



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ July 15, 2014, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Agenda

- | | | |
|---|-------------|------------|
| 1. Call to order and introductions | J. Hale | 2 minutes |
| 2. Public comment (2 minutes per speaker) | | 5 minutes |
| 3. President's report | J. Hale | 5 minutes |
| 4. Executive Director's report | B. Nicholls | 5 minutes |
| 5. Consent agenda (action) <ul style="list-style-type: none">• Approval of minutes (June 2014) ¹• Approval of financials ² | E. Reynoso | 2 minutes |
| 6. Closed session pursuant to Government Code section 54956.9 (d) (2) relating to communications with legal counsel regarding pending litigation. <i>Description: Presentation from legal counsel relating to possible legal action related to accusations of ADA violations and public record requests</i> (action) | J. Hale | 20 minutes |
| 7. Closed session report (information) | J. Hale | 1 minute |
| 8. Approval of Chris Shaw to serve on the Uptown Community Parking District (action) | C. Moreno | 5 minutes |
| 9. Approval of HBA FY 2015 budget (action) ³ | C. Moreno | 5 minutes |
| 10. Approval of board election process (action) ⁴ | B. Nicholls | 5 minutes |
| 11. Adjourn | | |

Attachments:

- | | |
|---------------------------------------|-------------------------|
| 1. Board minutes June 17, 2014 | 3. Proposed FY15 budget |
| 2. Board financial documents May 2015 | 4. Board election memo |
-

Notices to the public:

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.

Hillcrest Business Association
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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 (3 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 Association
Board of Directors Meeting
Public Meeting ~ June 17, 2014, 5pm
Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103
Board of Directors Meeting

Board in Attendance: Ronald Baranov, Ryan Bedrosian, Johnathan Hale, Pete Katz, Sam Korish, Cecelia Moreno, Nick Papantonakis, Eddie Reynoso, Mike Rosensteel, Alphonso Tsang, Dalour Younan, Glenn Younger

Absent Board Members: Michael Brennan

Staff in Attendance: Megan Gamwell, Mary Joseph, Benjamin Nicholls, Marisa Romero

Audience in Attendance: Dion Brown, Ann Garwood, Adriana Martinez, Tricia Lundberg, David Lundin, Meredith Dibden Brown, Nicole Ramirez, Zach Schlagel, Sonya Stauffer, Elizabeth Studebaker, John Thurston, Mat Wahlstrom, Michael Wright

President's Report

J. Hale began the meeting by stating that S. Stauffer was no longer with the HBA and B. Nicholls would be over seeing the position until a new Executive Director was hired.

Protocol for individual Board Members taking action on behalf of the HBA

J. Hale reminded the Board that the Executive Director must approve all media relations related to the HBA before hand. Individual Board Members are discouraged from representing the HBA without consulting the Executive Director.

Pride Flag

J. Hale informed the Board that the Mayor had requested that the Pride Flag be lowered to half-staff commemorating Tony Gwynn. This had occurred.

The meeting was opened for public comment

J. Thurston expressed concern that several HBA committee meetings had been held in locations that were not ADA accessible. He warned that holding committee meetings as they stand may potentially bring unwanted or be liable for penalties and fees if the locations of committee meetings are not changed. Based on the above allegations, J. Thurston requested that the Board remove J. Hale as HBA Board President.

D. Lundin expressed concerns about the public's ability of publicly access HBA committee meetings located at J. Hale's office. D. Lundin requested that J. Hale resign as HBA Board President if changes to ADA accessibility are not met.



M. Wright past President of the HBA stated that in the past few years the HBA has moved away from its mission. M. Wright would like to see the HBA engage better with its membership and re evaluate its current fundraising events.

S. Stauffer addressed the Board on her employment status as the Executive Director of the HBA. Stating her belief that she was unrightfully removed from her position as Executive Directors. S. Stauffer stated that she was not adequately trained for her position and that the actions of J. Hale throughout her employment created an “unhealthy” working environment.

A. Garwood, previous HBA Board Member, requested that the HBA and the Board of Directors re-evaluate its fundraising efforts in order to better serve the business community.

D. Brown expressed concern that the promotional image used for the Pride Block Party and Stonewall Rally does not represent the diversity of the LGBT community. D. Brown requested that 50 tickets to the Block Party be donated to the LGBT Center’s different diversity programs as recompence.

M. Wahlstrom confronted the board with his concerns and provided e-mail correspondence between the HBA, the City and M. Wahlstrom to be distributed.

Z. Schlagel expressed support of D. Brown.

N. Ramirez expressed support of the HBA and its fundraising efforts as well as in support of D. Brown’s concerns.

Consent items

C. Moreno motion to approve May minutes and April financials.

- C. Moreno / G. Younger 9/0/2

Beautification Committee

Purchase of Christmas decorations

- P. Katz made a motion to approve the purchase of Christmas decorations pending MAD approval in the next 30 days. C. Moreno / G. Younger 11/0/0

AT&T Building

C. Moreno updated the Board on a meeting held between C. Moreno, S. Stauffer and AT&T representative Christine Moore. C. Moreno would like to further these conversations with C. Moore to bring about action.

Pernicano’s mural

C. Moreno stated she had no updates on the progress of the Pernicano’s building mural.



Hillcrest Guide

E. Reynoso requested that the Board approve reprinting the Hillcrest Guide for the summer until production of the new map is complete.

