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| Post date: | |
| Initial: | |



Hillcrest Business Association
Board of Directors Meeting
 Public Meeting ~ May 14, 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 March 2019 ¹ | | |
| b. Approval of minutes from April 2019 ² | | |
| 6. Executive Committee items | T. Daiber-Hirst | 15 minutes |
| a. FY2020 HBA budget (action) ³ | | |
| 7. Beautification Committee items | T. Daiber-Hirst | 10 minutes |
| a. Letter in support of Hillcrest Specific Area Plan (action) ⁴ | | |
| b. Normal Street security pilot program (action) | | |
| c. Update concerning the East Hillcrest MAD (information) | | |
| 8. Special Event Committee items | R. Bedrosian | 10 minutes |
| a. Update concerning Pride of Hillcrest Block Party planning (information) | | |
| 9. Marketing Committee items | B. Casey | 5 minutes |
| a. Discussion and approval of new member welcome strategy (action) | | |
| b. Fabulous Hillcrest/ UCPD Campaign (information) | | |

Adjourn

Attachments:

1. Financials from March 2019
2. Minutes from April 2019
3. Proposed FY20 Final Budget

4. Letter of support for Specific Area Plan

Hillcrest Business Association
 3737 Fifth Ave. #202, San Diego, CA 92103
 p:(619) 299-3330 f: (619) 299-4230

| | |
|------------|--|
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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 March 31, 2019 | | | | | |
|--------------------------------|-----------------------------|---------------|----------------|----------------|------------------|------------------|
| | Current | 1 - 30 | 31 - 60 | 61 - 90 | > 90 | TOTAL |
| Broadway San Diego | 0.00 | 0.00 | 0.00 | 0.00 | 450.00 | 450.00 |
| Miller/Coors | 0.00 | 0.00 | 0.00 | 0.00 | 8,000.00 | 8,000.00 |
| Stoli Group USA | 0.00 | 0.00 | 0.00 | 0.00 | 4,800.00 | 4,800.00 |
| Urban Mo's | 0.00 | 0.00 | 0.00 | 0.00 | 800.00 | 800.00 |
| Windemore Court H&A | 0.00 | 0.00 | 0.00 | 0.00 | 450.00 | 450.00 |
| TOTAL | 0.00 | 0.00 | 0.00 | 0.00 | 14,500.00 | 14,500.00 |

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of March 31, 2019

Mar 31, 19

ASSETS

Current Assets

Checking/Savings

10035 · Comerica - Checking 112,018.22

10045 · PayPal 656.20

Total Checking/Savings 112,674.42

Accounts Receivable

12000 · Accounts Receivable 14,500.00

Total Accounts Receivable 14,500.00

Other Current Assets

10115 · SBEP City Fees & Services 3,003.32

10125 · MAD Receivable 26,408.80

10145 · Farmers Market Receivable 13,842.95

10155 · Prepaid Expense 3,996.54

10175 · Commission for Arts Grant Rcvbl 23,193.00

10190 · Tech. Assistance/Acctg. Rcvbl. 2,480.00

Total Other Current Assets 72,924.61

Total Current Assets 200,099.03

Fixed Assets

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -21,364.81

Total Fixed Assets 0.00

TOTAL ASSETS 200,099.03

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

20215 · BID Assessment -5,209.56

20225 · SBEP Advance 6,564.67

20240 · Deferred Revenue 2,000.00

21000 · Payroll Liabilities

Vacation Payable 2,648.73

Total 21000 · Payroll Liabilities 2,648.73

Total Other Current Liabilities 6,003.84

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of March 31, 2019

| | Mar 31, 19 |
|--|--------------------------|
| Total Current Liabilities | <u>6,003.84</u> |
| Total Liabilities | 6,003.84 |
| Equity | |
| 31100 · Unrestricted Net Assets | 195,256.71 |
| Net Income | <u>-1,161.52</u> |
| Total Equity | <u>194,095.19</u> |
| TOTAL LIABILITIES & EQUITY | <u><u>200,099.03</u></u> |

