oct 31, 19</u>
20225 · SBEP Advance	-5,252.76
20230 · Sales Tax Payable	384.00
20240 · Deferred Revenue	6,000.00
21000 · Payroll Liabilities	
Vacation Payable	5,628.22
Total 21000 · Payroll Liabilities	<u>5,628.22</u>
Total Other Current Liabilities	<u>25,778.57</u>
Total Current Liabilities	<u>31,877.46</u>
Total Liabilities	31,877.46
Equity	
31100 · Unrestricted Net Assets	165,543.39
Net Income	5,594.84
Total Equity	<u>171,138.23</u>
TOTAL LIABILITIES & EQUITY	<u><u>203,015.69</u></u>

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

	TOTAL					
	Oct 19	Budget	Variance	Jul - Oct 19	Budget	Variance
Income						
40015 · CityFest	0.00	0.00	0.00	111,847.56	147,000.00	-35,152.44
40020 · Farmers Market	21,799.72	16,917.00	4,882.72	90,104.16	67,668.00	22,436.16
40030 · SBEP	2,911.66	2,084.00	827.66	6,652.76	8,336.00	-1,683.24
40040 · MAD	9,492.66	7,515.00	1,977.66	38,531.22	30,060.00	8,471.22
40050 · BID	5,764.57	8,753.00	-2,988.43	31,001.88	35,012.00	-4,010.12
40060 · PROW	52.00	104.00	-52.00	52.00	416.00	-364.00
40100 · Nightmare on Normal Street	35,227.95	22,500.00	12,727.95	37,497.95	45,000.00	-7,502.05
40140 · Banner Space	500.00	208.00	292.00	500.00	832.00	-332.00
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	1,000.00	-1,000.00
40190 · Hillcrest Security Subscription	3,482.24	900.00	2,582.24	4,796.98	3,600.00	1,196.98
40195 · Hillcrest Steam Cleaning	434.84	1,500.00	-1,065.16	1,552.61	6,000.00	-4,447.39
Total Income	79,665.64	60,731.00	18,934.64	381,541.29	419,924.00	-38,382.71
Expense						
50000 · Personnel						
50005 · Salaries	12,457.86	13,850.00	-1,392.14	52,284.63	55,400.00	-3,115.37
50025 · Employer Taxes - Federal	953.02	1,125.00	-171.98	3,999.78	4,500.00	-500.22
50030 · Employer Taxes - State	0.00	207.00	-207.00	0.00	828.00	-828.00
50035 · Health Insurance	924.36	827.00	97.36	5,302.59	3,308.00	1,994.59
50040 · Workers Comp Insurance	0.00	144.00	-144.00	0.00	576.00	-576.00
Total 50000 · Personnel	14,335.24	16,153.00	-1,817.76	61,587.00	64,612.00	-3,025.00
50045 · Operating						
50050 · Rent Office Space	1,680.00	803.00	877.00	4,200.00	3,212.00	988.00
50055 · Storage	0.00			2,154.00		
50060 · Accounting	2,095.00	2,088.00	7.00	8,381.75	8,352.00	29.75
50065 · Audit	6,000.00	5,625.00	375.00	6,000.00	7,500.00	-1,500.00
50070 · Equipment Purchase	175.00	175.00	0.00	627.45	700.00	-72.55
50075 · Intern/Consultant	0.00	1,000.00	-1,000.00	8,191.00	4,000.00	4,191.00
50080 · Bank & Credit Card Charges	10.85	50.00	-39.15	240.74	200.00	40.74
50085 · Repair/Maintenance/Cleaning	240.00	233.00	7.00	1,020.00	932.00	88.00
50090 · Office Supplies	0.00	267.00	-267.00	685.92	1,068.00	-382.08
50095 · Postage and Delivery	0.00	29.00	-29.00	7.98	116.00	-108.02
50100 · Printing/Photocopy	415.42	109.00	306.42	1,191.57	436.00	755.57
50110 · Dues/Subscriptions	0.00	83.00	-83.00	500.00	332.00	168.00
50115 · Staff Development	0.00	100.00	-100.00	0.00	400.00	-400.00
50120 · Meetings	60.00	292.00	-232.00	917.02	1,168.00	-250.98

