



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ September 13, 2016, 4pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Agenda

- | | | |
|---|--------------|------------|
| 1. Call to order and introductions | G. Younger | 2 minutes |
| 2. Public comment (2 minutes per speaker) (information) | | 8 minutes |
| 3. President's report (information) | G. Younger | 5 minutes |
| 4. Executive Director's report (information) | B. Nicholls | 5. minutes |
| 5. Consent agenda (action)
a. Approval of minutes (July 2016) ¹
b. Approval of financials (June 2016) ² | M. Brennan | 5. minutes |
| 6. Approval of proposed slate of candidates for the Board of Directors proxy ballot (action) ³ | R. Bedrosian | 5 minutes |
| 7. Approval to enter into contract with Devaney, Pate, Morris and Cameron (action) | B. Nicholls | 10 minutes |
| 8. Approval of letter concerning multi-neighborhood homeless strategy (action) ⁴ | B. Nicholls | 10 minutes |

Adjourn

Attachments:

- | | |
|---|---|
| 1. Board minutes August, 2016 | 4. Multi neighborhood position statement letter |
| 2. Board financial documents July, 2016 | |
| 3. Proposed slate of candidates for 2016 election | |

Notices to the public:

Parking and access: Parking for the meeting may be found at the HUB parking lot. Disabled persons of any kind are invited to contact the HBA for assistance with accessing and participating in the meeting. Translation services are available upon request. Any special requests must be made via email to benjamin@hillcrestbia.org three business days ahead of the meeting.

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.

Public Comment:

The public is welcome 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 Association
3737 Fifth Ave. #202, San Diego, CA 92103
p:(619) 299-3330 f: (619) 299-4230



Ad hoc committees:

- ~~Map ad hoc committee (B. Casey)~~
 - ~~Video ad hoc committee (B. Casey)~~
 - ~~Bicycle ad hoc committee (C. Kauffman)~~
 - ~~Homeless outreach ad hoc committee~~
 - EMAD ad-hoc committee (M. Roland)
 - ~~Taste of Hillcrest (J. Baro)~~
 - ~~Hillcrest Craft Beer Crawl (J. Baro)~~
 - Normal Street Greenway (M. Brennan)
 - Security (P. Katz)
 - ~~Pride Block Party (R. Bedrosian)~~
 - Mardi Gras (J. Baro)
-

Attachments:

1. Board minutes August, 2016
2. Board financial documents July, 2016
3. Proposed slate of candidates for 2016 election

4. Multi neighborhood position statement letter

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Hillcrest Business Association
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Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ June 14, 2016, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Minutes

Board in attendance:

Bryan Lovering, Larry Malone, Cecelia Moreno, Maggie Roland, Michael Brennan, Tami Daiber, Pete Katz, Jessica Barro, Ryan Bedrosian, Alphonso Tsang, Paul Smith and Charles Kauffman.

Staff in attendance:

Megan Gamwell, Mary Joseph and Benjamin Nicholls.

Public in attendance

Matt Wahlstrom, Mary Joseph, Michael McConnell, Taylor Gobar, Rachael Bianca, Officer Alphonso Penon and Elizabeth Robinson.

- T. Daiber called the meeting to order.
- T. Gobar came to the Board to discuss the recently hired HBA security team. Gobar believes the services are un-ethical towards the homeless community and called for the cancellation of the security team.
- M. McConnell is a business owner in San Diego County and is troubled by the use of the HBA security team in addressing the homeless community in Hillcrest.

- T. Daiber gave the president's report and announced that Cityfest will be held on Sunday August 14th. Daiber also announced that Megan Gamwell resigned as Marketing and Communication Director of the organization after three years of employment.

- G. Younger presented the consent agenda.
 - Approval of minutes (July 2016)
 - Approval of financials (June 2016)
 - M. Roland / P. Katz 10/0/2 J. Barro and A. Tsang abstention

- B. Nicholls asked the Board to review the new agreement with Hillcrest Lions Club concerning flag program.
- M. Wahlstrom asked for clarification of the conditional use permit for when the US flag would be raised vs. the Rainbow flag.
- B. Nicholls commented that the policy says eight days.
- G. Younger wants to make a motion for staff to work on a budget and the permit process.
- T. Daiber suggested a provision be made that would allow for the flag.