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2018 through March 2019

| | TOTAL | | | | | |
|---|------------------|------------------|-----------------|-------------------|-------------------|-------------------|
| | Mar 19 | Budget | Variance | Jul '18 - Mar 19 | Budget | Variance |
| Income | | | | | | |
| 40015 · CityFest | -171.78 | | | 125,679.14 | 147,000.00 | -21,320.86 |
| 40020 · Farmers Market | 23,391.28 | 16,917.00 | 6,474.28 | 174,290.79 | 152,253.00 | 22,037.79 |
| 40030 · SBEP | 2,639.57 | 2,000.00 | 639.57 | 15,328.33 | 14,000.00 | 1,328.33 |
| 40040 · MAD | 12,619.61 | 7,517.00 | 5,102.61 | 67,880.31 | 67,653.00 | 227.31 |
| 40050 · BID | 6,428.94 | 8,611.00 | -2,182.06 | 72,291.94 | 79,199.00 | -6,907.06 |
| 40070 · Hillcrest Map | 0.00 | 250.00 | -250.00 | 0.00 | 2,250.00 | -2,250.00 |
| 40085 · Technical Assistance/Acctg. | 500.00 | 500.00 | 0.00 | 4,400.00 | 3,500.00 | 900.00 |
| 40090 · Mardi Gras | 4,007.00 | 5,000.00 | -993.00 | 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 | 131.02 | 3,000.00 | -2,868.98 | 131.02 | 3,000.00 | -2,868.98 |
| 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 | 1,890.00 | -1,390.00 |
| 40145 · Pride Flag | 265.00 | | | 5,881.50 | | |
| 40155 · Pride of Hillcrest/Block Party | 0.00 | | | 67,208.14 | 75,000.00 | -7,791.86 |
| 40180 · Other Income | 0.00 | 52.00 | -52.00 | 800.30 | 468.00 | 332.30 |
| 40190 · Hillcrest Security Subscription | 525.00 | 225.00 | 300.00 | 15,101.11 | 2,025.00 | 13,076.11 |
| 40195 · Hillcrest Steam Cleaning | 0.00 | 750.00 | -750.00 | 7,253.16 | 6,750.00 | 503.16 |
| Total Income | 50,335.64 | 45,032.00 | 5,303.64 | 628,805.16 | 640,988.00 | -12,182.84 |
| Expense | | | | | | |
| 50000 · Personnel | | | | | | |
| 50005 · Salaries | 14,195.56 | 12,145.00 | 2,050.56 | 119,713.50 | 105,705.00 | 14,008.50 |
| 50025 · Employer Taxes - Federal | 1,100.24 | 1,793.00 | -692.76 | 9,360.49 | 15,777.00 | -6,416.51 |
| 50030 · Employer Taxes - State | 147.45 | 227.00 | -79.55 | 2,091.43 | 2,003.00 | 88.43 |
| 50035 · Health Insurance | 2,749.16 | 827.00 | 1,922.16 | 12,573.05 | 7,443.00 | 5,130.05 |
| 50040 · Workers Comp Insurance | 0.00 | 144.00 | -144.00 | 685.19 | 1,296.00 | -610.81 |
| Total 50000 · Personnel | 18,192.41 | 15,136.00 | 3,056.41 | 144,423.66 | 132,224.00 | 12,199.66 |
| 50045 · Operating | | | | | | |
| 50050 · Rent Office Space | 840.00 | 803.00 | 37.00 | 8,821.79 | 7,227.00 | 1,594.79 |
| 50055 · Storage | 445.76 | | | 3,697.28 | | |
| 50060 · Accounting | 4,736.75 | 1,971.00 | 2,765.75 | 19,477.75 | 17,139.00 | 2,338.75 |
| 50065 · Audit | 0.00 | | | 6,848.00 | 7,500.00 | -652.00 |
| 50070 · Equipment Purchase | 1,632.49 | 175.00 | 1,457.49 | 15,051.78 | 1,575.00 | 13,476.78 |
| 50075 · Intern/Consultant | 0.00 | 1,000.00 | -1,000.00 | 0.00 | 9,000.00 | -9,000.00 |
| 50080 · Bank & Credit Card Charges | 53.78 | 50.00 | 3.78 | 473.68 | 450.00 | 23.68 |
| 50085 · Repair/Maintenance/Cleaning | 813.67 | 233.00 | 580.67 | 4,688.47 | 2,097.00 | 2,591.47 |
| 50090 · Office Supplies | 427.81 | 267.00 | 160.81 | 3,785.18 | 2,403.00 | 1,382.18 |
| 50095 · Postage and Delivery | 0.00 | 29.00 | -29.00 | 302.94 | 261.00 | 41.94 |
| 50100 · Printing/Photocopy | 267.05 | 109.00 | 158.05 | 2,745.54 | 981.00 | 1,764.54 |
| 50110 · Dues/Subscriptions | 0.00 | 84.00 | -84.00 | 75.00 | 756.00 | -681.00 |
| 50115 · Staff Development | 2,426.20 | 100.00 | 2,326.20 | 4,717.91 | 900.00 | 3,817.91 |
| 50120 · Meetings | 1,081.92 | 292.00 | 789.92 | 2,081.99 | 2,628.00 | -546.01 |