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through October 2019

	TOTAL					
	Oct 19	Budget	Variance	Jul - Oct 19	Budget	Variance
50125 · Legal	100.00	625.00	-525.00	125.00	2,500.00	-2,375.00
50130 · Telephone & Internet	817.68	625.00	192.68	4,838.01	2,500.00	2,338.01
50135 · Parking/Mileage	27.70	200.00	-172.30	162.96	800.00	-637.04
50140 · Depreciation	0.00	25.00	-25.00	0.00	100.00	-100.00
50330 · D & O / Liability Insurance	2,136.40	4,000.00	-1,863.60	11,531.70	7,875.00	3,656.70
Total 50045 · Operating	13,758.05	16,329.00	-2,570.95	50,775.10	42,191.00	8,584.10
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	855.30	0.00	855.30	77,630.88	96,000.00	-18,369.12
51525 · Promotion/Marketing/Campaigns	3,302.97	1,292.00	2,010.97	15,081.59	5,168.00	9,913.59
51530 · Banners	100.00	750.00	-650.00	7,258.52	1,875.00	5,383.52
51535 · Web Site Communications	0.00	125.00	-125.00	0.00	500.00	-500.00
51540 · Business Mixers/Open House	1,742.99	209.00	1,533.99	3,670.72	836.00	2,834.72
51545 · Newsletter	0.00	250.00	-250.00	0.00	1,000.00	-1,000.00
51555 · Farmer's Market	3,348.50	1,250.00	2,098.50	10,669.12	5,000.00	5,669.12
51565 · Hillcrest Map	0.00	250.00	-250.00	0.00	1,000.00	-1,000.00
51800 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	57,207.90	65,000.00	-7,792.10
51880 · Nightmare on Normal	23,762.68	17,500.00	6,262.68	24,687.68	35,000.00	-10,312.32
Total 51000 · Neighborhood/Outreach Promotion	33,112.44	21,626.00	11,486.44	196,206.41	211,379.00	-15,172.59
53000 · Physical Improvements						
51575 · Pride Flag Project	1,000.00			4,234.49		
53125 · Hillcrest Sign Utilities/Maint.	65.94	67.00	-1.06	2,591.54	268.00	2,323.54
53130 · Security	3,938.00	2,831.00	1,107.00	15,802.50	11,324.00	4,478.50
53131 · Security Subscription	1,575.00	447.00	1,128.00	6,175.00	1,788.00	4,387.00
53134 · Steam Cleaning Subscription	2,100.00	675.00	1,425.00	3,900.00	2,700.00	1,200.00
53139 · Sidewalk Cleaning/Improvements	4,932.52	7,113.00	-2,180.48	22,568.54	28,452.00	-5,883.46
53150 · Dumpsters	718.65	380.00	338.65	3,321.09	1,520.00	1,801.09
53155 · Tree/Flower/Light Maintenance	0.00	4,748.00	-4,748.00	8,674.00	18,992.00	-10,318.00
53159 · EMAD Expansion	0.00			110.78		
53165 · Contingency	0.00	1,815.00	-1,815.00	0.00	7,260.00	-7,260.00
Total 53000 · Physical Improvements	14,330.11	18,076.00	-3,745.89	67,377.94	72,304.00	-4,926.06
Total Expense	75,535.84	72,184.00	3,351.84	375,946.45	390,486.00	-14,539.55
	4,129.80	-11,453.00	15,582.80	5,594.84	29,438.00	-23,843.16