- Motion to approve \$3,000 for re-printing the Hillcrest Guide so as to have enough for the summer. E. Reynoso / C. Moreno 11/0/0

Fat Tuesday and the GSDBA

J. Hale proposed that 100% of funds raised at Fat Tuesday be donated to the GSDBA Charitable Foundation Annual Youth Scholarship. This year the HBA raised \$2,000.

- Motion to approve 100% of Fat Tuesday proceeds from 2014 be donated to the GSDBA with a 50/50 split to resume next year and on an ongoing basis. J. Hale / C. Moreno 11/0/0

City Agreement

M. Dibden Brown stated that the five items on the agenda relating to the City contract are not necessary and requested they be tabled.

Marriage Equality Flag Raising

E. Reynoso presented the Board with a Marriage Equality Flag that he would like to be flown on Marriage Equality Day June 26th- June 28th 2014. E. Reynoso designed the Flag in 2004.

- Motion to approve the flying of a Marriage Equality Flag on June 26th- June 28th. G. Younger / R. Baranov 11/0/1

Meeting adjourned

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of May 31, 2014

| | <u>May 31, 14</u> |
|---|--------------------------|
| ASSETS | |
| Current Assets | |
| Checking/Savings | |
| 10035 · Comerica - Checking | 249,445.27 |
| Total Checking/Savings | <u>249,445.27</u> |
| Accounts Receivable | |
| 12000 · Accounts Receivable | 17,950.17 |
| Total Accounts Receivable | <u>17,950.17</u> |
| Other Current Assets | |
| 10110 · Block Party Prepaid Expense | 1,500.00 |
| 10115 · SBEP City Fees & Services | 20,900.00 |
| 10120 · BID Receivable | 692.79 |
| 10125 · MAD Receivable | 24,723.64 |
| 10140 · Mardi Gras/Fat Tuesday Rcvbl. | 443.59 |
| 10145 · Farmers Market Receivable | 4,690.50 |
| 10155 · Prepaid Expense | 5,527.57 |
| 10165 · Workers Compensation Deposit | 842.00 |
| 10175 · Commission for Arts Grant Rcvbl | 15,279.00 |
| Total Other Current Assets | <u>74,599.09</u> |
| Total Current Assets | 341,994.53 |
| Fixed Assets | |
| 10200 · Office Furniture & Equipment | 19,273.93 |
| 10220 · Accumulated Depreciation | -13,139.00 |
| Total Fixed Assets | <u>6,134.93</u> |
| TOTAL ASSETS | <u><u>348,129.46</u></u> |
| LIABILITIES & EQUITY | |
| Liabilities | |
| Current Liabilities | |
| Other Current Liabilities | |
| 20210 · Accrued Expenses | 831.35 |

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of May 31, 2014

| | <u>May 31, 14</u> |
|------------------------------------|--------------------------|
| 20230 · Sales Tax Payable | 12.60 |
| 20235 · City Fest Deferred Revenue | 6,205.00 |
| 21000 · Payroll Liabilities | |
| FUTA Payable | 8.19 |
| Vacation Payable | <u>5,364.95</u> |
| Total 21000 · Payroll Liabilities | <u>5,373.14</u> |
| | |
| Total Other Current Liabilities | <u>12,422.09</u> |
| | |
| Total Current Liabilities | <u>12,422.09</u> |
| | |
| Total Liabilities | 12,422.09 |
| | |
| Equity | |
| 31100 · Unrestricted Net Assets | 333,486.81 |
| Net Income | <u>2,220.56</u> |
| Total Equity | <u>335,707.37</u> |
| | |
| TOTAL LIABILITIES & EQUITY | <u><u>348,129.46</u></u> |