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2018 through March 2019

| | TOTAL | | | | | |
|--|------------------|------------------|-------------------|-------------------|-------------------|-------------------|
| | Mar 19 | Budget | Variance | Jul '18 - Mar 19 | Budget | Variance |
| 50125 · Legal | 0.00 | 625.00 | -625.00 | 3,030.00 | 5,625.00 | -2,595.00 |
| 50130 · Telephone & Internet | 719.84 | 625.00 | 94.84 | 6,261.02 | 5,625.00 | 636.02 |
| 50135 · Parking/Mileage | 9.50 | 200.00 | -190.50 | 77.39 | 1,800.00 | -1,722.61 |
| 50140 · Depreciation | 0.00 | 25.00 | -25.00 | 0.00 | 225.00 | -225.00 |
| 50150 · Technical Assistance. | 0.00 | 200.00 | -200.00 | 0.00 | 1,400.00 | -1,400.00 |
| 50330 · D & O / Liability Insurance | 3,288.90 | 550.00 | 2,738.90 | 9,350.30 | 7,850.00 | 1,500.30 |
| Total 50045 · Operating | 16,743.67 | 7,338.00 | 9,405.67 | 91,486.02 | 75,442.00 | 16,044.02 |
| 51000 · Neighborhood/Outreach Promotion | | | | | | |
| 51515 · CityFest | 0.00 | | | 89,838.66 | 96,000.00 | -6,161.34 |
| 51525 · Promotion/Marketing/Campaigns | 1,168.08 | 1,292.00 | -123.92 | 21,787.06 | 11,628.00 | 10,159.06 |
| 51526 · Taste | 0.00 | 1,000.00 | -1,000.00 | 1,000.00 | 1,000.00 | 0.00 |
| 51527 · Taste 'N Tinis | 867.40 | | | 13,050.85 | 10,000.00 | 3,050.85 |
| 51530 · Banners | 0.00 | 375.00 | -375.00 | 3,856.00 | 3,375.00 | 481.00 |
| 51535 · Web Site Communications | 0.00 | 125.00 | -125.00 | 913.98 | 1,125.00 | -211.02 |
| 51540 · Business Mixers/Open House | 603.03 | 117.00 | 486.03 | 2,407.86 | 2,153.00 | 254.86 |
| 51545 · Newsletter | 0.00 | 0.00 | 0.00 | 4,617.74 | 2,675.00 | 1,942.74 |
| 51555 · Farmer's Market | 3,413.26 | 1,250.00 | 2,163.26 | 12,250.35 | 11,250.00 | 1,000.35 |
| 51565 · Hillcrest Map | 0.00 | 250.00 | -250.00 | 7,413.20 | 2,250.00 | 5,163.20 |
| 51575 · Pride Flag Project | 553.14 | | | 5,936.35 | | |
| 51800 · Pride of Hillcrest/Block Party | 120.00 | | | 51,038.44 | 65,000.00 | -13,961.56 |
| 51870 · Mardi Gras | 4,247.80 | 0.00 | 4,247.80 | 7,587.80 | 20,000.00 | -12,412.20 |
| 51880 · Nightmare on Normal | -3,674.90 | | | 36,948.37 | 35,000.00 | 1,948.37 |
| Total 51000 · Neighborhood/Outreach Promotion | 7,297.81 | 4,409.00 | 2,888.81 | 258,646.66 | 261,456.00 | -2,809.34 |
| 53000 · Physical Improvements | | | | | | |
| 53125 · Hillcrest Sign Utilities/Maint. | 64.32 | 67.00 | -2.68 | 2,234.17 | 603.00 | 1,631.17 |
| 53130 · Security | 4,842.50 | 2,803.00 | 2,039.50 | 24,504.50 | 25,227.00 | -722.50 |
| 53131 · Security Subscription | 0.00 | 148.00 | -148.00 | 15,502.00 | 1,332.00 | 14,170.00 |
| 53134 · Steam Cleaning Subscription | 1,485.00 | 675.00 | 810.00 | 6,287.02 | 6,075.00 | 212.02 |
| 53135 · Street Cleaning | 4,835.02 | 2,400.00 | 2,435.02 | 18,295.56 | 21,600.00 | -3,304.44 |
| 53139 · Sidewalk Improvements | 3,908.00 | 4,742.00 | -834.00 | 37,620.00 | 42,678.00 | -5,058.00 |
| 53150 · Dumpsters | 631.18 | 380.00 | 251.18 | 5,617.18 | 3,420.00 | 2,197.18 |
| 53155 · Tree & Flower Maintenance | 2,075.00 | 2,865.00 | -790.00 | 25,349.91 | 25,785.00 | -435.09 |
| 53157 · Tree Light Repair | 0.00 | 1,043.00 | -1,043.00 | 0.00 | 9,387.00 | -9,387.00 |
| 53165 · Contingency | 0.00 | 1,816.00 | -1,816.00 | 0.00 | 16,344.00 | -16,344.00 |
| Total 53000 · Physical Improvements | 17,841.02 | 16,939.00 | 902.02 | 135,410.34 | 152,451.00 | -17,040.66 |
| Total Expense | 60,074.91 | 43,822.00 | 16,252.91 | 629,966.68 | 621,573.00 | 8,393.68 |
| | -9,739.27 | 1,210.00 | -10,949.27 | -1,161.52 | 19,415.00 | -20,576.52 |

