

Post date:	
Initial:	



Hillcrest Business Association
Board of Directors Meeting
 Public Meeting ~ August 13, 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 June 2019 ¹ | | |
| b. Approval of minutes from July 2019 ² | | |
| 6. Executive Committee items | T. Daiber-Hirst | 205 minutes |
| a. Approval of Notice of Annual Meeting and Board Election (action) ³ | | |
| b. Approval of letter of support for UCSD Medical Center | | |
| c. Update concerning SANDAG bike lane installation on Fourth and Fifth Aves. (information) | | |
| 7. Special Event Committee items | R. Bedrosian | 5 minutes |
| a. Update concerning Hillcrest CityFest 2019 (information) | | |

Adjourn

Attachments:

- | | |
|------------------------------|--|
| 1. Financials from June 2019 | 4. Draft letter concerning UCSD Medical Center |
| 2. Minutes from July 2019 | |
| 3. Draft Election notice | |

Post date:	
Initial:	



2019 Standing Committees:

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



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

Minutes

Board Members in attendance:

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

Board Members absent:

Paul Smith

Staff in attendance:

Benjamin Nicholls

Public in attendance: unrecorded

- T. Daiber-Hirst called the meeting to order and introductions occurred.
- T. Daiber-Hirst announced that Pride of Hillcrest Block Party is this weekend. Presale Meet and Greet tickets and presale VIP tickets are almost sold out. She asked that if people were interested in volunteering, there are still shifts available.
- She invited folks to attend the next HBA Open House and Mixer. It's going to be held at Cache on 7/25 at 5pm.
- B Nicholls presented the Executive Director's report.
 - Motion: Approval of financials from April 2019 and minutes from May 2019. The motion carried with all in favor (Younger/ Husler).
- The board adjourned to Closed Session regarding conference with legal counsel.
- The board adjourned to Open Session and reported that HBA attorneys completed an investigation into the allegations made by employees who had been terminated. They reviewed and investigated the allegations as it pertained to alleged violations of labor laws including hostile workplace, wage and hour, and sexual misconduct. Numerous attempts were made to contact the complainants, however, no responses were received; however, the investigators were able to interview persons familiar with the employees and employment practices, as well as

working relationships with complainants, documentation provided by HBA including employee handbooks and other documentation, and none of the allegations could be corroborated based upon witness interviews and documents presented for review by counsel. Based upon these interviews and the review of this documentation, counsel deemed the allegations unsubstantiated.

- B. Nicholls reported that during the recent IRS audit a number of accounting anomalies were discovered in the reports from the Market Manager. These errors indicate a loss of several thousand dollars.
- Discussions have occurred our manager about the errors. The Executive Committee would like to hire our auditor to examine this contract period for the manager and discover the full extent of the losses due to his errors. The Executive Committee will then develop an strategy to address ongoing issues in future contracts.
- The auditor fee for these services is \$5,500 and would be completed by September
 - Motion to approve entering into a contract with West, Rhode, and Roberts for the work. The motion carried with all in favor. (Younger/ Daiber-Hirst).
- The HBA is obligated by its city contract to undertake an annual audit. In previous years, West, Rhode, and Roberts conducted the audit. We bid out their contract three years ago. They also assisted with the IRS audit last year.
 - Motion to approve entering into a contract with WRR for the FY19 audit. The motion carried with all in favor. (Younger/ Daiber-Hirst).
- B. Nicholls presented a memo that outlined the process for the upcoming board elections in October.
- The group agreed to form a nominations committee this month.
- The board members who are up for election are: Tami Daiber-Hirst, John Huesler, Brian Casey, Charles Kauffman, Ryan Bedrosian, Matt Ramon. There are two vacant spots expiring in 2020 and one in 2021.

