



Adjourn.

Notices to the public:

Join Zoom Meeting <https://us02web.zoom.us/j/84215284840?pwd=Z0VyQWZmOUJNYVFuNII0ZWVNFdz09> // Meeting ID: 842 1528 4840 // Password: 036094

Brown Act:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda. Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Benjamin Nicholls at (619) 299-3330 at least 48 hours prior to the meeting.

Public Comment:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

Hillcrest Business Improvement Association, Inc. A/R Aging Summary As of March 31, 2020

A/R Aging	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Artist & Craftsman Supply	0.00	0.00	103.00	0.00	0.00	103.00
AT&T.	0.00	0.00	0.00	0.00	1,800.00	1,800.00
Flicks	0.00	0.00	250.00	0.00	0.00	250.00
Reaction Marketing	0.00	0.00	500.00	0.00	0.00	500.00
Zehnder Communications, Inc.	0.00	0.00	500.00	0.00	0.00	500.00
TOTAL	0.00	0.00	1,353.00	0.00	1,800.00	3,153.00

Hillcrest Business Improvement Association, Inc. Balance Sheet As of March 31, 2020

	<u>Mar 31, 20</u>
ASSETS	
Current Assets	
Checking/Savings	
10035 · Comerica - Checking	90,827.35
10045 · PayPal	<u>656.20</u>
Total Checking/Savings	91,483.55
Accounts Receivable	
12000 · Accounts Receivable	<u>3,153.00</u>
Total Accounts Receivable	3,153.00
Other Current Assets	
10125 · MAD Receivable	21,710.00
10145 · Farmers Market Receivable	4,000.00
10155 · Prepaid Expense	10,338.70
10175 · Commission for Arts Grant Rcvbl	21,793.00
10180 · Pride Prepaid/Receivable	20,000.00
10190 · Tech. Assistance/Acctg. Rcvbl.	<u>3,537.00</u>
Total Other Current Assets	<u>81,378.70</u>
Total Current Assets	176,015.25
Fixed Assets	
10200 · Office Furniture & Equipment	21,364.81
10220 · Accumulated Depreciation	<u>-21,364.81</u>
Total Fixed Assets	<u>0.00</u>
TOTAL ASSETS	<u><u>176,015.25</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
20210 · Accrued Expenses	5,000.00
20215 · BID Assessment	1,126.00
20225 · SBEP Advance	2,334.02
20230 · Sales Tax Payable	65.00
20240 · Deferred Revenue	2,000.00
21000 · Payroll Liabilities	

Hillcrest Business Improvement Association, Inc. Balance Sheet As of March 31, 2020

Vacation Payable	<u>5,628.22</u>
Total 21000 · Payroll Liabilities	<u>5,628.22</u>
Total Other Current Liabilities	<u>16,153.24</u>
Total Current Liabilities	<u>16,153.24</u>
Total Liabilities	16,153.24
Equity	
31100 · Unrestricted Net Assets	165,543.39
Net Income	<u>-5,681.38</u>
Total Equity	<u>159,862.01</u>
TOTAL LIABILITIES & EQUITY	<u><u>176,015.25</u></u>

Hillcrest Business Improvement Association, Inc. Profit & Loss Budget vs. Actual July 2019 through March 2020