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2018 through March 2019

| | 110 GENERAL | 220 SPECIAL EVENTS | 410 BID CONTRACT | 510 MAD | 610 SBEP | TOTAL |
|---|------------------|--------------------|------------------|------------------|------------------|-------------------|
| Income | | | | | | |
| 40015 · CityFest | 0.00 | 125,679.14 | 0.00 | 0.00 | 0.00 | 125,679.14 |
| 40020 · Farmers Market | 0.00 | 174,290.79 | 0.00 | 0.00 | 0.00 | 174,290.79 |
| 40030 · SBEP | 0.00 | 0.00 | 0.00 | 0.00 | 15,328.33 | 15,328.33 |
| 40040 · MAD | 0.00 | 0.00 | 0.00 | 67,880.31 | 0.00 | 67,880.31 |
| 40050 · BID | 0.00 | 0.00 | 72,291.94 | 0.00 | 0.00 | 72,291.94 |
| 40085 · Technical Assistance/Acctg. | 0.00 | 0.00 | 0.00 | 0.00 | 4,400.00 | 4,400.00 |
| 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 | 131.02 | 0.00 | 0.00 | 0.00 | 131.02 |
| 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 | 5,881.50 | 0.00 | 0.00 | 0.00 | 0.00 | 5,881.50 |
| 40155 · Pride of Hillcrest/Block Party | 0.00 | 67,208.14 | 0.00 | 0.00 | 0.00 | 67,208.14 |
| 40180 · Other Income | 800.30 | 0.00 | 0.00 | 0.00 | 0.00 | 800.30 |
| 40190 · Hillcrest Security Subscription | 15,101.11 | 0.00 | 0.00 | 0.00 | 0.00 | 15,101.11 |
| 40195 · Hillcrest Steam Cleaning | 7,253.16 | 0.00 | 0.00 | 0.00 | 0.00 | 7,253.16 |
| Total Income | 29,536.07 | 439,368.51 | 72,291.94 | 67,880.31 | 19,728.33 | 628,805.16 |
| Expense | | | | | | |
| 50000 · Personnel | | | | | | |
| 50005 · Salaries | 58,247.04 | 33,844.23 | 13,829.82 | 0.00 | 13,792.41 | 119,713.50 |
| 50025 · Employer Taxes - Federal | 4,528.40 | 2,630.61 | 1,103.92 | 0.00 | 1,097.56 | 9,360.49 |
| 50030 · Employer Taxes - State | 749.40 | 428.99 | 474.68 | 0.00 | 438.36 | 2,091.43 |
| 50035 · Health Insurance | 12,573.05 | 0.00 | 0.00 | 0.00 | 0.00 | 12,573.05 |
| 50040 · Workers Comp Insurance | 685.19 | 0.00 | 0.00 | 0.00 | 0.00 | 685.19 |
| Total 50000 · Personnel | 76,783.08 | 36,903.83 | 15,408.42 | 0.00 | 15,328.33 | 144,423.66 |
| 50045 · Operating | | | | | | |
| 50050 · Rent Office Space | 8,821.79 | 0.00 | 0.00 | 0.00 | 0.00 | 8,821.79 |
| 50055 · Storage | 3,697.28 | 0.00 | 0.00 | 0.00 | 0.00 | 3,697.28 |
| 50060 · Accounting | 5,665.75 | 6,928.00 | 650.00 | 1,834.00 | 4,400.00 | 19,477.75 |
| 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 |
| 50080 · Bank & Credit Card Charges | 473.68 | 0.00 | 0.00 | 0.00 | 0.00 | 473.68 |
| 50085 · Repair/Maintenance/Cleaning | 4,688.47 | 0.00 | 0.00 | 0.00 | 0.00 | 4,688.47 |
| 50090 · Office Supplies | 3,385.65 | 399.53 | 0.00 | 0.00 | 0.00 | 3,785.18 |
| 50095 · Postage and Delivery | 302.94 | 0.00 | 0.00 | 0.00 | 0.00 | 302.94 |
| 50100 · Printing/Photocopy | 2,745.54 | 0.00 | 0.00 | 0.00 | 0.00 | 2,745.54 |
| 50110 · Dues/Subscriptions | 75.00 | 0.00 | 0.00 | 0.00 | 0.00 | 75.00 |

