



Finance and Executive Committee Agenda
 May 19, 2014
 Finance at 3:30 pm
 Executive at 4:00 pm
 HBA Office at 3737 Fifth Ave. Suite 202 , San Diego CA 92103

President's report	J. Hale	Information item
Executive Director's report	S. Stauffer	Information item
Review of financial report, bank reconciliations and bank statements for March 2014	C. Moreno	Action item
Items for the agenda with Executive Committee discussion:		
○ Mainstreet	S. Stauffer	Discussion Item
○ Board Members / Speaking for the HBA	S. Stauffer	Discussion Item
○ Light up for the Holidays/Contest and Award	S. Stauffer	Discussion Item
○ Lighting trees for the Holidays	S. Stauffer	Discussion item
○ Rocks in Tree Wells	S. Stauffer	Action Item
○ Lights on Park (West Side)	S. Stauffer	Action Item
○ Pride Plaza	M. Brennan	Action Item
○ Bike and Ad Hoc Committee Guidelines	J. Hale	Action Item

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of March 31, 2014

	<u>Mar 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
10035 · Comerica - Checking	226,333.15
Total Checking/Savings	<u>226,333.15</u>
Accounts Receivable	
12000 · Accounts Receivable	17,854.17
Total Accounts Receivable	<u>17,854.17</u>
Other Current Assets	
10115 · SBEP City Fees & Services	20,900.00
10125 · MAD Receivable	31,724.20
10155 · Prepaid Expense	3,023.71
10165 · Workers Compensation Deposit	842.00
10175 · Commission for Arts Grant Rcvbl	15,279.00
10185 · Pride Flag Receivable	16,372.78
Total Other Current Assets	<u>88,141.69</u>
Total Current Assets	332,329.01
Fixed Assets	
10200 · Office Furniture & Equipment	24,893.41
10220 · Accumulated Depreciation	-13,139.00
Total Fixed Assets	<u>11,754.41</u>
TOTAL ASSETS	<u><u>344,083.42</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
20210 · Accrued Expenses	7,683.64
20225 · SBEP Advance	7,425.95
20230 · Sales Tax Payable	1,263.00
20250 · Pride Flag Donations Payable	30,924.55

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of March 31, 2014

	<u>Mar 31, 14</u>
21000 · Payroll Liabilities	
Vacation Payable	5,364.95
Total 21000 · Payroll Liabilities	<u>5,364.95</u>
Total Other Current Liabilities	<u>52,662.09</u>
Total Current Liabilities	<u>52,662.09</u>
Total Liabilities	52,662.09
Equity	
31100 · Unrestricted Net Assets	333,486.81
Net Income	<u>-42,065.48</u>
Total Equity	<u>291,421.33</u>
TOTAL LIABILITIES & EQUITY	<u><u>344,083.42</u></u>

Hillcrest Business Improvement Association, Inc.
Profit & Loss Budget vs. Actual
 July 2013 through March 2014

