

Post date:	
Initial:	



Hillcrest Business Association
Board of Directors Meeting
 Public Meeting ~ June 11, 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 ¹ | | |
| b. Approval of minutes from May 2019 ² | | |
| 6. Executive Committee items | T. Daiber-Hirst | 15 minutes |
| a. Nomination to fill vacancy to Uptown Community Parking District (action) | | |
| 7. Beautification Committee items | T. Daiber-Hirst | 10 minutes |
| a. New banner proposal (action) ³ | | |
| b. Update concerning proposed AT&T mural (information) | | |
| 8. Special Event Committee items | R. Bedrosian | 5 minutes |
| a. Update concerning Pride of Hillcrest Block Party planning (information) | | |
| 9. Marketing Committee items | B. Casey | 5 minutes |
| a. Announcement of first new member welcome luncheon (information) | | |
| b. Presentation of the new Farmers Market website (information) | | |

Adjourn

Attachments:

1. Financials from April 2019
2. Minutes from May 2019
3. New banner template

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

Post date:	
Initial:	



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 April 30, 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
Cohn Restaurant Group, Inc.	6,507.53	0.00	0.00	0.00	0.00	6,507.53
Miller/Coors	0.00	0.00	0.00	0.00	8,000.00	8,000.00
Nightout	24,750.00	0.00	0.00	0.00	0.00	24,750.00
Urban Mo's	0.00	0.00	0.00	0.00	800.00	800.00
	0.00	0.00	0.00	0.00	450.00	450.00
	31,257.53	0.00	0.00	0.00	9,700.00	40,957.53

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of April 30, 2019

Apr 30, 19

ASSETS

Current Assets

Checking/Savings

10035 · Comerica - Checking 89,251.13

10045 · PayPal 656.20

Total Checking/Savings 89,907.33

Accounts Receivable

12000 · Accounts Receivable 40,957.53

Total Accounts Receivable 40,957.53

Other Current Assets

10125 · MAD Receivable 30,042.41

10145 · Farmers Market Receivable 18,549.68

10155 · Prepaid Expense 3,996.54

10175 · Commission for Arts Grant Rcvbl 23,193.00

10190 · Tech. Assistance/Acctg. Rcvbl. 2,130.00

Total Other Current Assets 77,911.63

Total Current Assets 208,776.49

Fixed Assets

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -21,364.81

Total Fixed Assets 0.00

TOTAL ASSETS 208,776.49

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

20215 · BID Assessment -4,416.50

20225 · SBEP Advance 3,070.69

21000 · Payroll Liabilities

Vacation Payable 2,648.73

Total 21000 · Payroll Liabilities 2,648.73

Total Other Current Liabilities 1,302.92

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of April 30, 2019

	<u>Apr 30, 19</u>
Total Current Liabilities	1,302.92
Total Liabilities	1,302.92
Equity	
31100 · Unrestricted Net Assets	195,256.71
Net Income	12,216.86
Total Equity	<u>207,473.57</u>
TOTAL LIABILITIES & EQUITY	<u><u>208,776.49</u></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2018 through April 2019