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

| | | | | TOTAL | | |
|--|------------------|------------------|-------------------|-------------------------|-------------------|-------------------|
| | May 14 | Budget | Variance | Jul '13 - May 14 | Budget | Variance |
| Income | | | | | | |
| 40015 · CityFest | 0.00 | | | 163,919.25 | 130,000.00 | 33,919.25 |
| 40020 · Farmers Market | 19,008.97 | 13,334.00 | 5,674.97 | 206,158.47 | 146,674.00 | 59,484.47 |
| 40030 · SBEP | 4,944.98 | 2,140.00 | 2,804.98 | 25,885.00 | 19,260.00 | 6,625.00 |
| 40040 · MAD | 306.70 | 6,711.00 | -6,404.30 | 92,678.26 | 85,696.00 | 6,982.26 |
| 40045 · MAD Reserve | 0.00 | 0.00 | 0.00 | 5,000.00 | 25,000.00 | -20,000.00 |
| 40050 · BID | 8,052.51 | 9,226.00 | -1,173.49 | 100,052.82 | 104,866.00 | -4,813.18 |
| 40055 · BID Carry Forward | 0.00 | 2,334.00 | -2,334.00 | 0.00 | 25,674.00 | -25,674.00 |
| 40065 · Hillcrest Fat Tuesday | 443.59 | | | 63,696.36 | | |
| 40080 · Newsletter/Advertising | 0.00 | 84.00 | -84.00 | 0.00 | 924.00 | -924.00 |
| 40095 · Movie Night | 0.00 | | | 33.50 | | |
| 40110 · Taste | -70.46 | 8,625.00 | -8,695.46 | 44,594.71 | 34,500.00 | 10,094.71 |
| 40115 · Taste 'N Tinis | 0.00 | | | 19,847.30 | 17,000.00 | 2,847.30 |
| 40120 · Interest | 0.00 | 100.00 | -100.00 | 12.62 | 1,100.00 | -1,087.38 |
| 40125 · Amazing High Heel Race | 3,000.00 | 8,000.00 | -5,000.00 | 3,000.00 | 8,000.00 | -5,000.00 |
| 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 | 7,337.00 | -7,337.00 |
| 40145 · Pride Flag | 3,200.00 | | | 34,124.55 | | |
| 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 | 3,949.00 | -3,949.00 |
| 40180 · Other Income | -7,752.21 | 167.00 | -7,919.21 | 1,455.78 | 1,837.00 | -381.22 |
| Total Income | 31,134.08 | 51,747.00 | -20,612.92 | 928,012.98 | 790,517.00 | 137,495.98 |
| Expense | | | | | | |
| 50000 · Personnel | | | | | | |
| 50005 · Salaries | 13,656.31 | 14,290.00 | -633.69 | 152,807.09 | 153,214.00 | -406.91 |
| 50025 · Employer Taxes - Federal | 1,047.89 | 1,572.00 | -524.11 | 12,238.25 | 16,988.00 | -4,749.75 |
| 50030 · Employer Taxes - State | 32.86 | 0.00 | 32.86 | 2,413.80 | 2,281.00 | 132.80 |
| 50035 · Health Insurance | 1,367.86 | 788.00 | 579.86 | 9,884.12 | 8,668.00 | 1,216.12 |
| 50040 · Workers Comp Insurance | 0.00 | 194.00 | -194.00 | 2,115.24 | 2,134.00 | -18.76 |
| Total 50000 · Personnel | 16,104.92 | 16,844.00 | -739.08 | 179,458.50 | 183,285.00 | -3,826.50 |
| 50045 · Operating | | | | | | |
| 50050 · Rent Office Space | 723.00 | 726.00 | -3.00 | 8,796.00 | 7,986.00 | 810.00 |
| 50055 · Storage | 575.00 | 150.00 | 425.00 | 3,050.00 | 1,650.00 | 1,400.00 |

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

| | | | | TOTAL | | |
|--|-----------------|-----------------|-----------------|-------------------------|------------------|------------------|
| | May 14 | Budget | Variance | Jul '13 - May 14 | Budget | Variance |
| 50060 · Accounting | 1,842.00 | 1,835.00 | 7.00 | 20,258.20 | 20,185.00 | 73.20 |
| 50065 · Audit | 0.00 | | | 6,000.00 | 7,500.00 | -1,500.00 |
| 50070 · Equipment Purchase | 0.00 | 225.00 | -225.00 | 0.00 | 2,475.00 | -2,475.00 |
| 50075 · Intern/Consultant | 0.00 | 417.00 | -417.00 | 2,041.00 | 4,587.00 | -2,546.00 |
| 50080 · Bank & Credit Card Charges | 10.57 | 50.00 | -39.43 | 609.94 | 550.00 | 59.94 |
| 50085 · Repair and Maintenance | 570.00 | 100.00 | 470.00 | 2,725.00 | 1,100.00 | 1,625.00 |
| 50090 · Office Supplies | 557.25 | 267.00 | 290.25 | 6,213.92 | 2,937.00 | 3,276.92 |
| 50095 · Postage and Delivery | 49.00 | 42.00 | 7.00 | 311.50 | 462.00 | -150.50 |
| 50100 · Printing/Photocopy | 0.00 | 340.00 | -340.00 | 87.75 | 3,740.00 | -3,652.25 |
| 50110 · Dues/Subscriptions | 0.00 | 667.00 | -667.00 | 480.00 | 7,337.00 | -6,857.00 |
| 50120 · Meetings | 0.00 | 251.00 | -251.00 | 3,710.68 | 2,761.00 | 949.68 |
| 50125 · Legal | 0.00 | 167.00 | -167.00 | 0.00 | 1,837.00 | -1,837.00 |
| 50130 · Telephone & Internet | 950.85 | 447.00 | 503.85 | 8,771.00 | 4,917.00 | 3,854.00 |
| 50135 · Parking/Mileage | 203.95 | 200.00 | 3.95 | 2,461.45 | 2,200.00 | 261.45 |
| 50140 · Depreciation | 0.00 | 100.00 | -100.00 | 0.00 | 1,100.00 | -1,100.00 |
| 50145 · Bad Debt Expense | 0.00 | | | 1,200.00 | | |
| 50330 · D & O / Liability Insurance | 0.00 | 326.00 | -326.00 | 6,045.00 | 6,744.00 | -699.00 |
| Total 50045 · Operating | 5,481.62 | 6,310.00 | -828.38 | 72,761.44 | 80,068.00 | -7,306.56 |
| 51000 · Neighborhood/Outreach Promotion | | | | | | |
| 51515 · CityFest | 0.00 | | | 119,753.02 | 85,000.00 | 34,753.02 |
| 51525 · Promotion/Marketing/Campaigns | 1,405.00 | 2,034.00 | -629.00 | 32,158.98 | 22,374.00 | 9,784.98 |
| 51526 · Taste | 376.09 | 0.00 | 376.09 | 14,077.47 | 7,700.00 | 6,377.47 |
| 51527 · Taste 'N Tinis | 0.00 | | | 14,351.03 | 15,000.00 | -648.97 |
| 51528 · Amazing High Heel Race | 0.00 | 2,000.00 | -2,000.00 | 201.35 | 2,000.00 | -1,798.65 |
| 51530 · Banners | 0.00 | 300.00 | -300.00 | 3,340.00 | 3,300.00 | 40.00 |
| 51535 · Web Site Communications | 0.00 | 84.00 | -84.00 | 0.00 | 924.00 | -924.00 |
| 51540 · Business Mixers/Open House | 12.92 | | | 12.92 | 0.00 | 12.92 |
| 51545 · Newsletter | 1,106.47 | 225.00 | 881.47 | 3,571.94 | 2,475.00 | 1,096.94 |
| 51555 · Farmer's Market | 3,493.30 | 1,667.00 | 1,826.30 | 32,653.43 | 18,337.00 | 14,316.43 |
| 51560 · Business Forum/Open House | 0.00 | 117.00 | -117.00 | 664.00 | 1,287.00 | -623.00 |
| 51565 · Hillcrest Map | 0.00 | 359.00 | -359.00 | 0.00 | 3,949.00 | -3,949.00 |
| 51570 · Hillcrest Hoedown. | 0.00 | | | 42,173.35 | 36,500.00 | 5,673.35 |
| 51575 · Pride Flag Project | 399.60 | | | 16,772.38 | | |
| 51800 · Pride of Hillcrest/Block Party | 0.00 | | | 116,323.84 | 90,000.00 | 26,323.84 |