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2018 through March 2019

| | 110 GENERAL | 220 SPECIAL EVENTS | 410 BID CONTRACT | 510 MAD | 610 SBEP | TOTAL |
|--|--------------------|--------------------|------------------|------------------|------------------|-------------------|
| 50115 · Staff Development | 4,717.91 | 0.00 | 0.00 | 0.00 | 0.00 | 4,717.91 |
| 50120 · Meetings | 2,081.99 | 0.00 | 0.00 | 0.00 | 0.00 | 2,081.99 |
| 50125 · Legal | 3,030.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,030.00 |
| 50130 · Telephone & Internet | 6,261.02 | 0.00 | 0.00 | 0.00 | 0.00 | 6,261.02 |
| 50135 · Parking/Mileage | 77.39 | 0.00 | 0.00 | 0.00 | 0.00 | 77.39 |
| 50330 · D & O / Liability Insurance | 9,350.30 | 0.00 | 0.00 | 0.00 | 0.00 | 9,350.30 |
| Total 50045 · Operating | 77,274.49 | 7,327.53 | 650.00 | 1,834.00 | 4,400.00 | 91,486.02 |
| 51000 · Neighborhood/Outreach Promotion | | | | | | |
| 51515 · CityFest | 0.00 | 89,838.66 | 0.00 | 0.00 | 0.00 | 89,838.66 |
| 51525 · Promotion/Marketing/Campaigns | 7,604.79 | 173.00 | 14,009.27 | 0.00 | 0.00 | 21,787.06 |
| 51526 · Taste | 0.00 | 1,000.00 | 0.00 | 0.00 | 0.00 | 1,000.00 |
| 51527 · Taste 'N Tinis | 0.00 | 13,050.85 | 0.00 | 0.00 | 0.00 | 13,050.85 |
| 51530 · Banners | 3,856.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,856.00 |
| 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 | 618.99 | 0.00 | 0.00 | 2,407.86 |
| 51545 · Newsletter | 1,341.71 | 0.00 | 3,276.03 | 0.00 | 0.00 | 4,617.74 |
| 51555 · Farmer's Market | 26.94 | 12,223.41 | 0.00 | 0.00 | 0.00 | 12,250.35 |
| 51565 · Hillcrest Map | 7,413.20 | 0.00 | 0.00 | 0.00 | 0.00 | 7,413.20 |
| 51575 · Pride Flag Project | 4,702.27 | 1,234.08 | 0.00 | 0.00 | 0.00 | 5,936.35 |
| 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 | 7,587.80 | 0.00 | 0.00 | 0.00 | 7,587.80 |
| 51880 · Nightmare on Normal | 0.00 | 36,948.37 | 0.00 | 0.00 | 0.00 | 36,948.37 |
| Total 51000 · Neighborhood/Outreach Promotion | 27,022.47 | 213,719.90 | 17,904.29 | 0.00 | 0.00 | 258,646.66 |
| 53000 · Physical Improvements | | | | | | |
| 53125 · Hillcrest Sign Utilities/Maint. | 0.47 | 0.00 | 0.00 | 2,233.70 | 0.00 | 2,234.17 |
| 53130 · Security | 0.00 | 0.00 | 0.00 | 24,504.50 | 0.00 | 24,504.50 |
| 53131 · Security Subscription | 15,502.00 | 0.00 | 0.00 | 0.00 | 0.00 | 15,502.00 |
| 53134 · Steam Cleaning Subscription | 6,287.02 | 0.00 | 0.00 | 0.00 | 0.00 | 6,287.02 |
| 53135 · Street Cleaning | 0.00 | 0.00 | 0.00 | 18,295.56 | 0.00 | 18,295.56 |
| 53139 · Sidewalk Improvements | 1,305.00 | 0.00 | 17,784.00 | 18,531.00 | 0.00 | 37,620.00 |
| 53150 · Dumpsters | 2,551.31 | 0.00 | 584.32 | 2,481.55 | 0.00 | 5,617.18 |
| 53155 · Tree & Flower Maintenance | 5,389.00 | 0.00 | 19,960.91 | 0.00 | 0.00 | 25,349.91 |
| Total 53000 · Physical Improvements | 31,034.80 | 0.00 | 38,329.23 | 66,046.31 | 0.00 | 135,410.34 |
| Total Expense | 212,114.84 | 257,951.26 | 72,291.94 | 67,880.31 | 19,728.33 | 629,966.68 |
| | -182,578.77 | 181,417.25 | 0.00 | 0.00 | 0.00 | -1,161.52 |