	TOTAL					
	Apr 19	Budget	Variance	Jul '18 - Apr 19	Budget	Variance
Income						
40015 · CityFest	0.00			125,679.14	147,000.00	-21,320.86
40020 · Farmers Market	20,159.81	16,917.00	3,242.81	194,450.60	169,170.00	25,280.60
40030 · SBEP	3,493.98	2,000.00	1,493.98	18,822.31	16,000.00	2,822.31
40040 · MAD	10,883.90	7,517.00	3,366.90	78,764.21	75,170.00	3,594.21
40050 · BID	8,276.58	8,611.00	-334.42	80,568.52	87,810.00	-7,241.48
40070 · Hillcrest Map	0.00	250.00	-250.00	0.00	2,500.00	-2,500.00
40085 · Technical Assistance/Acctg.	300.00	500.00	-200.00	4,700.00	4,000.00	700.00
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	31,354.12	30,000.00	1,354.12	31,485.14	33,000.00	-1,514.86
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	2,100.00	-1,600.00
40145 · Pride Flag	6,507.53			12,389.03		
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	520.00	280.30
40190 · Hillcrest Security Subscription	450.00	225.00	225.00	15,551.11	2,250.00	13,301.11
40195 · Hillcrest Steam Cleaning	0.00	750.00	-750.00	7,253.16	7,500.00	-246.84
Total Income	81,425.92	67,032.00	14,393.92	710,231.08	708,020.00	2,211.08
Expense						
50000 · Personnel						
50005 · Salaries	11,682.48	12,145.00	-462.52	131,395.98	117,850.00	13,545.98
50025 · Employer Taxes - Federal	893.70	1,793.00	-899.30	10,254.19	17,570.00	-7,315.81
50030 · Employer Taxes - State	0.00	227.00	-227.00	2,091.43	2,230.00	-138.57
50035 · Health Insurance	1,419.51	827.00	592.51	13,992.56	8,270.00	5,722.56
50040 · Workers Comp Insurance	0.00	144.00	-144.00	685.19	1,440.00	-754.81
Total 50000 · Personnel	13,995.69	15,136.00	-1,140.31	158,419.35	147,360.00	11,059.35
50045 · Operating						
50050 · Rent Office Space	840.00	803.00	37.00	9,661.79	8,030.00	1,631.79
50055 · Storage	445.76			4,143.04		
50060 · Accounting	2,095.00	1,971.00	124.00	21,572.75	19,110.00	2,462.75
50065 · Audit	0.00			6,848.00	7,500.00	-652.00
50070 · Equipment Purchase	0.00	175.00	-175.00	15,051.78	1,750.00	13,301.78
50075 · Intern/Consultant	1,775.00	1,000.00	775.00	1,775.00	10,000.00	-8,225.00
50080 · Bank & Credit Card Charges	15.32	50.00	-34.68	489.00	500.00	-11.00
50085 · Repair/Maintenance/Cleaning	240.00	233.00	7.00	4,928.47	2,330.00	2,598.47
50090 · Office Supplies	9.75	267.00	-257.25	3,794.93	2,670.00	1,124.93
50095 · Postage and Delivery	7.55	29.00	-21.45	310.49	290.00	20.49
50100 · Printing/Photocopy	267.05	109.00	158.05	3,012.59	1,090.00	1,922.59
50110 · Dues/Subscriptions	0.00	84.00	-84.00	75.00	840.00	-765.00
50115 · Staff Development	840.65	100.00	740.65	5,558.56	1,000.00	4,558.56
50120 · Meetings	301.74	292.00	9.74	2,383.73	2,920.00	-536.27

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2018 through April 2019

	TOTAL					
	Apr 19	Budget	Variance	Jul '18 - Apr 19	Budget	Variance
50125 · Legal	1,387.50	625.00	762.50	4,417.50	6,250.00	-1,832.50
50130 · Telephone & Internet	5,566.48	625.00	4,941.48	11,827.50	6,250.00	5,577.50
50135 · Parking/Mileage	71.24	200.00	-128.76	148.63	2,000.00	-1,851.37
50140 · Depreciation	0.00	25.00	-25.00	0.00	250.00	-250.00
50150 · Technical Assistance.	0.00	200.00	-200.00	0.00	1,600.00	-1,600.00
50330 · D & O / Liability Insurance	4,099.49	550.00	3,549.49	13,449.79	8,400.00	5,049.79
Total 50045 · Operating	17,962.53	7,338.00	10,624.53	109,448.55	82,780.00	26,668.55
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	0.00			89,838.66	96,000.00	-6,161.34
51525 · Promotion/Marketing/Campaigns	1,615.00	1,292.00	323.00	23,402.06	12,920.00	10,482.06
51526 · Taste	3,694.16	4,000.00	-305.84	4,694.16	5,000.00	-305.84
51527 · Taste 'N Tinis	698.22			13,749.07	10,000.00	3,749.07
51530 · Banners	720.00	375.00	345.00	4,576.00	3,750.00	826.00
51535 · Web Site Communications	0.00	125.00	-125.00	913.98	1,250.00	-336.02
51540 · Business Mixers/Open House	829.32	117.00	712.32	3,237.18	2,270.00	967.18
51545 · Newsletter	0.00	325.00	-325.00	4,617.74	3,000.00	1,617.74
51555 · Farmer's Market	0.00	1,250.00	-1,250.00	12,250.35	12,500.00	-249.65
51565 · Hillcrest Map	0.00	250.00	-250.00	7,413.20	2,500.00	4,913.20
51575 · Pride Flag Project	7,900.00			13,836.35		
51800 · Pride of Hillcrest/Block Party	0.00			51,038.44	65,000.00	-13,961.56
51870 · Mardi Gras	1,941.88	0.00	1,941.88	9,529.68	20,000.00	-10,470.32
51880 · Nightmare on Normal	0.00			36,948.37	35,000.00	1,948.37
Total 51000 · Neighborhood/Outreach Promotion	17,398.58	7,734.00	9,664.58	276,045.24	269,190.00	6,855.24
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	53.40	67.00	-13.60	2,287.57	670.00	1,617.57
53130 · Security	2,831.00	2,803.00	28.00	27,335.50	28,030.00	-694.50
53131 · Security Subscription	2,458.50	148.00	2,310.50	17,960.50	1,480.00	16,480.50
53134 · Steam Cleaning Subscription	2,060.00	675.00	1,385.00	8,347.02	6,750.00	1,597.02
53135 · Street Cleaning	5,127.52	2,400.00	2,727.52	23,423.08	24,000.00	-576.92
53139 · Sidewalk Improvements	3,908.00	4,742.00	-834.00	41,528.00	47,420.00	-5,892.00
53150 · Dumpsters	632.32	380.00	252.32	6,249.50	3,800.00	2,449.50
53155 · Tree & Flower Maintenance	1,620.00	2,865.00	-1,245.00	26,969.91	28,650.00	-1,680.09
53157 · Tree Light Repair	0.00	1,043.00	-1,043.00	0.00	10,430.00	-10,430.00
53165 · Contingency	0.00	1,816.00	-1,816.00	0.00	18,160.00	-18,160.00
Total 53000 · Physical Improvements	18,690.74	16,939.00	1,751.74	154,101.08	169,390.00	-15,288.92
Total Expense	68,047.54	47,147.00	20,900.54	698,014.22	668,720.00	29,294.22
	13,378.38	19,885.00	-6,506.62	12,216.86	39,300.00	-27,083.14