	TOTAL					
	Mar 14	Budget	Variance	Jul '13 - Mar 14	Budget	Variance
Income						
40015 · CityFest	0.00			163,919.25	130,000.00	33,919.25
40020 · Farmers Market	15,574.17	13,334.00	2,240.17	164,396.50	120,006.00	44,390.50
40030 · SBEP	2,480.00	2,140.00	340.00	18,459.05	14,980.00	3,479.05
40040 · MAD	7,835.25	4,511.00	3,324.25	83,828.25	71,474.00	12,354.25
40045 · MAD Reserve	0.00	0.00	0.00	5,000.00	25,000.00	-20,000.00
40050 · BID	10,649.84	9,352.00	1,297.84	81,649.66	86,414.00	-4,764.34
40055 · BID Carry Forward	0.00	2,334.00	-2,334.00	0.00	21,006.00	-21,006.00
40065 · Hillcrest Fat Tuesday	44,532.77			62,382.77		
40080 · Newsletter/Advertising	0.00	84.00	-84.00	0.00	756.00	-756.00
40095 · Movie Night	0.00			33.50		
40110 · Taste	0.00	8,625.00	-8,625.00	0.00	17,250.00	-17,250.00
40115 · Taste 'N Tinis	200.00			19,247.30	17,000.00	2,247.30
40120 · Interest	0.00	100.00	-100.00	12.62	900.00	-887.38
40135 · Hillcrest Hoedown	0.00			37,582.91	38,700.00	-1,117.09
40140 · Banner Space	0.00	667.00	-667.00	0.00	6,003.00	-6,003.00
40155 · Pride of Hillcrest/Block Party	0.00			129,971.45	140,000.00	-10,028.55
40160 · Hillcrest Map.	0.00	359.00	-359.00	0.00	3,231.00	-3,231.00
40180 · Other Income	1,092.00	167.00	925.00	1,299.78	1,503.00	-203.22
Total Income	82,364.03	41,673.00	40,691.03	767,783.04	694,223.00	73,560.04
Expense						
50000 · Personnel						
50005 · Salaries	13,608.33	14,290.00	-681.67	125,731.21	124,634.00	1,097.21
50025 · Employer Taxes - Federal	1,064.22	1,572.00	-507.78	10,158.77	13,844.00	-3,685.23
50030 · Employer Taxes - State	239.42	765.00	-525.58	2,329.15	2,281.00	48.15
50035 · Health Insurance	543.38	788.00	-244.62	8,299.36	7,092.00	1,207.36
50040 · Workers Comp Insurance	0.00	194.00	-194.00	1,636.48	1,746.00	-109.52
Total 50000 · Personnel	15,455.35	17,609.00	-2,153.65	148,154.97	149,597.00	-1,442.03
50045 · Operating						
50050 · Rent Office Space	783.00	726.00	57.00	7,290.00	6,534.00	756.00
50055 · Storage	275.00	150.00	125.00	2,475.00	1,350.00	1,125.00
50060 · Accounting	1,842.00	1,835.00	7.00	16,574.20	16,515.00	59.20
50065 · Audit	0.00			6,000.00	7,500.00	-1,500.00
50070 · Equipment Purchase	0.00	225.00	-225.00	87.91	2,025.00	-1,937.09