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

| | | | | TOTAL | | |
|--|-------------------------|------------------------|--------------------------|------------------------|--------------------------|-------------------------|
| | May 14 | Budget | Variance | Jul '13 - May 14 | Budget | Variance |
| 51810 · Movie Night | 3,207.67 | | | 6,583.67 | | |
| 51820 · Hillcrest Fat Tuesday | 351.35 | | | 61,442.21 | | |
| Total 51000 · Neighborhood/Outreach Promotion | 10,352.40 | 6,786.00 | 3,566.40 | 464,079.59 | 288,846.00 | 175,233.59 |
| 53000 · Physical Improvements | | | | | | |
| 53125 · Hillcrest Sign Utilities/Maint. | 50.87 | 67.00 | -16.13 | 626.73 | 737.00 | -110.27 |
| 53130 · Security | 3,165.40 | 3,042.00 | 123.40 | 34,819.40 | 33,462.00 | 1,357.40 |
| 53135 · Street Cleaning | 3,908.00 | 3,910.00 | -2.00 | 49,809.00 | 43,010.00 | 6,799.00 |
| 53137 · Pressure Washing | 1,999.00 | 3,267.00 | -1,268.00 | 21,989.00 | 22,937.00 | -948.00 |
| 53138 · Utility Box Wraps | 0.00 | | | 4,952.62 | 5,000.00 | -47.38 |
| 53150 · Dumpsters | 0.00 | 301.00 | -301.00 | 5,169.29 | 3,311.00 | 1,858.29 |
| 53152 · Flower Baskets (Purchase) | 0.00 | 425.00 | -425.00 | 3,610.34 | 13,579.00 | -9,968.66 |
| 53155 · Tree & Flower Maintenance | 3,364.00 | 865.00 | 2,499.00 | 39,128.63 | 21,515.00 | 17,613.63 |
| 53156 · Tree Trimming Large Trees | 0.00 | 1,334.00 | -1,334.00 | 10,865.00 | 14,674.00 | -3,809.00 |
| 53157 · Tree Light Repair | 0.00 | 667.00 | -667.00 | 0.00 | 7,337.00 | -7,337.00 |
| 53158 · Light Canopy | 0.00 | | | 12,591.00 | 35,000.00 | -22,409.00 |
| 53160 · Capital Projects | -7,856.21 | | | -7,856.21 | 0.00 | -7,856.21 |
| 53162 · Sign Painting | 639.00 | | | 639.00 | | |
| 53165 · Contingency | 2,300.00 | 5,398.00 | -3,098.00 | 33,149.09 | 59,378.00 | -26,228.91 |
| Total 53000 · Physical Improvements | 7,570.06 | 19,276.00 | -11,705.94 | 209,492.89 | 259,940.00 | -50,447.11 |
| Total Expense | 39,509.00 | 49,216.00 | -9,707.00 | 925,792.42 | 812,139.00 | 113,653.42 |
| | <u>-8,374.92</u> | <u>2,531.00</u> | <u>-10,905.92</u> | <u>2,220.56</u> | <u>-21,622.00</u> | <u>23,842.56</u> |