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



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ April 9, 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, Paul Smith, Jeff Jackson, and Jessica Baro

Board Members absent:

Charles Kauffman, Brian Casey, Colleen Cavalieri, & Ryan Bedrosian.

Staff in attendance:

Benjamin Nicholls, Mary Joseph

Public in attendance:

Tyler Burch & Jason Weis.

- T. Daiber-Hirst called the meeting to order and introductions occurred.
- T. Daiber-Hirst invited attendees to the next Quarterly Open House on Thursday the 25th at the Studio Door on Fourth Ave. She reported that food and drinks will be provided.
- T. Shirley spoke briefly talk about her and Jonathan's experience at the Main Street conference.
- B. Nicholls gave an update on meetings concerning the Normal Street Promenade. Meetings with property owners regarding the MAD expansion are also occurring
- He also reported that he had been doing work on a number of media stories over the past month including stories about the replacement of the monument, the creation of a facility that will intercept homeless people as they come out of the hospitals, and news stories about the transformation of the Uptown Planners.
 - Motion: approve the consent agenda including financials from February 2019 and minutes from March 2019 (G. Younger/ Paul Smith). All voted in favor.
- The group adjourned to Closed Session: Conference with Legal Counsel – Anticipated Litigation. Significant exposure to litigation pursuant to § 54956.9(b): (One potential case).
- The Board adjourned to Open Session.

Hillcrest Business Association
3737 Fifth Ave. #202, San Diego, CA 92103
p:(619) 299-3330 f: (619) 299-4230