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- B. Nicholls would like the following amendment made to the agreement “ The flag will be lowered when ever the President of the United Stated, the Governor of California or the San Diego Mayor decree.”
 - P. Katz made a motion to amend the agreement with the above provision.
 - P. Katz/ J. Barro 12/0/0

 - B. Nicholls reported his progress to the board concerning the new Executive Director organizational priority list committee. Nicholls then read his priority list aloud.
 - C. Kauffman expressed support of the new priority list.
 - T. Gobar believes the stated priority list for the HBA Executive Director is an overstep of organizational boundaries
 - B. Nicholls asked the board to review the priority list one last time before voting.
 - M. Wahlstrom asked if the new priority list would include continued lobbyist efforts on behalf of the Gateway Group.
 - Motion to approve Executive Director organizational priority list
 - P. Katz/ J. Barro 12/0/0

 - T. Daiber updated the Board that B. Nicholls was accepted into a UCSD Masters Program. Due to projected scheduling conflicts the Executive Committee is asking Board approval to move the meeting to 4pm instead of 5pm and to move the Executive Committee will to the last Thursday of each month at 4pm.
 - Motion to approve new Board meeting time and date.
P. Katz/ J. Barro 11/0/1 P. Smith Abstention

 - B. Nicholls introduced the agreement with Nightmare on Normal Street. The changed agreement was handed out in the Board packet.
 - T. Daiber stated the agreement should be consistent with the language used in the HBA contract with the City of San Diego.
 - Motion to approve agreement P. Katz/T. Daiber 12/0/0

Meeting Adjourned

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of July 31, 2016

	<u>Jul 31, 16</u>
ASSETS	
Current Assets	
Checking/Savings	
10035 - Comerica - Checking	119,289.82
10045 - PayPal	656.20
Total Checking/Savings	<u>119,946.02</u>
Accounts Receivable	
12000 - Accounts Receivable	53,276.50
Total Accounts Receivable	<u>53,276.50</u>
Other Current Assets	
10115 - SBEP City Fees & Services	5,584.95
10125 - MAD Receivable	14,118.24
10145 - Farmers Market Receivable	12,800.87
10155 - Prepaid Expense	6,501.53
10175 - Commission for Arts Grant Rcvbl	22,000.00
Total Other Current Assets	<u>61,005.59</u>
Total Current Assets	234,228.11
Fixed Assets	
10200 - Office Furniture & Equipment	21,364.81
10220 - Accumulated Depreciation	-16,258.40
Total Fixed Assets	<u>5,106.41</u>
TOTAL ASSETS	<u><u>239,334.52</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Accounts Payable	
20000 - Accounts Payable	250.00
Total Accounts Payable	250.00
Other Current Liabilities	
20230 - Sales Tax Payable	1,254.00
21000 - Payroll Liabilities	
Vacation Payable	5,036.62
Total 21000 - Payroll Liabilities	<u>5,036.62</u>

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of July 31, 2016

	<u>Jul 31, 16</u>
Total Other Current Liabilities	6,290.62
Total Current Liabilities	<u>6,540.62</u>
Total Liabilities	6,540.62
Equity	
31100 - Unrestricted Net Assets	167,008.33
Net Income	65,785.57
Total Equity	<u>232,793.90</u>
TOTAL LIABILITIES & EQUITY	<u><u>239,334.52</u></u>

Hillcrest Business Improvement Association, Inc.
Profit & Loss Budget vs. Actual
July 2016