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2013 through March 2014

	TOTAL					
	Mar 14	Budget	Variance	Jul '13 - Mar 14	Budget	Variance
50075 · Intern/Consultant	0.00	417.00	-417.00	2,041.00	3,753.00	-1,712.00
50080 · Bank & Credit Card Charges	0.00	50.00	-50.00	574.59	450.00	124.59
50085 · Repair and Maintenance	185.00	100.00	85.00	1,785.00	900.00	885.00
50090 · Office Supplies	609.16	267.00	342.16	4,916.74	2,403.00	2,513.74
50095 · Postage and Delivery	0.00	42.00	-42.00	211.55	378.00	-166.45
50100 · Printing/Photocopy	0.00	340.00	-340.00	87.75	3,060.00	-2,972.25
50110 · Dues/Subscriptions	20.00	667.00	-647.00	480.00	6,003.00	-5,523.00
50120 · Meetings	127.99	251.00	-123.01	3,674.47	2,259.00	1,415.47
50125 · Legal	0.00	167.00	-167.00	0.00	1,503.00	-1,503.00
50130 · Telephone & Internet	985.50	447.00	538.50	7,309.00	4,023.00	3,286.00
50135 · Parking/Mileage	200.00	200.00	0.00	2,051.25	1,800.00	251.25
50140 · Depreciation	0.00	100.00	-100.00	0.00	900.00	-900.00
50145 · Bad Debt Expense	0.00			1,200.00		
50330 · D & O / Liability Insurance	0.00	326.00	-326.00	6,045.00	6,092.00	-47.00
Total 50045 · Operating	5,027.65	6,310.00	-1,282.35	62,803.46	67,448.00	-4,644.54
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	0.00			118,262.62	85,000.00	33,262.62
51525 · Promotion/Marketing/Campaigns	326.27	2,034.00	-1,707.73	26,782.05	18,306.00	8,476.05
51526 · Taste	485.76	770.00	-284.24	6,392.01	6,930.00	-537.99
51527 · Taste 'N Tinis	77.76			13,353.53	15,000.00	-1,646.47
51528 · Amazing High Heel Race	0.00	0.00	0.00	201.35	0.00	201.35
51530 · Banners	0.00	300.00	-300.00	3,190.00	2,700.00	490.00
51535 · Web Site Communications	0.00	84.00	-84.00	0.00	756.00	-756.00
51545 · Newsletter	334.00	225.00	109.00	2,465.47	2,025.00	440.47
51555 · Farmer's Market	1,582.80	1,667.00	-84.20	25,903.05	15,003.00	10,900.05
51560 · Business Forum/Open House	0.00	117.00	-117.00	0.00	1,053.00	-1,053.00
51565 · Hillcrest Map	0.00	359.00	-359.00	0.00	3,231.00	-3,231.00
51570 · Hillcrest Hoedown.	0.00			42,173.35	36,500.00	5,673.35
51800 · Pride of Hillcrest/Block Party	0.00			114,874.24	90,000.00	24,874.24
51810 · Movie Night	0.00			3,076.00		
51820 · Hillcrest Fat Tuesday	54,275.71			59,963.40		
Total 51000 · Neighborhood/Outreach Promotion	57,082.30	5,556.00	51,526.30	416,637.07	276,504.00	140,133.07
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	56.92	67.00	-10.08	522.75	603.00	-80.25

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2013 through March 2014

	TOTAL					
	Mar 14	Budget	Variance	Jul '13 - Mar 14	Budget	Variance
53130 · Security	3,165.40	3,042.00	123.40	28,488.60	27,378.00	1,110.60
53135 · Street Cleaning	3,908.00	3,910.00	-2.00	41,993.00	35,190.00	6,803.00
53137 · Pressure Washing	1,999.00	1,067.00	932.00	17,991.00	18,603.00	-612.00
53138 · Utility Box Wraps	0.00			4,952.62	5,000.00	-47.38
53150 · Dumpsters	615.23	301.00	314.23	5,282.12	2,709.00	2,573.12
53152 · Flower Baskets (Purchase)	318.00	425.00	-107.00	3,610.34	12,729.00	-9,118.66
53155 · Tree Trimming & Maintenance	4,270.00	865.00	3,405.00	30,597.00	16,785.00	13,812.00
53156 · Tree Trimming Large Trees	0.00	1,334.00	-1,334.00	10,865.00	12,006.00	-1,141.00
53157 · Tree Light Repair	0.00	667.00	-667.00	0.00	6,003.00	-6,003.00
53158 · Light Canopy	0.00			12,591.00	35,000.00	-22,409.00
53165 · Contingency	1,654.00	5,398.00	-3,744.00	25,359.59	48,582.00	-23,222.41
Total 53000 · Physical Improvements	15,986.55	17,076.00	-1,089.45	182,253.02	220,588.00	-38,334.98
Total Expense	93,551.85	46,551.00	47,000.85	809,848.52	714,137.00	95,711.52
	-11,187.82	-4,878.00	-6,309.82	-42,065.48	-19,914.00	-22,151.48