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



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- Board President (Hirst) reported on the closed session stating that the Board had received informal employment practice claims from prior employees, contacted HBA's counsel, and Board authorized up to \$10,000 in legal fees to conduct interviews.
 - B. Nicholls described the budget for the Hillcrest MAD.
 - Motion: approve the budget for the Hillcrest MAD as part of the FY20 organizational budget (G. Younger/ Paul Smith). All voted in favor.
 - B. Nicholls reported on the Pride Historical Monument repair stating that over \$8,000 was raised for the replacement. He reported the repair had only cost \$5,100.
 - \$1,200 was raised at CityFest for the installation of Hillcrest Rainbow Crosswalks.
 - Motion: expend \$1,200 for rainbow crosswalk funds (G. Younger/ J. Husler). All voted in favor.
 - B. Nicholls gave a report on stating that ticket sales are strong. He reported that Hale Media working on social media efforts. This year our sponsors are SDCCU & Miller Coors.
 - B. Nicholls reported on an analysis of the economic impact of the Hillcrest Farmers Market. At the request of the tax preparer an analysis was conducted to show the benefit of the market to members.
 - He reported that each quarter, the expenditures of the vendors in the local economy of Hillcrest, amount to between \$18 million and \$23 million. The economic impact of the vendors alone comes to an estimated \$81 million.
 - The presentation of new HBA member facing website was postponed due to time.
 - Adjourn.

| | | FY19 | FY20 | FY21 | | | | | |
|-------------------------------------|----------------------|----------------------|----------------------|----------------------|---------------------|---------------------|----------------------|----------------------|---------------------|
| | 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 | |
| BID carry forward | | | \$ 11,466.26 | | | | | 11,466.26 | |
| 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 | \$ 28,000.00 | \$ 31,000.00 | | | \$ 28,000.00 | | |
| 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 | \$ 800.00 | \$ 1,560.00 | \$ 800.00 | | | | |
| Other income (steam cleaning) | | \$ 9,000.00 | \$ 12,000.00 | \$ 22,500.00 | \$ 12,000.00 | | | | |
| Other income (security) | \$ 1,600.00 | \$ 5,400.00 | \$ 10,800.00 | \$ 16,200.00 | \$ 10,800.00 | | | | |
| Total Income | \$ 799,983.00 | \$ 787,707.00 | \$ 810,749.26 | \$ 818,943.00 | \$ 29,100.00 | \$ 90,183.00 | \$ 550,000.00 | \$ 116,466.26 | \$ 25,000.00 |
| Expense | | | | | | | | | |
| 50000 · Personnel | \$ 207,635.00 | \$ 177,635.00 | \$ 193,635.00 | \$ 193,635.00 | \$ 85,635.00 | \$ - | \$ 70,900.00 | \$ 17,100.00 | \$ 20,000.00 |
| 50005 · Salaries/ payroll | \$ 180,000.00 | \$ 150,000.00 | \$ 166,000.00 | \$ 166,000.00 | \$ 59,800.00 | | \$ 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 | \$ 104,943.80 | \$ 97,389.00 | \$ 63,080.00 | \$ 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 | \$ 25,054.80 | \$ 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 | \$ 15,000.00 | \$ 7,500.00 | \$ 15,000.00 | | | | |
| 50130 · Telephone & internet | \$ 7,500.00 | \$ 7,500.00 | \$ 7,500.00 | \$ 7,500.00 | \$ 7,500.00 | | | | |