Adjourn

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of June 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
Miller/Coors	7,000.00	0.00	0.00	0.00	0.00	7,000.00
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	7,000.00	0.00	0.00	0.00	1,700.00	8,700.00

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of June 30, 2019

Jun 30, 19

ASSETS

Current Assets

Checking/Savings

10035 · Comerica - Checking 136,320.32

10045 · PayPal 656.20

Total Checking/Savings 136,976.52

Accounts Receivable

12000 · Accounts Receivable 8,700.00

Total Accounts Receivable 8,700.00

Other Current Assets

10125 · MAD Receivable 25,492.73

10145 · Farmers Market Receivable 14,433.48

10155 · Prepaid Expense 4,836.54

10160 · Prepaid CityFest 204.00

10175 · Commission for Arts Grant Rcvbl 23,193.00

10180 · Pride Prepaid/Receivable 900.00

10190 · Tech. Assistance/Acctg. Rcvbl. 1,280.00

Total Other Current Assets 70,339.75

Total Current Assets 216,016.27

Fixed Assets

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -21,364.81

Total Fixed Assets 0.00

TOTAL ASSETS 216,016.27

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable

20000 · Accounts Payable 5,392.51

Total Accounts Payable 5,392.51

Other Current Liabilities

20230 · Sales Tax Payable 22.00

20235 · City Fest Deferred Revenue 13,307.43

20255 · Pride Block Party Deferred 1,198.96

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of June 30, 2019

	<u>Jun 30, 19</u>
21000 · Payroll Liabilities	
Vacation Payable	2,648.73
Total 21000 · Payroll Liabilities	<u>2,648.73</u>
Total Other Current Liabilities	<u>17,177.12</u>
Total Current Liabilities	<u>22,569.63</u>
Total Liabilities	22,569.63
Equity	
31100 · Unrestricted Net Assets	195,256.71
Net Income	<u>-1,810.07</u>
Total Equity	<u>193,446.64</u>
TOTAL LIABILITIES & EQUITY	<u><u>216,016.27</u></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2018 through June 2019

	TOTAL					
	Jun 19	Budget	Variance	Jul '18 - Jun 19	Budget	Variance
Income						
40015 · CityFest	516.06			126,195.20	147,000.00	-20,804.80
40020 · Farmers Market	25,956.87	16,913.00	9,043.87	236,722.64	203,000.00	33,722.64
40030 · SBEP	0.00	2,000.00	-2,000.00	21,893.00	20,000.00	1,893.00
40040 · MAD	4,373.02	7,496.00	-3,122.98	86,834.14	90,183.00	-3,348.86
40050 · BID	18,859.61	8,579.00	10,280.61	100,790.08	105,000.00	-4,209.92
40070 · Hillcrest Map	0.00	250.00	-250.00	0.00	3,000.00	-3,000.00
40085 · Technical Assistance/Acctg.	0.00	500.00	-500.00	5,000.00	5,000.00	0.00
40090 · Mardi Gras	0.00	0.00	0.00	6,187.00	25,000.00	-18,813.00
40100 · Nightmare on Normal Street	-3,000.00			40,997.07	45,000.00	-4,002.93
40110 · Taste	0.00	0.00	0.00	31,769.04	36,000.00	-4,230.96
40115 · Taste 'N Tinis	0.00			21,875.35	16,000.00	5,875.35
40140 · Banner Space	0.00	190.00	-190.00	500.00	2,500.00	-2,000.00
40145 · Pride Flag	0.00			12,539.23		
40155 · Pride of Hillcrest/Block Party	2,000.00			69,408.14	75,000.00	-5,591.86
40180 · Other Income	0.00	52.00	-52.00	1,800.30	624.00	1,176.30
40190 · Hillcrest Security Subscription	1,600.29	225.00	1,375.29	22,083.20	2,700.00	19,383.20
40195 · Hillcrest Steam Cleaning	872.67	750.00	122.67	11,172.39	9,000.00	2,172.39
Total Income	51,178.52	36,955.00	14,223.52	795,766.78	785,007.00	10,759.78
Expense						
50000 · Personnel						
50005 · Salaries	11,633.44	12,145.00	-511.56	154,613.82	142,140.00	12,473.82
50025 · Employer Taxes - Federal	889.95	1,797.00	-907.05	12,030.35	21,160.00	-9,129.65
50030 · Employer Taxes - State	0.00	228.00	-228.00	2,091.43	2,685.00	-593.57
50035 · Health Insurance	1,422.71	823.00	599.71	15,525.37	9,920.00	5,605.37
50040 · Workers Comp Insurance	0.00	146.00	-146.00	2,752.19	1,730.00	1,022.19
Total 50000 · Personnel	13,946.10	15,139.00	-1,192.90	187,013.16	177,635.00	9,378.16
50045 · Operating						
50050 · Rent Office Space	0.00	806.00	-806.00	10,501.79	9,639.00	862.79
50055 · Storage	0.00			4,578.04		
50060 · Accounting	2,095.00	1,974.00	121.00	25,762.75	23,055.00	2,707.75
50065 · Audit	0.00			6,848.00	7,500.00	-652.00
50070 · Equipment Purchase	422.58	175.00	247.58	15,474.36	2,100.00	13,374.36
50075 · Intern/Consultant	2,125.00	1,000.00	1,125.00	7,662.50	12,000.00	-4,337.50
50080 · Bank & Credit Card Charges	30.00	50.00	-20.00	610.78	600.00	10.78
50085 · Repair/Maintenance/Cleaning	300.00	237.00	63.00	5,468.47	2,800.00	2,668.47
50090 · Office Supplies	19.50	263.00	-243.50	4,008.18	3,200.00	808.18
50095 · Postage and Delivery	0.00	31.00	-31.00	547.40	350.00	197.40
50100 · Printing/Photocopy	267.05	101.00	166.05	3,546.69	1,300.00	2,246.69
50110 · Dues/Subscriptions	0.00	76.00	-76.00	75.00	1,000.00	-925.00
50115 · Staff Development	0.00	100.00	-100.00	5,642.16	1,200.00	4,442.16
50120 · Meetings	60.00	288.00	-228.00	2,521.82	3,500.00	-978.18