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through March 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>
Income					
40010 · City Fest Income					
Beer & Wine	0.00	35,444.52	0.00	0.00	0.00
Booth	0.00	74,574.73	0.00	0.00	0.00
Grants					
Commission for Arts & Culture	0.00	8,000.00	0.00	0.00	0.00
SBEP City Fees & Services	0.00	9,900.00	0.00	0.00	0.00
TOT City & County	0.00	5,000.00	0.00	0.00	0.00
Total Grants	0.00	22,900.00	0.00	0.00	0.00
Sponsorship	0.00	31,000.00	0.00	0.00	0.00
Total 40010 · City Fest Income	0.00	163,919.25	0.00	0.00	0.00
40020 · Farmers Market	0.00	164,396.50	0.00	0.00	0.00
40030 · SBEP	0.00	0.00	0.00	0.00	18,459.05
40040 · MAD	0.00	0.00	0.00	83,828.25	0.00
40045 · MAD Reserve	0.00	0.00	0.00	5,000.00	0.00
40050 · BID	0.00	0.00	81,649.66	0.00	0.00
40065 · Hillcrest Fat Tuesday	0.00	62,382.77	0.00	0.00	0.00
40095 · Movie Night	0.00	33.50	0.00	0.00	0.00
40115 · Taste 'N Tinis	0.00	19,247.30	0.00	0.00	0.00
40120 · Interest	12.62	0.00	0.00	0.00	0.00
40135 · Hillcrest Hoedown	0.00	37,582.91	0.00	0.00	0.00
40155 · Pride of Hillcrest/Block Party	52.00	129,919.45	0.00	0.00	0.00
40180 · Other Income	1,299.78	0.00	0.00	0.00	0.00
Total Income	1,364.40	577,481.68	81,649.66	88,828.25	18,459.05
Expense					
50000 · Personnel					
50005 · Salaries	55,362.29	30,898.78	24,177.33	0.00	15,292.81
50025 · Employer Taxes - Federal	4,632.80	2,429.83	1,891.28	0.00	1,204.86
50030 · Employer Taxes - State	854.07	682.65	431.14	0.00	361.29
50035 · Health Insurance	7,271.36	1,028.00	0.00	0.00	0.00
50040 · Workers Comp Insurance	1,227.82	236.54	172.12	0.00	0.00
Total 50000 · Personnel	69,348.34	35,275.80	26,671.87	0.00	16,858.96
50045 · Operating					