	TOTAL					
	Mar 20	Budget	Variance	Jul '19 - Mar 20	Budget	Variance
Income						
40015 · CityFest	0.00			113,522.64	112,000.00	1,522.64
40020 · Farmers Market	11,612.66	5,554.00	6,058.66	228,541.62	227,956.00	585.62
40030 · SBEP	6,223.32	2,500.00	3,723.32	24,651.98	22,500.00	2,151.98
40040 · MAD	10,269.00	7,515.00	2,754.00	80,489.46	67,635.00	12,854.46
40050 · BID	7,407.29	8,726.00	-1,318.71	73,979.33	78,750.00	-4,770.67
40090 · Mardi Gras	4,309.41	0.00	4,309.41	7,519.41	3,210.00	4,309.41
40100 · Nightmare on Normal Street	0.00			41,167.22	45,000.00	-3,832.78
40115 · Taste 'N Tinis	0.00			18,263.99	16,500.00	1,763.99
40140 · Banner Space	0.00	0.00	0.00	1,500.00	1,500.00	0.00
40145 · Pride Flag	0.00			2,500.00	2,500.00	0.00
40155 · Pride of Hillcrest/Block Party	0.00			79,004.17	65,000.00	14,004.17
40180 · Other Income	0.00	0.00	0.00	153.00	100.00	53.00
40190 · Hillcrest Security Subscription	2,011.02	2,200.00	-188.98	20,304.34	19,800.00	504.34
40195 · Hillcrest Steam Cleaning	1,019.86	1,100.00	-80.14	11,358.48	9,900.00	1,458.48
Total Income	42,852.56	27,595.00	15,257.56	702,955.64	672,351.00	30,604.64
Expense						
50000 · Personnel						
50005 · Salaries	11,710.00	13,793.00	-2,083.00	114,382.86	124,137.00	-9,754.14
50025 · Employer Taxes - Federal	895.81	1,625.00	-729.19	8,838.35	14,625.00	-5,786.65
50030 · Employer Taxes - State	0.00	266.00	-266.00	909.99	2,394.00	-1,484.01
50035 · Health Insurance	2,987.26	1,334.00	1,653.26	14,523.75	12,006.00	2,517.75
50040 · Workers Comp Insurance	0.00	237.00	-237.00	0.00	2,133.00	-2,133.00
Total 50000 · Personnel	15,593.07	17,255.00	-1,661.93	138,654.95	155,295.00	-16,640.05
50045 · Operating						
50050 · Rent Office Space	840.00	842.00	-2.00	7,560.00	7,578.00	-18.00
50055 · Storage	0.00	558.00	-558.00	3,198.00	5,022.00	-1,824.00
50060 · Accounting	2,095.00	2,350.00	-255.00	18,856.75	21,150.00	-2,293.25
50065 · Audit	5,000.00	0.00	5,000.00	11,000.00	7,500.00	3,500.00
50070 · Equipment Purchase	0.00	175.00	-175.00	627.45	1,575.00	-947.55
50075 · Intern/Consultant	0.00	1,000.00	-1,000.00	16,505.00	9,000.00	7,505.00
50080 · Bank & Credit Card Charges	1.99	50.00	-48.01	496.16	450.00	46.16
50085 · Repair/Maintenance/Cleaning	300.00	233.00	67.00	2,220.00	2,097.00	123.00
50090 · Office Supplies	9.75	267.00	-257.25	2,199.72	2,403.00	-203.28
50095 · Postage and Delivery	0.00	29.00	-29.00	7.98	261.00	-253.02
50100 · Printing/Photocopy	277.03	150.00	127.03	2,560.80	1,350.00	1,210.80
50110 · Dues/Subscriptions	10.00	83.00	-73.00	510.00	747.00	-237.00

Hillcrest Business Improvement Association, Inc. Profit & Loss Budget vs. Actual July 2019 through March 2020