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2018 through June 2019

	TOTAL					
	Jun 19	Budget	Variance	Jul '18 - Jun 19	Budget	Variance
50125 · Legal	1,128.50	625.00	503.50	8,449.70	7,500.00	949.70
50130 · Telephone & Internet	864.01	625.00	239.01	13,690.51	7,500.00	6,190.51
50135 · Parking/Mileage	84.73	200.00	-115.27	239.61	2,400.00	-2,160.39
50140 · Depreciation	0.00	25.00	-25.00	0.00	300.00	-300.00
50150 · Technical Assistance.	0.00	200.00	-200.00	0.00	2,000.00	-2,000.00
50330 · D & O / Liability Insurance	-1,800.25	550.00	-2,350.25	19,626.84	9,500.00	10,126.84
Total 50045 · Operating	5,596.12	7,326.00	-1,729.88	135,254.60	97,444.00	37,810.60
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	0.00			89,288.66	96,000.00	-6,711.34
51525 · Promotion/Marketing/Campaigns	2,080.00	1,288.00	792.00	25,071.77	15,500.00	9,571.77
51526 · Taste	415.14	0.00	415.14	7,551.46	5,000.00	2,551.46
51527 · Taste 'N Tinis	0.00			13,749.07	10,000.00	3,749.07
51530 · Banners	0.00	375.00	-375.00	4,576.00	4,500.00	76.00
51535 · Web Site Communications	0.00	125.00	-125.00	913.98	1,500.00	-586.02
51540 · Business Mixers/Open House	0.00	113.00	-113.00	3,712.06	2,500.00	1,212.06
51545 · Newsletter	0.00	0.00	0.00	4,617.74	3,000.00	1,617.74
51555 · Farmer's Market	0.00	1,250.00	-1,250.00	12,972.86	15,000.00	-2,027.14
51565 · Hillcrest Map	0.00	250.00	-250.00	7,413.20	3,000.00	4,413.20
51575 · Pride Flag Project	0.00			13,836.35		
51800 · Pride of Hillcrest/Block Party	0.00			51,038.44	65,000.00	-13,961.56
51870 · Mardi Gras	0.00	0.00	0.00	10,575.52	20,000.00	-9,424.48
51880 · Nightmare on Normal	0.00			38,591.85	35,000.00	3,591.85
Total 51000 · Neighborhood/Outreach Promotion	2,495.14	3,401.00	-905.86	283,908.96	276,000.00	7,908.96
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	290.71	63.00	227.71	2,629.92	800.00	1,829.92
53130 · Security	2,831.00	2,797.00	34.00	32,997.50	33,630.00	-632.50
53131 · Security Subscription	2,458.50	142.00	2,316.50	22,877.50	1,770.00	21,107.50
53134 · Steam Cleaning Subscription	2,286.00	675.00	1,611.00	10,633.02	8,100.00	2,533.02
53135 · Street Cleaning	2,604.51	2,397.00	207.51	26,027.59	28,797.00	-2,769.41
53137 · Pressure Washing	2,604.51			2,604.51	0.00	2,604.51
53139 · Sidewalk Improvements	7,816.00	4,726.00	3,090.00	49,344.00	56,888.00	-7,544.00
53150 · Dumpsters	646.98	380.00	266.98	7,547.18	4,560.00	2,987.18
53155 · Tree & Flower Maintenance	9,769.00	2,865.00	6,904.00	36,738.91	34,380.00	2,358.91
53157 · Tree Light Repair	0.00	1,024.00	-1,024.00	0.00	12,497.00	-12,497.00
53165 · Contingency	0.00	1,799.00	-1,799.00	0.00	21,775.00	-21,775.00
Total 53000 · Physical Improvements	31,307.21	16,868.00	14,439.21	191,400.13	203,197.00	-11,796.87
Total Expense	53,344.57	42,734.00	10,610.57	797,576.85	754,276.00	43,300.85
	-2,166.05	-5,779.00	3,612.95	-1,810.07	30,731.00	-32,541.07