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through May 2014

| | <u>110 GENERAL</u> | <u>220 SPECIAL EVENTS</u> | <u>410 BID CONTRACT</u> | <u>510 MAD</u> | <u>610 SBEP</u> | <u>TOTAL</u> |
|---|--------------------|---------------------------|-------------------------|------------------|------------------|-------------------|
| Income | | | | | | |
| 40010 - City Fest Income | | | | | | |
| Beer & Wine | 0.00 | 35,444.52 | 0.00 | 0.00 | 0.00 | 35,444.52 |
| Booth | 0.00 | 74,574.73 | 0.00 | 0.00 | 0.00 | 74,574.73 |
| Grants | | | | | | |
| Commission for Arts & Culture | 0.00 | 8,000.00 | 0.00 | 0.00 | 0.00 | 8,000.00 |
| SBEP City Fees & Services | 0.00 | 9,900.00 | 0.00 | 0.00 | 0.00 | 9,900.00 |
| TOT City & County | 0.00 | 5,000.00 | 0.00 | 0.00 | 0.00 | 5,000.00 |
| Total Grants | <u>0.00</u> | <u>22,900.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>22,900.00</u> |
| Sponsorship | <u>0.00</u> | <u>31,000.00</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>31,000.00</u> |
| Total 40010 - City Fest Income | <u>0.00</u> | <u>163,919.25</u> | <u>0.00</u> | <u>0.00</u> | <u>0.00</u> | <u>163,919.25</u> |
| 40020 - Farmers Market | 0.00 | 206,158.47 | 0.00 | 0.00 | 0.00 | 206,158.47 |
| 40030 - SBEP | 0.00 | 0.00 | 0.00 | 0.00 | 25,885.00 | 25,885.00 |
| 40040 - MAD | 0.00 | 0.00 | 0.00 | 92,678.26 | 0.00 | 92,678.26 |
| 40045 - MAD Reserve | 0.00 | 0.00 | 0.00 | 5,000.00 | 0.00 | 5,000.00 |
| 40050 - BID | 0.00 | 0.00 | 100,052.82 | 0.00 | 0.00 | 100,052.82 |
| 40065 - Hillcrest Fat Tuesday | 0.00 | 63,696.36 | 0.00 | 0.00 | 0.00 | 63,696.36 |
| 40095 - Movie Night | 0.00 | 33.50 | 0.00 | 0.00 | 0.00 | 33.50 |
| 40110 - Taste | 0.00 | 44,594.71 | 0.00 | 0.00 | 0.00 | 44,594.71 |
| 40115 - Taste 'N Tinis | 0.00 | 19,847.30 | 0.00 | 0.00 | 0.00 | 19,847.30 |
| 40120 - Interest | 12.62 | 0.00 | 0.00 | 0.00 | 0.00 | 12.62 |
| 40125 - Amazing High Heel Race | 0.00 | 3,000.00 | 0.00 | 0.00 | 0.00 | 3,000.00 |
| 40135 - Hillcrest Hoedown | 0.00 | 37,582.91 | 0.00 | 0.00 | 0.00 | 37,582.91 |
| 40145 - Pride Flag | 30,924.55 | 3,200.00 | 0.00 | 0.00 | 0.00 | 34,124.55 |
| 40155 - Pride of Hillcrest/Block Party | 52.00 | 129,919.45 | 0.00 | 0.00 | 0.00 | 129,971.45 |
| 40180 - Other Income | 1,455.78 | 0.00 | 0.00 | 0.00 | 0.00 | 1,455.78 |
| Total Income | <u>32,444.95</u> | <u>671,951.95</u> | <u>100,052.82</u> | <u>97,678.26</u> | <u>25,885.00</u> | <u>928,012.98</u> |
| Expense | | | | | | |
| 50000 - Personnel | | | | | | |
| 50005 - Salaries | 67,061.90 | 34,167.75 | 29,878.09 | 0.00 | 21,699.35 | 152,807.09 |
| 50025 - Employer Taxes - Federal | 5,535.72 | 2,680.20 | 2,327.38 | 0.00 | 1,694.95 | 12,238.25 |
| 50030 - Employer Taxes - State | 935.66 | 685.71 | 431.14 | 0.00 | 361.29 | 2,413.80 |
| 50035 - Health Insurance | 8,856.12 | 1,028.00 | 0.00 | 0.00 | 0.00 | 9,884.12 |