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through October 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	90,104.16	0.00	0.00	0.00	90,104.16
40030 · SBEP	0.00	0.00	0.00	0.00	6,652.76	6,652.76
40040 · MAD	0.00	0.00	0.00	38,531.22	0.00	38,531.22
40050 · BID	0.00	0.00	31,001.88	0.00	0.00	31,001.88
40060 · PROW	52.00	0.00	0.00	0.00	0.00	52.00
40100 · Nightmare on Normal Street	0.00	37,497.95	0.00	0.00	0.00	37,497.95
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	298,453.84	31,001.88	38,531.22	6,652.76	381,541.29
Expense						
50000 · Personnel						
50005 · Salaries	30,535.70	8,324.23	8,545.22	0.00	4,879.48	52,284.63
50025 · Employer Taxes - Federal	2,335.98	636.81	653.71	0.00	373.28	3,999.78
50035 · Health Insurance	5,302.59	0.00	0.00	0.00	0.00	5,302.59
Total 50000 · Personnel	38,174.27	8,961.04	9,198.93	0.00	5,252.76	61,587.00
50045 · Operating						
50050 · Rent Office Space	4,200.00	0.00	0.00	0.00	0.00	4,200.00
50055 · Storage	2,154.00	0.00	0.00	0.00	0.00	2,154.00
50060 · Accounting	1,619.75	2,900.00	0.00	2,462.00	1,400.00	8,381.75
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	2,120.00	6,071.00	0.00	0.00	0.00	8,191.00
50080 · Bank & Credit Card Charges	240.74	0.00	0.00	0.00	0.00	240.74
50085 · Repair/Maintenance/Cleaning	1,020.00	0.00	0.00	0.00	0.00	1,020.00
50090 · Office Supplies	685.92	0.00	0.00	0.00	0.00	685.92
50095 · Postage and Delivery	7.98	0.00	0.00	0.00	0.00	7.98
50100 · Printing/Photocopy	949.52	242.05	0.00	0.00	0.00	1,191.57
50110 · Dues/Subscriptions	500.00	0.00	0.00	0.00	0.00	500.00
50120 · Meetings	917.02	0.00	0.00	0.00	0.00	917.02
50125 · Legal	125.00	0.00	0.00	0.00	0.00	125.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through October 2019

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50130 · Telephone & Internet	4,822.01	16.00	0.00	0.00	0.00	4,838.01
50135 · Parking/Mileage	160.46	2.50	0.00	0.00	0.00	162.96
50330 · D & O / Liability Insurance	11,531.70	0.00	0.00	0.00	0.00	11,531.70
Total 50045 · Operating	37,681.55	9,231.55	0.00	2,462.00	1,400.00	50,775.10
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	4,700.00	8,457.07	0.00	0.00	15,081.59
51530 · Banners	7,258.52	0.00	0.00	0.00	0.00	7,258.52
51540 · Business Mixers/Open House	250.00	1,132.84	2,287.88	0.00	0.00	3,670.72
51555 · Farmer's Market	0.00	10,669.12	0.00	0.00	0.00	10,669.12
51800 · Pride of Hillcrest/Block Party	50.59	57,157.31	0.00	0.00	0.00	57,207.90
51880 · Nightmare on Normal	0.00	24,687.68	0.00	0.00	0.00	24,687.68
Total 51000 · Neighborhood/Outreach Promotion	9,545.62	175,915.84	10,744.95	0.00	0.00	196,206.41
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	2,591.54	0.00	2,591.54
53130 · Security	0.00	0.00	0.00	15,802.50	0.00	15,802.50
53131 · Security Subscription	6,175.00	0.00	0.00	0.00	0.00	6,175.00
53134 · Steam Cleaning Subscription	3,900.00	0.00	0.00	0.00	0.00	3,900.00
53139 · Sidewalk Cleaning/Improvements	0.00	0.00	6,414.00	16,154.54	0.00	22,568.54
53150 · Dumpsters	1,800.45	0.00	0.00	1,520.64	0.00	3,321.09
53155 · Tree/Flower/Light Maintenance	4,030.00	0.00	4,644.00	0.00	0.00	8,674.00
53159 · EMAD Expansion	100.00	10.78	0.00	0.00	0.00	110.78
Total 53000 · Physical Improvements	20,239.94	10.78	11,058.00	36,069.22	0.00	67,377.94
Total Expense	105,641.38	194,119.21	31,001.88	38,531.22	6,652.76	375,946.45
	-98,739.79	104,334.63	0.00	0.00	0.00	5,594.84



November 19, 2019

Councilmember Chris Ward
City of San Diego
202 C Street.
San Diego, CA 92101

Dear Councilmember Ward,

I write on behalf of Hillcrest's 1,200 small businesses to provide continuing input concerning the Normal Street Promenade project. This letter serves as our response to recently presented designs for the Promenade and as a follow-up to our letters of November 15, 2018 and January 12, 2019.