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2018 through June 2019

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Income						
40015 · CityFest	0.00	126,195.20	0.00	0.00	0.00	126,195.20
40020 · Farmers Market	0.00	236,722.64	0.00	0.00	0.00	236,722.64
40030 · SBEP	0.00	0.00	0.00	0.00	21,893.00	21,893.00
40040 · MAD	0.00	0.00	0.00	86,834.14	0.00	86,834.14
40050 · BID	0.00	0.00	100,790.08	0.00	0.00	100,790.08
40085 · Technical Assistance/Acctg.	0.00	0.00	0.00	0.00	5,000.00	5,000.00
40090 · Mardi Gras	0.00	6,187.00	0.00	0.00	0.00	6,187.00
40100 · Nightmare on Normal Street	0.00	40,997.07	0.00	0.00	0.00	40,997.07
40110 · Taste	0.00	31,769.04	0.00	0.00	0.00	31,769.04
40115 · Taste 'N Tinis	0.00	21,875.35	0.00	0.00	0.00	21,875.35
40140 · Banner Space	500.00	0.00	0.00	0.00	0.00	500.00
40145 · Pride Flag	12,539.23	0.00	0.00	0.00	0.00	12,539.23
40155 · Pride of Hillcrest/Block Party	0.00	69,408.14	0.00	0.00	0.00	69,408.14
40180 · Other Income	1,800.30	0.00	0.00	0.00	0.00	1,800.30
40190 · Hillcrest Security Subscription	22,083.20	0.00	0.00	0.00	0.00	22,083.20
40195 · Hillcrest Steam Cleaning	11,172.39	0.00	0.00	0.00	0.00	11,172.39
Total Income	48,095.12	533,154.44	100,790.08	86,834.14	26,893.00	795,766.78
Expense						
50000 · Personnel						
50005 · Salaries	72,546.43	41,342.47	20,833.93	0.00	19,890.99	154,613.82
50025 · Employer Taxes - Federal	5,622.62	3,204.22	1,639.86	0.00	1,563.65	12,030.35
50030 · Employer Taxes - State	749.40	428.99	474.68	0.00	438.36	2,091.43
50035 · Health Insurance	15,525.37	0.00	0.00	0.00	0.00	15,525.37
50040 · Workers Comp Insurance	2,752.19	0.00	0.00	0.00	0.00	2,752.19
Total 50000 · Personnel	97,196.01	44,975.68	22,948.47	0.00	21,893.00	187,013.16
50045 · Operating						
50050 · Rent Office Space	10,501.79	0.00	0.00	0.00	0.00	10,501.79
50055 · Storage	4,578.04	0.00	0.00	0.00	0.00	4,578.04
50060 · Accounting	7,019.75	9,328.00	650.00	3,765.00	5,000.00	25,762.75
50065 · Audit	6,848.00	0.00	0.00	0.00	0.00	6,848.00
50070 · Equipment Purchase	15,474.36	0.00	0.00	0.00	0.00	15,474.36
50075 · Intern/Consultant	7,662.50	0.00	0.00	0.00	0.00	7,662.50
50080 · Bank & Credit Card Charges	610.78	0.00	0.00	0.00	0.00	610.78
50085 · Repair/Maintenance/Cleaning	5,468.47	0.00	0.00	0.00	0.00	5,468.47
50090 · Office Supplies	3,608.65	399.53	0.00	0.00	0.00	4,008.18
50095 · Postage and Delivery	547.40	0.00	0.00	0.00	0.00	547.40
50100 · Printing/Photocopy	3,546.69	0.00	0.00	0.00	0.00	3,546.69
50110 · Dues/Subscriptions	75.00	0.00	0.00	0.00	0.00	75.00
50115 · Staff Development	5,642.16	0.00	0.00	0.00	0.00	5,642.16