	Jul 16	Budget	\$ Over Budget
Income			
40015 · CityFest	57,294.10	60,000.00	-2,705.90
40020 · Farmers Market	23,355.62	17,500.00	5,855.62
40040 · MAD	7,901.64	7,515.00	386.64
40050 · BID	6,215.75	8,977.00	-2,761.25
40100 · Nightmare on Normal Street	6,500.00	6,000.00	500.00
40140 · Banner Space	500.00	208.00	292.00
40155 · Pride of Hillcrest/Block Party	88,458.85	100,000.00	-11,541.15
Total Income	190,225.96	200,200.00	-9,974.04
Expense			
50000 · Personnel			
50005 · Salaries	15,916.92	13,016.00	2,900.92
50025 · Employer Taxes - Federal	1,217.65	1,223.00	-5.35
50035 · Health Insurance	155.67	841.00	-685.33
50040 · Workers Comp Insurance	0.00	144.00	-144.00
Total 50000 · Personnel	17,290.24	15,224.00	2,066.24
50045 · Operating			
50050 · Rent Office Space	982.40	803.00	179.40
50060 · Accounting	1,843.50	1,591.00	252.50
50070 · Equipment Purchase	0.00	175.00	-175.00
50075 · Intern/Consultant	0.00	832.00	-832.00
50090 · Office Supplies	104.55	266.00	-161.45
50095 · Postage and Delivery	47.00	29.00	18.00
50100 · Printing/Photocopy	77.83	107.00	-29.17
50110 · Dues/Subscriptions	500.00	450.00	50.00
50120 · Meetings	1.25	291.00	-289.75
50130 · Telephone & Internet	336.56	625.00	-288.44
50135 · Parking/Mileage	230.50	199.00	31.50
50330 · D & O / Liability Insurance	1,332.45	791.00	541.45
Total 50045 · Operating	5,456.04	6,159.00	-702.96
51000 · Neighborhood/Outreach Promotion			
51515 · CityFest	2,846.20	5,000.00	-2,153.80
51525 · Promotion/Marketing/Campaigns	0.00	1,292.00	-1,292.00
51535 · Web Site Communications	0.00	85.00	-85.00
51545 · Newsletter	844.96	1,025.00	-180.04
51555 · Farmer's Market	1,405.00	1,250.00	155.00
51556 · Farmer's Market Trolley	1,540.00	1,250.00	290.00
51560 · Business Forum/Open House	0.00	280.00	-280.00
51800 · Pride of Hillcrest/Block Party	63,555.86	65,000.00	-1,444.14
Total 51000 · Neighborhood/Outreach Promotion	70,192.02	75,182.00	-4,989.98
53000 · Physical Improvements			
53125 · Hillcrest Sign Utilities/Maint.	46.55	66.00	-19.45
53130 · Security	4,950.03	3,166.00	1,784.03
53135 · Street Cleaning	3,908.00	3,666.00	242.00

Hillcrest Business Improvement Association, Inc.
Profit & Loss Budget vs. Actual
 July 2016

	Jul 16	Budget	\$ Over Budget
53137 - Pressure Washing	2,094.50	2,000.00	94.50
53150 - Dumpsters	0.00	375.00	-375.00
53155 - Tree & Flower Maintenance	2,182.00	1,834.00	348.00
53159 - EMAD Expansion	16,250.00	16,500.00	-250.00
53161 - Special Projects	2,071.01	826.00	1,245.01
Total 53000 - Physical Improvements	31,502.09	28,433.00	3,069.09
Total Expense	124,440.39	124,998.00	-557.61
Net Income	65,785.57	75,202.00	-9,416.43