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through May 2014

| | <u>110 GENERAL</u> | <u>220 SPECIAL EVENTS</u> | <u>410 BID CONTRACT</u> | <u>510 MAD</u> | <u>610 SBEP</u> | <u>TOTAL</u> |
|--|--------------------|---------------------------|-------------------------|-----------------|------------------|-------------------|
| 50040 · Workers Comp Insurance | 1,706.58 | 236.54 | 172.12 | 0.00 | 0.00 | 2,115.24 |
| Total 50000 · Personnel | 84,095.98 | 38,798.20 | 32,808.73 | 0.00 | 23,755.59 | 179,458.50 |
| 50045 · Operating | | | | | | |
| 50050 · Rent Office Space | 5,112.75 | 0.00 | 3,683.25 | 0.00 | 0.00 | 8,796.00 |
| 50055 · Storage | 3,050.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,050.00 |
| 50060 · Accounting | 10,123.72 | 1,998.00 | 5,501.07 | 506.00 | 2,129.41 | 20,258.20 |
| 50065 · Audit | 0.00 | 0.00 | 2,625.00 | 3,375.00 | 0.00 | 6,000.00 |
| 50075 · Intern/Consultant | 0.00 | 2,041.00 | 0.00 | 0.00 | 0.00 | 2,041.00 |
| 50080 · Bank & Credit Card Charges | 609.94 | 0.00 | 0.00 | 0.00 | 0.00 | 609.94 |
| 50085 · Repair and Maintenance | 2,725.00 | 0.00 | 0.00 | 0.00 | 0.00 | 2,725.00 |
| 50090 · Office Supplies | 4,121.74 | 0.00 | 2,092.18 | 0.00 | 0.00 | 6,213.92 |
| 50095 · Postage and Delivery | 311.50 | 0.00 | 0.00 | 0.00 | 0.00 | 311.50 |
| 50100 · Printing/Photocopy | 87.75 | 0.00 | 0.00 | 0.00 | 0.00 | 87.75 |
| 50110 · Dues/Subscriptions | 480.00 | 0.00 | 0.00 | 0.00 | 0.00 | 480.00 |
| 50120 · Meetings | 3,662.13 | 48.55 | 0.00 | 0.00 | 0.00 | 3,710.68 |
| 50130 · Telephone & Internet | 6,423.44 | 103.61 | 2,243.95 | 0.00 | 0.00 | 8,771.00 |
| 50135 · Parking/Mileage | 2,461.45 | 0.00 | 0.00 | 0.00 | 0.00 | 2,461.45 |
| 50145 · Bad Debt Expense | 0.00 | 1,200.00 | 0.00 | 0.00 | 0.00 | 1,200.00 |
| 50330 · D & O / Liability Insurance | 4,529.50 | 0.00 | 1,515.50 | 0.00 | 0.00 | 6,045.00 |
| Total 50045 · Operating | 43,698.92 | 5,391.16 | 17,660.95 | 3,881.00 | 2,129.41 | 72,761.44 |
| 51000 · Neighborhood/Outreach Promotion | | | | | | |
| 51525 · Promotion/Marketing/Campaigns | 18,476.66 | 200.00 | 13,482.32 | 0.00 | 0.00 | 32,158.98 |
| 51526 · Taste | 0.00 | 14,077.47 | 0.00 | 0.00 | 0.00 | 14,077.47 |
| 51527 · Taste 'N Tinis | 0.00 | 14,351.03 | 0.00 | 0.00 | 0.00 | 14,351.03 |
| 51528 · Amazing High Heel Race | 0.00 | 201.35 | 0.00 | 0.00 | 0.00 | 201.35 |
| 51530 · Banners | 3,340.00 | 0.00 | 0.00 | 0.00 | 0.00 | 3,340.00 |
| 51540 · Business Mixers/Open House | 12.92 | 0.00 | 0.00 | 0.00 | 0.00 | 12.92 |
| 51545 · Newsletter | 0.00 | 0.00 | 3,571.94 | 0.00 | 0.00 | 3,571.94 |
| 51555 · Farmer's Market | 161.94 | 32,491.49 | 0.00 | 0.00 | 0.00 | 32,653.43 |
| 51560 · Business Forum/Open House | 0.00 | 0.00 | 664.00 | 0.00 | 0.00 | 664.00 |
| 51570 · Hillcrest Hoedown. | 0.00 | 42,173.35 | 0.00 | 0.00 | 0.00 | 42,173.35 |
| 51575 · Pride Flag Project | 16,772.38 | 0.00 | 0.00 | 0.00 | 0.00 | 16,772.38 |
| 51800 · Pride of Hillcrest/Block Party | 0.00 | 116,323.84 | 0.00 | 0.00 | 0.00 | 116,323.84 |
| 51810 · Movie Night | 0.00 | 6,583.67 | 0.00 | 0.00 | 0.00 | 6,583.67 |

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through May 2014

| | <u>110 GENERAL</u> | <u>220 SPECIAL EVENTS</u> | <u>410 BID CONTRACT</u> | <u>510 MAD</u> | <u>610 SBEP</u> | <u>TOTAL</u> |
|--|--------------------|---------------------------|-------------------------|------------------|-----------------|-------------------|
| 51820 · Hillcrest Fat Tuesday | 0.00 | 61,442.21 | 0.00 | 0.00 | 0.00 | 61,442.21 |
| Total 51000 · Neighborhood/Outreach Promotion | 38,763.90 | 287,844.41 | 17,718.26 | 0.00 | 0.00 | 344,326.57 |
| 51520 · City Fest | | | | | | |
| Advertising | 0.00 | 4,356.28 | 0.00 | 0.00 | 0.00 | 4,356.28 |
| Ambulance | 0.00 | 1,680.00 | 0.00 | 0.00 | 0.00 | 1,680.00 |
| BID Crew & Equipment | 0.00 | 3,922.42 | 0.00 | 0.00 | 0.00 | 3,922.42 |
| City Fees (SDPD/Fire) | 0.00 | 14,975.30 | 0.00 | 0.00 | 0.00 | 14,975.30 |
| Concessions | 0.00 | 14,126.00 | 0.00 | 0.00 | 0.00 | 14,126.00 |
| Entertainment | 0.00 | 10,021.00 | 0.00 | 0.00 | 0.00 | 10,021.00 |
| Equipment Rental | 0.00 | 48,627.09 | 0.00 | 0.00 | 0.00 | 48,627.09 |
| Event Management | 0.00 | 12,163.74 | 0.00 | 0.00 | 0.00 | 12,163.74 |
| Ice Trailer | 0.00 | 488.75 | 0.00 | 0.00 | 0.00 | 488.75 |
| Permits | 0.00 | 560.10 | 0.00 | 0.00 | 0.00 | 560.10 |
| Promotions | 0.00 | 1,216.36 | 0.00 | 0.00 | 0.00 | 1,216.36 |
| Security | 0.00 | 5,723.55 | 0.00 | 0.00 | 0.00 | 5,723.55 |
| Shuttle Services | 0.00 | 81.00 | 0.00 | 0.00 | 0.00 | 81.00 |
| Supplies/Printing | 0.00 | 1,521.43 | 0.00 | 0.00 | 0.00 | 1,521.43 |
| Trash Management | 0.00 | 290.00 | 0.00 | 0.00 | 0.00 | 290.00 |
| Total 51520 · City Fest | 0.00 | 119,753.02 | 0.00 | 0.00 | 0.00 | 119,753.02 |
| 53000 · Physical Improvements | | | | | | |
| 53125 · Hillcrest Sign Utilities/Maint. | 0.00 | 0.00 | 0.00 | 626.73 | 0.00 | 626.73 |
| 53130 · Security | 0.00 | 0.00 | 0.00 | 34,819.40 | 0.00 | 34,819.40 |
| 53135 · Street Cleaning | 18,104.07 | 0.00 | 15,955.02 | 15,749.91 | 0.00 | 49,809.00 |
| 53137 · Pressure Washing | 7,416.29 | 0.00 | 2,917.29 | 11,655.42 | 0.00 | 21,989.00 |
| 53138 · Utility Box Wraps | 4,952.62 | 0.00 | 0.00 | 0.00 | 0.00 | 4,952.62 |
| 53150 · Dumpsters | 2,175.74 | 0.00 | 2,100.57 | 892.98 | 0.00 | 5,169.29 |
| 53152 · Flower Baskets (Purchase) | 3,292.34 | 0.00 | 318.00 | 0.00 | 0.00 | 3,610.34 |
| 53155 · Tree & Flower Maintenance | 4,980.60 | 0.00 | 8,830.00 | 25,318.03 | 0.00 | 39,128.63 |
| 53156 · Tree Trimming Large Trees | 10,865.00 | 0.00 | 0.00 | 0.00 | 0.00 | 10,865.00 |
| 53158 · Light Canopy | 0.00 | 0.00 | 0.00 | 12,591.00 | 0.00 | 12,591.00 |
| 53160 · Capital Projects | 0.00 | 0.00 | 0.00 | -7,856.21 | 0.00 | -7,856.21 |
| 53162 · Sign Painting | 639.00 | 0.00 | 0.00 | 0.00 | 0.00 | 639.00 |
| 53165 · Contingency | 31,405.09 | 0.00 | 1,744.00 | 0.00 | 0.00 | 33,149.09 |
| Total 53000 · Physical Improvements | 83,830.75 | 0.00 | 31,864.88 | 93,797.26 | 0.00 | 209,492.89 |