50120 · Meetings	120.00	292.00	-172.00	9,498.01	2,628.00	6,870.01
50125 · Legal	0.00	100.00	-100.00	125.00	900.00	-775.00
50130 · Telephone & Internet	546.19	750.00	-203.81	10,780.87	6,750.00	4,030.87
50135 · Parking/Mileage	0.00	200.00	-200.00	409.42	1,800.00	-1,390.58
50140 · Depreciation	0.00	25.00	-25.00	0.00	225.00	-225.00
50330 · D & O / Liability Insurance	4,412.10	0.00	4,412.10	17,892.20	14,000.00	3,892.20
Total 50045 · Operating	13,612.06	7,104.00	6,508.06	104,447.36	85,436.00	19,011.36
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	0.00			77,630.88	78,000.00	-369.12
51525 · Promotion/Marketing/Campaigns	6,567.17	1,292.00	5,275.17	35,212.71	11,628.00	23,584.71
51527 · Taste 'N Tinis	0.00			15,021.34	10,000.00	5,021.34
51530 · Banners	0.00	0.00	0.00	9,750.52	9,600.00	150.52
51535 · Web Site Communications	0.00	98.00	-98.00	0.00	1,098.00	-1,098.00
51540 · Business Mixers/Open House	1,745.19	209.00	1,536.19	11,389.25	1,881.00	9,508.25
51545 · Newsletter	124.99	250.00	-125.01	1,504.02	2,250.00	-745.98
51555 · Farmer's Market	820.00	1,250.00	-430.00	15,674.55	11,250.00	4,424.55
51565 · Hillcrest Map	0.00	250.00	-250.00	0.00	2,250.00	-2,250.00
51800 · Pride of Hillcrest/Block Party	0.00			57,357.90	63,000.00	-5,642.10
51870 · Mardi Gras	1,534.50	0.00	1,534.50	9,580.63	6,500.00	3,080.63
51880 · Nightmare on Normal	0.00			38,294.90	40,000.00	-1,705.10
Total 51000 · Neighborhood/Outreach Promotion	10,791.85	3,349.00	7,442.85	271,416.70	237,457.00	33,959.70
53000 · Physical Improvements						
51575 · Pride Flag Project	423.75	0.00	423.75	20,295.40	0.00	20,295.40
53125 · Hillcrest Sign Utilities/Maint.	0.00	251.00	-251.00	3,291.70	2,259.00	1,032.70
53130 · Security	8,323.50	2,831.00	5,492.50	35,791.00	25,479.00	10,312.00
53131 · Security Subscription	3,000.00	447.00	2,553.00	13,900.00	4,023.00	9,877.00
53134 · Steam Cleaning Subscription	1,050.00	675.00	375.00	8,250.00	6,075.00	2,175.00
53139 · Sidewalk Cleaning/Improvements	6,438.01	7,636.00	-1,197.99	62,026.58	68,724.00	-6,697.42
53150 · Dumpsters	719.19	836.00	-116.81	7,162.82	7,524.00	-361.18
53155 · Tree/Flower/Light Maintenance	1,225.00	3,384.00	-2,159.00	31,515.50	30,456.00	1,059.50
53159 · EMAD Expansion	0.00			11,624.20		
53165 · Contingency	0.00	990.00	-990.00	260.81	8,910.00	-8,649.19
Total 53000 · Physical Improvements	21,179.45	17,050.00	4,129.45	194,118.01	153,450.00	40,668.01
Total Expense	61,176.43	44,758.00	16,418.43	708,637.02	631,638.00	76,999.02
	-18,323.87	-17,163.00	-1,160.87	-5,681.38	40,713.00	-46,394.38

Hillcrest Business Improvement Association, Inc. Profit & Loss by Class July 2019 through March 2020

AQATWBS	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Income						
40015 · CityFest	0.00	113,522.64	0.00	0.00	0.00	113,522.64
40020 · Farmers Market	0.00	228,541.62	0.00	0.00	0.00	228,541.62
40030 · SBEP	0.00	0.00	0.00	0.00	24,651.98	24,651.98
40040 · MAD	0.00	0.00	0.00	80,489.46	0.00	80,489.46
40050 · BID	0.00	0.00	73,979.33	0.00	0.00	73,979.33
40090 · Mardi Gras	0.00	7,519.41	0.00	0.00	0.00	7,519.41
40100 · Nightmare on Normal Street	0.00	41,167.22	0.00	0.00	0.00	41,167.22
40115 · Taste 'N Tinis	0.00	18,263.99	0.00	0.00	0.00	18,263.99
40140 · Banner Space	1,500.00	0.00	0.00	0.00	0.00	1,500.00
40145 · Pride Flag	2,500.00	0.00	0.00	0.00	0.00	2,500.00
40155 · Pride of Hillcrest/Block Party	0.00	79,004.17	0.00	0.00	0.00	79,004.17
40180 · Other Income	153.00	0.00	0.00	0.00	0.00	153.00
40190 · Hillcrest Security Subscription	19,434.37	869.97	0.00	0.00	0.00	20,304.34
40195 · Hillcrest Steam Cleaning	10,851.27	507.21	0.00	0.00	0.00	11,358.48
Total Income	34,438.64	489,396.23	73,979.33	80,489.46	24,651.98	702,955.64
Expense						
50000 · Personnel						
50005 · Salaries	70,874.42	13,710.51	11,659.26	0.00	18,138.67	114,382.86
50025 · Employer Taxes - Federal	5,469.22	1,061.94	900.92	0.00	1,406.27	8,838.35
50030 · Employer Taxes - State	489.11	135.10	92.74	0.00	193.04	909.99
50035 · Health Insurance	14,523.75	0.00	0.00	0.00	0.00	14,523.75
Total 50000 · Personnel	91,356.50	14,907.55	12,652.92	0.00	19,737.98	138,654.95
50045 · Operating						
50050 · Rent Office Space	7,560.00	0.00	0.00	0.00	0.00	7,560.00
50055 · Storage	3,198.00	0.00	0.00	0.00	0.00	3,198.00
50060 · Accounting	4,649.75	6,745.00	0.00	2,462.00	5,000.00	18,856.75
50065 · Audit	11,000.00	0.00	0.00	0.00	0.00	11,000.00
50070 · Equipment Purchase	627.45	0.00	0.00	0.00	0.00	627.45
50075 · Intern/Consultant	6,120.00	10,385.00	0.00	0.00	0.00	16,505.00
50080 · Bank & Credit Card Charges	496.16	0.00	0.00	0.00	0.00	496.16
50085 · Repair/Maintenance/Cleaning	2,220.00	0.00	0.00	0.00	0.00	2,220.00
50090 · Office Supplies	2,199.72	0.00	0.00	0.00	0.00	2,199.72
50095 · Postage and Delivery	7.98	0.00	0.00	0.00	0.00	7.98
50100 · Printing/Photocopy	2,318.75	242.05	0.00	0.00	0.00	2,560.80
50110 · Dues/Subscriptions	510.00	0.00	0.00	0.00	0.00	510.00