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2018 through June 2019

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50120 · Meetings	2,521.82	0.00	0.00	0.00	0.00	2,521.82
50125 · Legal	8,449.70	0.00	0.00	0.00	0.00	8,449.70
50130 · Telephone & Internet	13,690.51	0.00	0.00	0.00	0.00	13,690.51
50135 · Parking/Mileage	239.61	0.00	0.00	0.00	0.00	239.61
50330 · D & O / Liability Insurance	19,626.84	0.00	0.00	0.00	0.00	19,626.84
Total 50045 · Operating	116,112.07	9,727.53	650.00	3,765.00	5,000.00	135,254.60
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	0.00	89,288.66	0.00	0.00	0.00	89,288.66
51525 · Promotion/Marketing/Campaigns	10,154.79	173.00	14,743.98	0.00	0.00	25,071.77
51526 · Taste	0.00	7,551.46	0.00	0.00	0.00	7,551.46
51527 · Taste 'N Tinis	0.00	13,749.07	0.00	0.00	0.00	13,749.07
51530 · Banners	4,576.00	0.00	0.00	0.00	0.00	4,576.00
51535 · Web Site Communications	913.98	0.00	0.00	0.00	0.00	913.98
51540 · Business Mixers/Open House	1,145.58	643.29	1,923.19	0.00	0.00	3,712.06
51545 · Newsletter	1,341.71	0.00	3,276.03	0.00	0.00	4,617.74
51555 · Farmer's Market	0.00	12,972.86	0.00	0.00	0.00	12,972.86
51565 · Hillcrest Map	7,413.20	0.00	0.00	0.00	0.00	7,413.20
51575 · Pride Flag Project	12,602.27	1,234.08	0.00	0.00	0.00	13,836.35
51800 · Pride of Hillcrest/Block Party	18.00	51,020.44	0.00	0.00	0.00	51,038.44
51870 · Mardi Gras	0.00	10,575.52	0.00	0.00	0.00	10,575.52
51880 · Nightmare on Normal	0.00	38,591.85	0.00	0.00	0.00	38,591.85
Total 51000 · Neighborhood/Outreach Promotion	38,165.53	225,800.23	19,943.20	0.00	0.00	283,908.96
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	0.47	0.00	0.00	2,629.45	0.00	2,629.92
53130 · Security	0.00	0.00	0.00	32,997.50	0.00	32,997.50
53131 · Security Subscription	22,877.50	0.00	0.00	0.00	0.00	22,877.50
53134 · Steam Cleaning Subscription	10,633.02	0.00	0.00	0.00	0.00	10,633.02
53135 · Street Cleaning	0.00	0.00	2,604.51	23,423.08	0.00	26,027.59
53137 · Pressure Washing	2,604.51	0.00	0.00	0.00	0.00	2,604.51
53139 · Sidewalk Improvements	1,305.00	0.00	27,449.00	20,590.00	0.00	49,344.00
53150 · Dumpsters	3,207.08	0.00	910.99	3,429.11	0.00	7,547.18
53155 · Tree & Flower Maintenance	10,455.00	0.00	26,283.91	0.00	0.00	36,738.91
Total 53000 · Physical Improvements	51,082.58	0.00	57,248.41	83,069.14	0.00	191,400.13
Total Expense	302,556.19	280,503.44	100,790.08	86,834.14	26,893.00	797,576.85
Net Income	-254,461.07	252,651.00	0.00	0.00	0.00	-1,810.07



Hillcrest Business Association

August 13, 2019

NOTICE: ANNUAL MEETING, CALL FOR NOMINATIONS & ELECTIONS OF OFFICERS.

Dear Business Member:

The Board of Directors of the Hillcrest Business Association has scheduled its Annual Meeting on Tuesday, October 8, 2019. The meeting will be held at The Hillcrest Brewing Company at 1458 University Ave., San Diego, CA 92103 at 5pm. Come to the meeting and be the first to receive the FY 2019 Annual Report and cast your vote for the new Board of Directors.