As the owner of the Hillcrest Farmers Market, the HBA is one of the most significant stakeholders in the area and, as such, we would like to continue to contribute design and management suggestions to the project. Building a space that supports San Diego's largest farmers market is critical and the HBA would oppose any design that impacts the market negatively.

In our previous discussions, the HBA has made a number of suggestions for the design of the space. Though we reiterate them here, please refer to our prior conversations for more detail:

- We proposed a robust maintenance program for the space that includes cleaning teams and security patrols.
- We advocated for design elements that support this maintenance program. Without the inclusion of proper infrastructure, maintaining the space will be extremely difficult. Irrigation, lighting, plumbing, and electricity throughout the southern blocks are elements that we have suggested previously. In the recently presented designs, it is unclear if these elements have been included.
- In the past, we suggested a design that will enable the space to be reconfigured to promote a variety of programming uses (some of which have yet to be conceived).
- We have that suggested several simple and easily maintained fixtures that could have multiple uses be included in the space. We suggested utility masts that could be utilized for a variety of uses, movable planters, rolled curbs, and detachable bollards. In the recently presented designs, it is unclear if these elements have been included.

Through recent presentations, there have been a number of design elements that have come forward. Firstly, despite our request that elements be included that can be changed to suit the use, in recent presentations we have instead observed the inclusion of permanent and expensive fixtures such as stages, seating, historic streetcars, and obtrusive landscaping that will at best stymie active uses and at worst encourage negative elements.



The HBA again requests the inclusion of elements that can be changed on a daily basis so as to encourage diversity of programming and ease of maintenance.

Secondly, the concept of the Promenade has always been that it is a complete street that can have a variety of uses including transportation. Changing the use from a street to a park or something else, as has been suggested, will constrict and restrict the uses of the street, create conflicting or confusing rules for uses, and conflict with the intention of the transportation funding sources that were used to construct the Promenade. We do not support the change of use of the area.

The HBA would like to acknowledge the recently presented design of Pride Plaza. It will make a significant gathering space for the community of Hillcrest. The HBA would also like to acknowledge the work that has been done to remove all the driveways from the project.

The HBA believes that the only way this project will be successful is if it is supported by an expanded Hillcrest Maintenance Assessment District (MAD) and the creation of a full time schedule of programs and activities in the space. It is feasible that the HBA would have a role in these elements; however, the HBA will not shoulder the burden of programming or maintenance obligations for a space that does not meet the design elements we have discussed. Good design of a space is the first step in good management.

Thanks again for your attention and energy on this project.

Yours sincerely,

Benjamin Nicholls
Executive Director

Copy: Mayor Kevin Faulconer
Tanner French, Office of Economic Development
Chris Romano, San Diego Association of Governments
Brittany Baily, City Council District 3

Statement of Operating Procedures:

15. Use of the Hillcrest Neighborhood Kiosks

The Hillcrest Business Association is the steward of the Hillcrest Neighborhood Kiosks on behalf of the community. They are located at the corner of University Ave. and Fifth Ave. and Normal Street and Harvey Milk Street in San Diego. This policy establishes how third parties post their information in the community “bulletin board” portion of the kiosk.

The HBA will observe the following policy:

- Neighborhood groups or businesses interested in promoting a meeting or event shall submit a 300 dpi graphic file no smaller than 4.25” and 5.5” wide high and no larger than 8.5” wide and 11” high to the HBA a two weeks prior to the start of the month that the posting is intended for.
- **HBA staff will review the content of the submissions to ensure that it is not offensive.**
- Submissions will be prioritized in the order they are received until the available space is exhausted.
- HBA staff will add the posting to the monthly display, which will be installed on the first of the month.
- HBA staff will notify the requesting group as to the status of their posting.
- HBA staff will regularly post on social media concerning the opportunities for neighborhood groups and businesses to use the kiosk.
- HBA staff will ensure that each month a neighborhood calendar of regularly scheduled general neighborhood meetings is posted for the Hillcrest Town Council, Uptown Planners, Uptown Community Parking District, and Hillcrest Business Association.

History:

Draft: 10/10/19

Presented at Beautification: 11/6/19