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2018 through April 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	194,450.60	0.00	0.00	0.00	194,450.60
40030 · SBEP	0.00	0.00	0.00	0.00	18,822.31	18,822.31
40040 · MAD	0.00	0.00	0.00	78,764.21	0.00	78,764.21
40050 · BID	0.00	0.00	80,568.52	0.00	0.00	80,568.52
40085 · Technical Assistance/Acctg.	0.00	0.00	0.00	0.00	4,700.00	4,700.00
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	31,485.14	0.00	0.00	0.00	31,485.14
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	12,389.03	0.00	0.00	0.00	0.00	12,389.03
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	15,551.11	0.00	0.00	0.00	0.00	15,551.11
40195 · Hillcrest Steam Cleaning	7,253.16	0.00	0.00	0.00	0.00	7,253.16
Total Income	36,493.60	490,882.44	80,568.52	78,764.21	23,522.31	710,231.08
Expense						
50000 · Personnel						
50005 · Salaries	60,606.70	37,215.13	16,536.06	0.00	17,038.09	131,395.98
50025 · Employer Taxes - Federal	4,708.91	2,888.48	1,310.94	0.00	1,345.86	10,254.19
50030 · Employer Taxes - State	749.40	428.99	474.68	0.00	438.36	2,091.43
50035 · Health Insurance	13,992.56	0.00	0.00	0.00	0.00	13,992.56
50040 · Workers Comp Insurance	685.19	0.00	0.00	0.00	0.00	685.19
Total 50000 · Personnel	80,742.76	40,532.60	18,321.68	0.00	18,822.31	158,419.35
50045 · Operating						
50050 · Rent Office Space	9,661.79	0.00	0.00	0.00	0.00	9,661.79
50055 · Storage	4,143.04	0.00	0.00	0.00	0.00	4,143.04
50060 · Accounting	6,160.75	7,728.00	650.00	2,334.00	4,700.00	21,572.75
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	1,775.00	0.00	0.00	0.00	0.00	1,775.00
50080 · Bank & Credit Card Charges	489.00	0.00	0.00	0.00	0.00	489.00
50085 · Repair/Maintenance/Cleaning	4,928.47	0.00	0.00	0.00	0.00	4,928.47
50090 · Office Supplies	3,395.40	399.53	0.00	0.00	0.00	3,794.93
50095 · Postage and Delivery	310.49	0.00	0.00	0.00	0.00	310.49
50100 · Printing/Photocopy	3,012.59	0.00	0.00	0.00	0.00	3,012.59
50110 · Dues/Subscriptions	75.00	0.00	0.00	0.00	0.00	75.00
50115 · Staff Development	5,558.56	0.00	0.00	0.00	0.00	5,558.56