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2016

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	TOTAL
Income					
40010 · City Fest Income					
Booth	0.00	40,544.10	0.00	0.00	40,544.10
Sponsorship	0.00	16,750.00	0.00	0.00	16,750.00
Total 40010 · City Fest Income	0.00	57,294.10	0.00	0.00	57,294.10
40020 · Farmers Market	23,355.62	0.00	0.00	0.00	23,355.62
40040 · MAD	0.00	0.00	0.00	7,901.64	7,901.64
40050 · BID	0.00	0.00	6,215.75	0.00	6,215.75
40100 · Nightmare on Normal Street	0.00	6,500.00	0.00	0.00	6,500.00
40140 · Banner Space	500.00	0.00	0.00	0.00	500.00
40155 · Pride of Hillcrest/Block Party	0.00	88,458.85	0.00	0.00	88,458.85
Total Income	23,855.62	152,252.95	6,215.75	7,901.64	190,225.96
Expense					
50000 · Personnel					
50005 · Salaries	6,903.48	5,490.00	3,523.44	0.00	15,916.92
50025 · Employer Taxes - Federal	528.11	419.99	269.55	0.00	1,217.65
50030 · Employer Taxes - State	0.00	0.00	0.00	0.00	0.00
50035 · Health Insurance	155.67	0.00	0.00	0.00	155.67
Total 50000 · Personnel	7,587.26	5,909.99	3,792.99	0.00	17,290.24
50045 · Operating					
50050 · Rent Office Space	982.40	0.00	0.00	0.00	982.40
50060 · Accounting	1,178.50	665.00	0.00	0.00	1,843.50
50090 · Office Supplies	104.55	0.00	0.00	0.00	104.55
50095 · Postage and Delivery	47.00	0.00	0.00	0.00	47.00
50100 · Printing/Photocopy	77.83	0.00	0.00	0.00	77.83
50110 · Dues/Subscriptions	500.00	0.00	0.00	0.00	500.00
50120 · Meetings	1.25	0.00	0.00	0.00	1.25
50130 · Telephone & Internet	336.56	0.00	0.00	0.00	336.56
50135 · Parking/Mileage	230.50	0.00	0.00	0.00	230.50
50330 · D & O / Liability Insurance	0.00	1,332.45	0.00	0.00	1,332.45
Total 50045 · Operating	3,458.59	1,997.45	0.00	0.00	5,456.04
51000 · Neighborhood/Outreach Promotion					
51545 · Newsletter	844.96	0.00	0.00	0.00	844.96

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2016

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	TOTAL
51555 · Farmer's Market	1,405.00	0.00	0.00	0.00	1,405.00
51556 · Farmer's Market Trolley	1,540.00	0.00	0.00	0.00	1,540.00
51575 · Pride Flag Project	0.00	0.00	0.00	0.00	0.00
51800 · Pride of Hillcrest/Block Party	0.00	63,555.86	0.00	0.00	63,555.86
Total 51000 · Neighborhood/Outreach Promotion	3,789.96	63,555.86	0.00	0.00	67,345.82
51520 · City Fest					
Advertising	0.00	1,847.50	0.00	0.00	1,847.50
Permits	0.00	150.00	0.00	0.00	150.00
Supplies/Printing	0.00	848.70	0.00	0.00	848.70
Total 51520 · City Fest	0.00	2,846.20	0.00	0.00	2,846.20
53000 · Physical Improvements					
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	46.55	46.55
53130 · Security	0.00	0.00	0.00	4,950.03	4,950.03
53135 · Street Cleaning	2,049.71	0.00	1,207.73	650.56	3,908.00
53137 · Pressure Washing	0.00	0.00	0.00	2,094.50	2,094.50
53155 · Tree & Flower Maintenance	806.97	0.00	1,215.03	160.00	2,182.00
53159 · EMAD Expansion	16,250.00	0.00	0.00	0.00	16,250.00
53161 · Special Projects	2,071.01	0.00	0.00	0.00	2,071.01
Total 53000 · Physical Improvements	21,177.69	0.00	2,422.76	7,901.64	31,502.09
Total Expense	36,013.50	74,309.50	6,215.75	7,901.64	124,440.39
	-12,157.88	77,943.45	0.00	0.00	65,785.57

Hillcrest Business Improvement Association, Inc.
A/R Aging Summary

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
2016 GO by BIKE Mini-Grant Program	0.00	0.00	2,955.00	0.00	0.00	2,955.00
Anheuser-Busch	0.00	0.00	0.00	10,000.00	2,500.00	12,500.00
Beam Suntory	0.00	0.00	0.00	6,000.00	0.00	6,000.00
Busalacchi's A Modo Mio	0.00	0.00	0.00	0.00	1,000.00	1,000.00
Campari America	0.00	0.00	0.00	7,000.00	0.00	7,000.00
Comerica Bank	0.00	0.00	0.00	1,500.00	0.00	1,500.00
Flick's	0.00	0.00	1,000.00	0.00	0.00	1,000.00
Geico	0.00	1,750.00	0.00	0.00	0.00	1,750.00
Luigi Vera, Buy, Trade & Sell	0.00	0.00	0.00	0.00	250.00	250.00
Phildaelphia Insurance	0.00	0.00	3,924.50	0.00	13,027.00	16,951.50
San Diego Pride	0.00	0.00	0.00	0.00	0.00	0.00
San Ysidro Health Center-CASA	0.00	370.00	0.00	0.00	0.00	370.00
UCSD	0.00	0.00	0.00	0.00	2,000.00	2,000.00
	0.00	2,120.00	7,879.50	24,500.00	18,777.00	53,276.50



Proxy Ballot

This is the **proxy ballot** for the 2016 Hillcrest Business Association Board of Directors election. The election will be held at the Hillcrest Business Association Annual Meeting on October 11, 2016. This ballot should be used by those who wish to vote but can not be present at the Annual Meeting.