Hillcrest Business Improvement Association, Inc.
Profit & Loss by Class
 July 2013 through May 2014

| | <u>110 GENERAL</u> | <u>220 SPECIAL EVENTS</u> | <u>410 BID CONTRACT</u> | <u>510 MAD</u> | <u>610 SBEP</u> | <u>TOTAL</u> |
|---------------|---------------------------|---------------------------|-------------------------|--------------------|--------------------|------------------------|
| Total Expense | <u>250,389.55</u> | <u>451,786.79</u> | <u>100,052.82</u> | <u>97,678.26</u> | <u>25,885.00</u> | <u>925,792.42</u> |
| | <u><u>-217,944.60</u></u> | <u><u>220,165.16</u></u> | <u><u>0.00</u></u> | <u><u>0.00</u></u> | <u><u>0.00</u></u> | <u><u>2,220.56</u></u> |

| | FY 15 | 110 GENERAL | 510 MAD | 210 Special Events | BID Detail | 610 SBEP |
|---|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|
| Income | | | | | | |
| 40010 · City Fest | \$ 163,919.00 | | | \$ 163,919.00 | | |
| 40020 · Farmers Market | \$ 220,000.00 | \$ 220,000.00 | | | | |
| 40030 · SBEP | \$ 27,671.00 | | | | | \$ 27,671.00 |
| 40040 · MAD | \$ 90,183.00 | | \$ 90,183.00 | | | |
| MAD Reserve | \$ 25,000.00 | | \$ 25,000.00 | | | |
| 40050 · BID | \$ 114,000.00 | | | | \$ 114,000.00 | |
| BID carry forward | \$ 1,000.00 | | | | \$ 1,000.00 | |
| 40080 · Newsletter/Advertising | \$ 1,000.00 | \$ 1,000.00 | | | | |
| 40110 · Taste | \$ 44,665.00 | | | \$ 44,665.00 | | |
| Fat Tuesday | \$ 63,253.00 | | | \$ 63,253.00 | | |
| Taste 'n Tinis | \$ 19,847.00 | | | \$ 19,847.00 | | |
| Pride of Hillcrest Blockparty | \$ 129,971.00 | | | \$ 129,971.00 | | |
| Hillcrest Hoedown | \$ 37,583.00 | | | \$ 37,583.00 | | |
| High Heel Race | \$ 12,000.00 | | | \$ 12,000.00 | | |
| 40140 · Banner space rental | \$ 5,000.00 | \$ 5,000.00 | | | | |
| Hillcrest Map | \$ 3,000.00 | \$ 3,000.00 | | | | |
| 40180 · Other Income (Prow) | \$ 1,560.00 | \$ 1,560.00 | | | | |
| Total Income | \$ 959,652.00 | \$ 230,560.00 | \$ 115,183.00 | \$ 471,238.00 | \$ 115,000.00 | \$ 27,671.00 |
| Expense | | | | | | |
| 50000 · Personnel | | | | | | |
| 50005 · Salaries | \$ 165,991.00 | \$ 61,991.00 | | \$ 43,000.00 | \$ 35,500.00 | \$ 25,500.00 |
| 50025 · Employer Taxes - Federal | \$ 13,254.00 | \$ 2,913.00 | | \$ 5,674.00 | \$ 2,716.00 | \$ 1,951.00 |
| 50030 · Employer Taxes - State | \$ 2,485.00 | \$ 1,125.00 | | \$ 760.00 | \$ 380.00 | \$ 220.00 |
| 50035 · Health Insurance | \$ 8,950.00 | \$ 5,800.00 | | \$ 3,150.00 | | |
| 50040 · Workers Comp Insurance | \$ 3,073.00 | \$ 1,923.00 | | \$ 770.00 | \$ 380.00 | |
| 50045 · Operating | | | | | | |
| 50050 · Rent Office Space | \$ 9,639.00 | \$ 5,639.00 | | | \$ 4,000.00 | |
| 50055 · Storage | \$ 3,600.00 | \$ 3,600.00 | | | | |
| 50060 · Accounting | \$ 22,100.00 | \$ 13,100.00 | \$ 1,000.00 | \$ 8,000.00 | | |
| 50065 · Audit | \$ 7,375.00 | \$ 1,000.00 | \$ 3,375.00 | | \$ 3,000.00 | |
| 50070 · Equipment Purchase | \$ 2,700.00 | \$ 2,700.00 | | | | |
| 50075 · Consultants/Interns | \$ 5,000.00 | | | \$ 5,000.00 | | |
| 50080 · Bank & Credit Card Charges | \$ 600.00 | \$ 600.00 | | | | |
| 50085 · Repair / Maintenance / Cleaning | \$ 2,100.00 | \$ 2,100.00 | | | | |
| 50090 · Office Supplies | \$ 3,200.00 | \$ 1,800.00 | | | \$ 1,400.00 | |
| 50095 · Postage and Delivery | \$ 500.00 | \$ 500.00 | | | | |