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|--------------------------------------|----------------------|----------------------|----------------------|----------------------|------------------------|---------------------|----------------------|----------------------|---------------------|
| 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 | \$ 279,500.00 | \$ 286,000.00 | \$ 9,300.00 | \$ - | \$ 247,100.00 | \$ 23,100.00 | \$ - |
| Promotion/Marketing/Campaigns | \$ 15,500.00 | \$ 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 | \$ 4,500.00 | | | | |
| Web communications | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 1,500.00 | \$ 500.00 | | | \$ 1,000.00 | |
| Hillcrest map | \$ 5,000.00 | \$ 3,000.00 | \$ 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 | | | \$ 65,000.00 | | |
| Farmers Market promotions | \$ - | \$ 15,000.00 | \$ 15,000.00 | \$ 15,000.00 | | | \$ 15,000.00 | | |
| Taste 'n Tinis | \$ 10,000.00 | \$ 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 | | | \$ 96,000.00 | | |
| Taste of Hillcrest | \$ 4,700.00 | \$ 5,000.00 | \$ 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 | | | \$ 35,000.00 | | |
| Fat Tuesday | \$ 27,000.00 | \$ 20,000.00 | \$ 20,000.00 | \$ 30,000.00 | | | \$ 20,000.00 | | |
| New business welcome program | | | \$ 3,500.00 | | | | | \$ 3,500.00 | |
| Business open house | \$ 2,500.00 | \$ 2,500.00 | \$ 2,500.00 | \$ 2,500.00 | | | \$ 1,100.00 | \$ 1,400.00 | |
| Newsletter | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 3,000.00 | \$ 1,300.00 | | | \$ 1,700.00 | |
| 53000 - Physical Improvements | \$ 180,489.00 | \$ 208,933.28 | \$ 227,275.42 | \$ 223,356.12 | \$ 62,458.96 | \$ 86,760.20 | \$ - | \$ 78,066.26 | |
| Hillcrest Sign Utilities/Maint. | \$ 800.00 | \$ 800.00 | \$ 800.00 | | | \$ 800.00 | | | |
| Security MAD | \$ 58,000.00 | \$ 33,972.00 | \$ 39,336.00 | \$ 33,972.00 | \$ 5,364.00 | \$ 33,972.00 | | | |
| Security Subscription | | \$ 5,364.00 | \$ 10,728.00 | \$ 14,304.00 | \$ 10,728.00 | | | | |
| Sidewalk improvements | \$ 44,000.00 | \$ 56,888.00 | \$ 56,888.00 | \$ 56,888.00 | \$ 6,262.00 | \$ 14,000.00 | | \$ 36,626.00 | |
| Steam cleaning MAD | \$ 25,134.00 | \$ 28,797.12 | \$ 28,445.00 | \$ 28,797.12 | | \$ 28,455.00 | | | |
| Steam cleaning subscription | | \$ 8,100.00 | \$ 8,100.00 | \$ 21,600.00 | \$ 8,100.00 | | | | |
| Dumpsters | \$ 4,500.00 | \$ 4,560.00 | \$ 4,560.00 | \$ 4,560.00 | \$ 2,280.00 | \$ 2,280.00 | | | |
| Tree/ garden/ FB maintenance | \$ 22,800.00 | | | | | | | | |
| Tree repair | | \$ 3,600.00 | \$ 3,600.00 | \$ 3,600.00 | \$ 3,100.00 | | | \$ 500.00 | |
| Tree maintenace | | \$ 10,080.00 | \$ 10,080.00 | \$ 10,080.00 | \$ 10,080.00 | | | | |
| Flower basket maintenance | | \$ 24,300.00 | | | | | | | |
| Sidewalk infrastructure | | | \$ 32,266.26 | \$ 24,300.00 | | | | \$ 32,266.26 | |
| Lighting repair | | \$ 8,896.96 | \$ 8,896.96 | \$ - | \$ 6,646.96 | | | \$ 2,250.00 | |
| Contingency | \$ 25,255.00 | \$ 23,575.20 | \$ 23,575.20 | \$ 25,255.00 | \$ 9,898.00 | \$ 7,253.20 | | \$ 6,424.00 | |
| Total Expense | \$ 745,313.00 | \$ 760,012.08 | \$ 805,354.22 | \$ 800,380.12 | \$ 220,473.96 | \$ 90,183.00 | \$ 351,441.00 | \$ 116,466.26 | \$ 25,000.00 |
| Total Income | \$ 799,983.00 | \$ 787,707.00 | \$ 810,749.26 | \$ 818,943.00 | \$ (191,373.96) | \$ - | \$ 198,559.00 | \$ - | \$ - |
| Net Income | \$ 54,670.00 | \$ 27,694.92 | \$ 5,395.04 | \$ 18,562.88 | | | | | |



May 14, 2019

The Honorable Kevin L. Faulconer
Mayor of San Diego
City Hall, 202 C Street
San Diego CA 92101

Dear Mayor Faulconer,

The Hillcrest Business Association (HBA), whose membership include thousands of Hillcrest business owners, wishes to voice our strong support for City Planning Director Michael Hansen to use some of the Planning Department's FY2020 budget allocation towards initiating a Specific Area Plan for central Hillcrest.

There is significant support among HBA's membership for an area plan that will unlock the potential of our commercial and residential core. We support Director Hansen and the Planning Department in a community-wide revitalization effort. A Hillcrest Specific Area Plan in the heart of Hillcrest is an essential first step in that process.

We urge your support of Director Hansen and staff in initiating a Hillcrest Specific Area Plan with funding from the Planning Department's FY2020 budget allocation.

Sincerely,

Benjamin Nicholls
Executive Director