Hillcrest Business Improvement Association, Inc. Profit & Loss by Class July 2019 through March 2020

50120 · Meetings	1,475.75	8,022.26	0.00	0.00	0.00	9,498.01
50125 · Legal	125.00	0.00	0.00	0.00	0.00	125.00
50130 · Telephone & Internet	10,780.87	0.00	0.00	0.00	0.00	10,780.87
50135 · Parking/Mileage	406.92	2.50	0.00	0.00	0.00	409.42
50330 · D & O / Liability Insurance	956.55	16,935.65	0.00	0.00	0.00	17,892.20
Total 50045 · Operating	54,652.90	42,332.46	0.00	2,462.00	5,000.00	104,447.36
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	0.00	77,630.88	0.00	0.00	0.00	77,630.88
51525 · Promotion/Marketing/Campaigns	17,247.06	0.00	17,965.65	0.00	0.00	35,212.71
51527 · Taste 'N Tinis	0.00	15,021.34	0.00	0.00	0.00	15,021.34
51530 · Banners	9,750.52	0.00	0.00	0.00	0.00	9,750.52
51540 · Business Mixers/Open House	5,974.33	3,127.04	2,287.88	0.00	0.00	11,389.25
51545 · Newsletter	924.14	0.00	579.88	0.00	0.00	1,504.02
51555 · Farmer's Market	0.00	15,674.55	0.00	0.00	0.00	15,674.55
51800 · Pride of Hillcrest/Block Party	0.00	57,357.90	0.00	0.00	0.00	57,357.90
51870 · Mardi Gras	0.00	9,580.63	0.00	0.00	0.00	9,580.63
51880 · Nightmare on Normal	0.00	38,294.90	0.00	0.00	0.00	38,294.90
Total 51000 · Neighborhood/Outreach Promotion	33,896.05	216,687.24	20,833.41	0.00	0.00	271,416.70
53000 · Physical Improvements						
51575 · Pride Flag Project	20,295.40	0.00	0.00	0.00	0.00	20,295.40
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	3,291.70	0.00	3,291.70
53130 · Security	2,000.00	0.00	0.00	33,791.00	0.00	35,791.00
53131 · Security Subscription	13,900.00	0.00	0.00	0.00	0.00	13,900.00
53134 · Steam Cleaning Subscription	8,250.00	0.00	0.00	0.00	0.00	8,250.00
53139 · Sidewalk Cleaning/Improvements	1,000.00	0.00	23,623.00	37,403.58	0.00	62,026.58
53150 · Dumpsters	3,621.64	0.00	0.00	3,541.18	0.00	7,162.82
53155 · Tree/Flower/Light Maintenance	14,645.50	0.00	16,870.00	0.00	0.00	31,515.50
53159 · EMAD Expansion	11,624.20	0.00	0.00	0.00	0.00	11,624.20
53165 · Contingency	260.81	0.00	0.00	0.00	0.00	260.81
Total 53000 · Physical Improvements	75,597.55	0.00	40,493.00	78,027.46	0.00	194,118.01
Total Expense	255,503.00	273,927.25	73,979.33	80,489.46	24,737.98	708,637.02
	-221,064.36	215,468.98	0.00	0.00	-86.00	-5,681.38