At this meeting, nominees will be considered for election to the Board of Directors. A member may nominate themselves or other members by using the attached form and delivering it to the Hillcrest Business Association at 3737 Fifth Ave. #205, San Diego, CA 92103. Members may vote in the elections by attending the annual meeting or using the proxy ballot. The Board of Directors will confirm the results. To be included on the proxy ballot, a Petition of Nomination must be received by Tuesday, September 10 at 5pm, 2019 at the Hillcrest Business Association, at 3737 Fifth Ave. San Diego, CA 92103. Otherwise nominations will be accepted through October 7, at 5pm.

There are two seats available for terms concluding in October 2020 and seven seats available for terms concluding in October 2021. There are two seats available for the Uptown Community Parking District Board. Business owners who have fully paid their BID assessment as of September 1, 2019, are eligible to vote. If you would like to find out if your dues are fully paid, please call the HBA at (619) 299-3330.

PETITION OF NOMINATION FOR 2019 BOARD ELECTION

I (print name) _____, owner/operator of _____

located at _____ San Diego, California, hereby nominate

(print name) _____, owner/operator of _____

located at _____, San Diego California for the

- checkbox HBA Board of Directors to represent Hillcrest business owners.
checkbox Uptown Community Parking District to represent Hillcrest business owners.

*Select one by placing a check mark in the desired box. To nominate someone for both boards, select both boxes.

I certify that the nominee's business or property license number is (number/expiration date) _____ and the nominee is a Hillcrest business owner/operator willing and qualified to serve as a Director.

Business Name Business Address

Signature of Owner Print Owner's Name

3737 Fifth Ave. #205, San Diego, CA 92103
(619) 299-3330



August 13, 2019

Board of Regents
University of California
1111 Franklin Street, 12th floor
Oakland, CA 94607

Dear Chairman Pérez and the Board of Regents,

I write in support of the UC San Diego (UCSD) Hillcrest Campus Long Range Development Plan (LRDP) and Environmental Impact Report (EIR). In addition to expanding health care services, this transformative plan will revitalize the Hillcrest campus and the surrounding area.

For over 50 years, UC San Diego has been known for high quality care, innovative research, and a strong dedication to serving the medically indigent population. Unfortunately, aging facilities and the 2030 State seismic requirements require UCSD to reimagine the entire Hillcrest campus. Central San Diego deserves a state-of-the-art medical campus and I am excited to see UCSD's commitment to our community with this comprehensive strategy.

The Hillcrest campus has been a critical part of the neighborhood economy for decades bringing thousands of customers to our stores and restaurants. Medical staff, patients, and their families are all part of the neighborhood of Hillcrest. We welcome this investment in the UCSD medical Center and see it as an investment in the neighborhood economy.

The proposed Hillcrest campus redevelopment plan includes:

- New in-patient hospital (key programs would remain, including Trauma, Emergency Department, Burn Center, and Owen Clinic).
- Outpatient Pavilion to expand services at the Hillcrest Health Campus.
- Wellness Center to support programs for community and staff members.
- Up to 1,000 units of workforce housing.
- Addition of limited mixed-use retail options for staff, patients, and neighbors.
- Replacement of existing parking structures with modern, underground structures.

UC San Diego has been diligent in its outreach. The campus has shared its plan with a wide range of stakeholders through town hall and community meetings as well as email, web, and social media. UCSD has consulted patients, faculty, physicians, staff, adjacent cities and neighborhoods, community planning groups, elected officials, and public agencies to solicit their input to develop additional health, wellness, and residential resources. The campus also took the initiative to create the Hillcrest LRDP Advisory Council, which is comprised of local and regional community leaders who are tasked with advising campus and health leadership on in-depth aspects of the proposed LRDP and EIR. Their scope includes advising on the proposed clinical services, traffic circulation, transportation, housing, sustainability, amenities, and financing.



UCSD proactively answered the many questions, concerns, and requests that came forward during the outreach process and managed to incorporate many of the community's comments and ideas into the final plan.

I hope you will join me in enthusiastically supporting the Hillcrest Campus LRDP and EIR. I am eager to work with UC San Diego as it moves forward with this important project that will revamp and revitalize the Hillcrest campus and spur economic growth throughout the San Diego region.

Sincerely,

Benjamin Nicholls
Executive Director