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through March 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>
50050 · Rent Office Space	4,274.75	0.00	3,015.25	0.00	0.00
50055 · Storage	2,475.00	0.00	0.00	0.00	0.00
50060 · Accounting	7,983.90	1,998.00	4,486.21	506.00	1,600.09
50065 · Audit	0.00	0.00	2,625.00	3,375.00	0.00
50070 · Equipment Purchase	87.91	0.00	0.00	0.00	0.00
50075 · Intern/Consultant	0.00	2,041.00	0.00	0.00	0.00
50080 · Bank & Credit Card Charges	574.59	0.00	0.00	0.00	0.00
50085 · Repair and Maintenance	1,785.00	0.00	0.00	0.00	0.00
50090 · Office Supplies	2,824.56	0.00	2,092.18	0.00	0.00
50095 · Postage and Delivery	211.55	0.00	0.00	0.00	0.00
50100 · Printing/Photocopy	87.75	0.00	0.00	0.00	0.00
50110 · Dues/Subscriptions	480.00	0.00	0.00	0.00	0.00
50120 · Meetings	3,625.92	48.55	0.00	0.00	0.00
50130 · Telephone & Internet	4,961.44	103.61	2,243.95	0.00	0.00
50135 · Parking/Mileage	2,051.25	0.00	0.00	0.00	0.00
50145 · Bad Debt Expense	0.00	1,200.00	0.00	0.00	0.00
50330 · D & O / Liability Insurance	4,529.50	0.00	1,515.50	0.00	0.00
Total 50045 · Operating	35,953.12	5,391.16	15,978.09	3,881.00	1,600.09
51000 · Neighborhood/Outreach Promotion					
51525 · Promotion/Marketing/Campaigns	15,354.73	200.00	11,227.32	0.00	0.00
51526 · Taste	0.00	6,392.01	0.00	0.00	0.00
51527 · Taste 'N Tinis	0.00	13,353.53	0.00	0.00	0.00
51528 · Amazing High Heel Race	0.00	201.35	0.00	0.00	0.00
51530 · Banners	3,190.00	0.00	0.00	0.00	0.00
51545 · Newsletter	0.00	0.00	2,465.47	0.00	0.00
51555 · Farmer's Market	161.94	25,741.11	0.00	0.00	0.00
51570 · Hillcrest Hoedown.	0.00	42,173.35	0.00	0.00	0.00
51800 · Pride of Hillcrest/Block Party	0.00	114,874.24	0.00	0.00	0.00
51810 · Movie Night	0.00	3,076.00	0.00	0.00	0.00
51820 · Hillcrest Fat Tuesday	0.00	59,963.40	0.00	0.00	0.00
Total 51000 · Neighborhood/Outreach Promotion	18,706.67	265,974.99	13,692.79	0.00	0.00
51520 · City Fest					
Advertising	0.00	4,356.28	0.00	0.00	0.00
Ambulance	0.00	1,680.00	0.00	0.00	0.00
BID Crew & Equipment	0.00	3,922.42	0.00	0.00	0.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through March 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>
City Fees (SDPD/Fire)	0.00	14,975.30	0.00	0.00	0.00
Concessions	0.00	14,126.00	0.00	0.00	0.00
Entertainment	0.00	10,021.00	0.00	0.00	0.00
Equipment Rental	0.00	48,627.09	0.00	0.00	0.00
Event Management	0.00	10,673.34	0.00	0.00	0.00
Ice Trailer	0.00	488.75	0.00	0.00	0.00
Permits	0.00	560.10	0.00	0.00	0.00
Promotions	0.00	1,216.36	0.00	0.00	0.00
Security	0.00	5,723.55	0.00	0.00	0.00
Shuttle Services	0.00	81.00	0.00	0.00	0.00
Supplies/Printing	0.00	1,521.43	0.00	0.00	0.00
Trash Management	0.00	290.00	0.00	0.00	0.00
Total 51520 · City Fest	<u>0.00</u>	<u>118,262.62</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
53000 · Physical Improvements					
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	522.75	0.00
53130 · Security	0.00	0.00	0.00	28,488.60	0.00
53135 · Street Cleaning	15,688.80	0.00	13,055.41	13,248.79	0.00
53137 · Pressure Washing	6,356.82	0.00	2,917.29	8,716.89	0.00
53138 · Utility Box Wraps	4,952.62	0.00	0.00	0.00	0.00
53150 · Dumpsters	2,597.09	0.00	1,792.05	892.98	0.00
53152 · Flower Baskets (Purchase)	3,292.34	0.00	318.00	0.00	0.00
53155 · Tree Trimming & Maintenance	4,630.60	0.00	5,480.16	20,486.24	0.00
53156 · Tree Trimming Large Trees	10,865.00	0.00	0.00	0.00	0.00
53158 · Light Canopy	0.00	0.00	0.00	12,591.00	0.00
53165 · Contingency	23,615.59	0.00	1,744.00	0.00	0.00
Total 53000 · Physical Improvements	<u>71,998.86</u>	<u>0.00</u>	<u>25,306.91</u>	<u>84,947.25</u>	<u>0.00</u>
Total Expense	<u>196,006.99</u>	<u>424,904.57</u>	<u>81,649.66</u>	<u>88,828.25</u>	<u>18,459.05</u>
	<u>-194,642.59</u>	<u>152,577.11</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through March 2014