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2018 through April 2019

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50120 · Meetings	2,383.73	0.00	0.00	0.00	0.00	2,383.73
50125 · Legal	4,417.50	0.00	0.00	0.00	0.00	4,417.50
50130 · Telephone & Internet	11,827.50	0.00	0.00	0.00	0.00	11,827.50
50135 · Parking/Mileage	148.63	0.00	0.00	0.00	0.00	148.63
50330 · D & O / Liability Insurance	13,449.79	0.00	0.00	0.00	0.00	13,449.79
Total 50045 · Operating	93,637.02	8,127.53	650.00	2,334.00	4,700.00	109,448.55
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	0.00	89,838.66	0.00	0.00	0.00	89,838.66
51525 · Promotion/Marketing/Campaigns	8,154.79	173.00	15,074.27	0.00	0.00	23,402.06
51526 · Taste	0.00	4,694.16	0.00	0.00	0.00	4,694.16
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	1,448.31	0.00	0.00	3,237.18
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	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	9,529.68	0.00	0.00	0.00	9,529.68
51880 · Nightmare on Normal	0.00	36,948.37	0.00	0.00	0.00	36,948.37
Total 51000 · Neighborhood/Outreach Promotion	36,192.47	220,054.16	19,798.61	0.00	0.00	276,045.24
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	0.47	0.00	0.00	2,287.10	0.00	2,287.57
53130 · Security	0.00	0.00	0.00	27,335.50	0.00	27,335.50
53131 · Security Subscription	17,960.50	0.00	0.00	0.00	0.00	17,960.50
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	2,870.65	0.00	584.32	2,794.53	0.00	6,249.50
53155 · Tree & Flower Maintenance	5,389.00	0.00	21,580.91	0.00	0.00	26,969.91
Total 53000 · Physical Improvements	35,872.64	0.00	41,798.23	76,430.21	0.00	154,101.08
Total Expense	246,444.89	268,714.29	80,568.52	78,764.21	23,522.31	698,014.22
	-209,951.29	222,168.15	0.00	0.00	0.00	12,216.86

Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ May 14, 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, Colleen Cavalieri, Ryan Bedrosian, and Jessica Baro

Board Members absent:

Brian Casey, Charles Kauffman

Staff in attendance:

Benjamin Nicholls, Mary Joseph

Public in attendance: Jason Weis

- T. Daiber-Hirst called the meeting to order and introductions occurred.
- T. Daiber-Hirst thanked to everyone that came to the open house on the 25th. She reported that at that event, HBA accepted a check from the Cohn Restaurant group for the renovation of the Pride Flag Monument for over \$6,000.
- She thanked everyone that participated or attended the Taste of Hillcrest on April 12.
- She let everyone know that HBA received a complaint letter from a law firm representing a former employee. She stated that the matter has been referred that to our employment practices liability insurance company and they've assigned an attorney.
- B. Nicholls stated that he would be taking a vacation at the end of the month before the summer events season gets going.
- R. Bedrosian presented the Consent Agenda.
 - Motion: approve the consent agenda including financials from March 2019 and minutes from April 2019 (G. Younger/ T. Daiber). All voted in favor.
- The final FY2020 HBA budget was presented.
 - Motion: approve the final FY2020 budget (G. Younger/ Paul Smith). All voted in favor.
- The Beautification Committee discussed a letter of support for having the City create a special plan for the heart of Hillcrest. The proposed letter was presented.
- The plan would include specific zoning, density, and heights for the heart of Hillcrest.
 - Motion: approve the letter as presented (G. Younger/ Jessica Baro). All voted in favor.

- As part of the ongoing plan to develop Normal Street, it has been proposed by business owners on Normal Street that to hold a pilot project that would showcase the security services that the business and property owners would receive on Normal Street if the promenade or MAD were to move forward.
- The pilot would include 18 hour a day security for a three-day weekend on Normal Street. It would cost \$1250 for the weekend.
- The project would be promoted as the second Re-imagine Normal Street.
- The event would include the specific creation of post orders that would cater to the needs of the business people and property owners on the block.
 - Motion: approve the funding for the Normal Street security pilot program (G. Younger/ Paul Smith). All voted in favor.

- B. Nicholls reported that he is currently bidding out services for the establishment of the MAD. We expect that we'll be considering reviewing a contract at the next meeting. He reports that the HBA will be reimbursed for the work if the MAD passes.

- R. Bedrosian gave an update concerning Pride of Hillcrest Block Party stating that planning is underway for the event. The event will be free again. He reports that the size of the beer garden has expanded. Five drag queens from Ru Paul's Drag Race will be attending and meet and greet passes will be sold again.

Adjourn



Elton John

Singer, songwriter, pianist, and composer, Elton John has more than fifty Top 40 hits. He has been heavily involved in the fight against AIDS since the late 1980s.

Fabulous
=HILLCREST=
DINE ★ SHOP ★ PLAY



Ricky Martin

Singer, actor and author who is widely regarded as the king of Latin pop. Ricky Martin has sold over 70 million albums and ranks among the most influential Latin artists of all time.

Fabulous
=HILLCREST=
DINE ★ SHOP ★ PLAY



Laverne Cox

Actress and LGBTQ+ advocate. She rose to prominence with her role as Sophia Burset on the Netflix series *Orange Is the New Black*, becoming the first openly transgender person to be nominated for a Primetime Emmy Award.

Fabulous
=HILLCREST=
DINE ★ SHOP ★ PLAY



Active
like
George

George Takei

Actor, author, and activist. Best known for his role as Hikaru Sulu on Star Trek, Takei is an active proponent of LGBT rights. He has won several awards in his work on human rights and Japan–United States relations.

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