| | | | | | | |
|--------------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|---------------------|
| 50100 · Printing/Photocopy | \$ 2,000.00 | \$ 800.00 | | | \$ 1,200.00 | |
| 50105 · Permits | | | | | | |
| 50110 · Dues/Subscriptions | \$ 2,000.00 | \$ 2,000.00 | | | | |
| 50115 · Staff Development | \$ 2,500.00 | \$ 2,500.00 | | | | |
| 50120 · Meetings | \$ 4,000.00 | \$ 3,400.00 | | | \$ 600.00 | |
| 50125 · Legal | \$ 8,500.00 | \$ 8,500.00 | | | | |
| 50130 · Telephone & Internet | \$ 8,842.00 | \$ 7,642.00 | | | \$ 1,200.00 | |
| 50135 · Parking/Mileage | \$ 2,400.00 | \$ 2,400.00 | | | | |
| 50140 · Depreciation | \$ 300.00 | \$ 300.00 | | | | |
| 50220 · Insurance | \$ 8,000.00 | \$ 6,000.00 | | | \$ 2,000.00 | |
| 51000 · Outreach/Promotion | | | | | | |
| Promotion/Marketing/Campaigns | \$ 35,754.00 | \$ 24,534.00 | | | \$ 11,220.00 | |
| Banners | \$ 3,600.00 | \$ 3,600.00 | | | | |
| Web communications | \$ 1,000.00 | \$ 200.00 | | | \$ 800.00 | |
| Hillcrest Map | \$ 5,000.00 | \$ 5,000.00 | | | | |
| Pride of Hillcrest Block Party | \$ 90,000.00 | | \$ 90,000.00 | | | |
| Farmers Market | \$ 30,000.00 | | \$ 30,000.00 | | | |
| Hillcrest Hoedown | \$ 42,173.00 | | \$ 42,173.00 | | | |
| High Heel Race | \$ 2,000.00 | | \$ 2,000.00 | | | |
| Taste 'n Tinis | \$ 14,351.00 | | \$ 14,351.00 | | | |
| City Fest | \$ 119,753.00 | | \$ 119,753.00 | | | |
| Hillcrest Fat Tuesday | \$ 61,090.00 | | \$ 61,090.00 | | | |
| Taste | \$ 13,701.00 | \$ 13,701.00 | | | | |
| Business Open House | \$ 1,400.00 | | | | \$ 1,400.00 | |
| Newsletter | \$ 2,700.00 | | | | \$ 2,700.00 | |
| 53000 · Physical Improvements | | | | | | |
| Hillcrest Sign Utilities/Maint. | \$ 800.00 | | \$ 800.00 | | | |
| Security | \$ 38,000.00 | | \$ 38,000.00 | | | |
| Street Cleaning | \$ 53,717.00 | \$ 18,809.00 | \$ 14,908.00 | | \$ 20,000.00 | |
| Pressure washing | \$ 24,000.00 | \$ 3,850.00 | \$ 11,200.00 | | \$ 8,950.00 | |
| Utility box wraps | \$ 5,000.00 | \$ 5,000.00 | | | | |
| Dumpsters | \$ 4,300.00 | \$ 2,300.00 | | | \$ 2,000.00 | |
| Tree and Flower Basket Maintenance | \$ 35,000.00 | \$ 13,446.00 | \$ 12,000.00 | | \$ 9,554.00 | |
| Tree Trimming large trees | \$ 13,000.00 | \$ 13,000.00 | | | | |
| Tree light repair | | | | | | |
| Special Projects | \$ 25,000.00 | | \$ 25,000.00 | | | |
| Contingency | \$ 49,204.00 | \$ 34,304.00 | \$ 8,900.00 | | \$ 6,000.00 | |
| Total Expense | \$ 959,652.00 | \$ 276,077.00 | \$ 115,183.00 | \$ 425,721.00 | \$ 115,000.00 | \$ 27,671.00 |
| Total Income | \$ 959,652.00 | \$ (45,517.00) | \$ - | \$ 45,517.00 | \$ - | \$ - |
| Net Income | \$ - | | | | | |