	<u>TOTAL</u>
Income	
40010 · City Fest Income	
Beer & Wine	35,444.52
Booth	74,574.73
Grants	
Commission for Arts & Culture	8,000.00
SBEP City Fees & Services	9,900.00
TOT City & County	<u>5,000.00</u>
Total Grants	22,900.00
Sponsorship	<u>31,000.00</u>
Total 40010 · City Fest Income	163,919.25
40020 · Farmers Market	164,396.50
40030 · SBEP	18,459.05
40040 · MAD	83,828.25
40045 · MAD Reserve	5,000.00
40050 · BID	81,649.66
40065 · Hillcrest Fat Tuesday	62,382.77
40095 · Movie Night	33.50
40115 · Taste 'N Tinis	19,247.30
40120 · Interest	12.62
40135 · Hillcrest Hoedown	37,582.91
40155 · Pride of Hillcrest/Block Party	129,971.45
40180 · Other Income	<u>1,299.78</u>
Total Income	767,783.04
Expense	
50000 · Personnel	
50005 · Salaries	125,731.21
50025 · Employer Taxes - Federal	10,158.77
50030 · Employer Taxes - State	2,329.15
50035 · Health Insurance	8,299.36
50040 · Workers Comp Insurance	<u>1,636.48</u>
Total 50000 · Personnel	148,154.97
50045 · Operating	

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through March 2014

	<u>TOTAL</u>
50050 · Rent Office Space	7,290.00
50055 · Storage	2,475.00
50060 · Accounting	16,574.20
50065 · Audit	6,000.00
50070 · Equipment Purchase	87.91
50075 · Intern/Consultant	2,041.00
50080 · Bank & Credit Card Charges	574.59
50085 · Repair and Maintenance	1,785.00
50090 · Office Supplies	4,916.74
50095 · Postage and Delivery	211.55
50100 · Printing/Photocopy	87.75
50110 · Dues/Subscriptions	480.00
50120 · Meetings	3,674.47
50130 · Telephone & Internet	7,309.00
50135 · Parking/Mileage	2,051.25
50145 · Bad Debt Expense	1,200.00
50330 · D & O / Liability Insurance	<u>6,045.00</u>
Total 50045 · Operating	62,803.46
51000 · Neighborhood/Outreach Promotion	
51525 · Promotion/Marketing/Campaigns	26,782.05
51526 · Taste	6,392.01
51527 · Taste 'N Tinis	13,353.53
51528 · Amazing High Heel Race	201.35
51530 · Banners	3,190.00
51545 · Newsletter	2,465.47
51555 · Farmer's Market	25,903.05
51570 · Hillcrest Hoedown.	42,173.35
51800 · Pride of Hillcrest/Block Party	114,874.24
51810 · Movie Night	3,076.00
51820 · Hillcrest Fat Tuesday	<u>59,963.40</u>
Total 51000 · Neighborhood/Outreach Promotion	298,374.45
51520 · City Fest	
Advertising	4,356.28
Ambulance	1,680.00
BID Crew & Equipment	3,922.42

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through March 2014

	<u>TOTAL</u>
City Fees (SDPD/Fire)	14,975.30
Concessions	14,126.00
Entertainment	10,021.00
Equipment Rental	48,627.09
Event Management	10,673.34
Ice Trailer	488.75
Permits	560.10
Promotions	1,216.36
Security	5,723.55
Shuttle Services	81.00
Supplies/Printing	1,521.43
Trash Management	290.00
Total 51520 · City Fest	118,262.62
53000 · Physical Improvements	
53125 · Hillcrest Sign Utilities/Maint.	522.75
53130 · Security	28,488.60
53135 · Street Cleaning	41,993.00
53137 · Pressure Washing	17,991.00
53138 · Utility Box Wraps	4,952.62
53150 · Dumpsters	5,282.12
53152 · Flower Baskets (Purchase)	3,610.34
53155 · Tree Trimming & Maintenance	30,597.00
53156 · Tree Trimming Large Trees	10,865.00
53158 · Light Canopy	12,591.00
53165 · Contingency	25,359.59
Total 53000 · Physical Improvements	182,253.02
Total Expense	809,848.52
	<u><u>-42,065.48</u></u>