This election will fill eight two year vacancies on the Hillcrest Business Association Board of Directors whose term will expire October 2018 and three vacancies on the Uptown Community Parking District Board of Directors.

Business owners who have fully paid their BID assessment as of September 1, 2016 are eligible to vote.

Votes may be cast by mail using this proxy ballot or in person at the **Hillcrest Business Association Annual Meeting at 5pm on October 11, 2016**. The meeting will be held at H2O Sushi 3930 Fifth Ave. Nominations may be made from the floor at the Annual Meeting provided nominees have expressed their interest to run in writing prior to the meeting.

Failure to follow directions on this ballot will disqualify the ballot.

Business owners nominated to the HBA Board of Directors.

Please vote for up to eight candidates by placing an X in the box next to the candidate:

- | | |
|--|---|
| <input type="checkbox"/> Jessica Baro ~ Fiesta Cantina | <input type="checkbox"/> Cecelia Moreno ~ The Crest Cafe |
| <input type="checkbox"/> Jeff Jackson ~ Flicks | <input type="checkbox"/> Maggie Roland ~ M. Roland and Assoc. |
| <input type="checkbox"/> Pete Katz ~ Katz Realestate | <input type="checkbox"/> Paul Smith ~ The Merrow |
| <input type="checkbox"/> Brian Lovering ~ Adam and Eve | <input type="checkbox"/> Glenn Younger ~ Grah Security |

Please complete the information below to validate your ballot:

Name: _____ Business Name: _____

Business Tax ID: _____ Address: _____

Contact Phone Number: _____

Signature: _____

Please mail or deliver your ballot to the Hillcrest Business Association offices before 5pm on October 7, 2016.

Please deliver to:

Hillcrest Business Association ~ 3737 5th Ave. #202 ~ San Diego, CA 92103

Fax: (619) 299-4230 benjamin@hillcrestbia.org

*For copies of the HBA bylaws and election documents, please visit www.hillcrestbia.org. As new nominations occur new versions of this proxy ballot will be created and will be made available. To read candidate biographies visit www.hillcrestbia.org. 9/6/16.



September 13, 2016

To whom it may concern:

In the last year, there has been a significant change in the quality of life in several neighborhoods throughout the City of San Diego. Many neighborhoods, Hillcrest included, have taken matters into their own hands through a patchwork of security and outreach efforts. These local steps can not address the larger issue of homelessness in the City. A broader effort must be undertaken to address these problems in the short and long term. The time for all San Diegans to come together to significantly reduce homelessness in San Diego has arrived.

In the short term, we must introduce a city-wide outreach program consisting of a network of outreach workers who will coordinate with the San Diego Police Department's Homeless Outreach Team (HOT) to connect vulnerable people to services. A city-wide homeless outreach program is the essential next step we must take to solve an issue that is no longer confined to one single community.

We must support coordinated outreach efforts across the entire San Diego region to decrease homelessness. We envision a comprehensive program that encompasses the following guidelines:

- Form a team of qualified, experienced homeless outreach workers and housing navigators,
- establish a network of communication and build on existing outreach efforts,
- coordinate with service providers and resource providers,
- work with the San Diego Police Department's Homeless Outreach Team,
- and enforce existing city laws and ordinances that directly relate to quality of life and safety issues specifically involving encroachment.

In the longer term, we support efforts to reduce homelessness using the Coordinated Assessment and Housing Placement System. Specifically, we advocate for:

- Strong leadership from our elected officials at City Hall and also from a newly appointed director of all homeless services and efforts for the City of San Diego,
- housing first programs with wrap-around services,
- Mayor Faulconer's Housing our Heroes initiative,
- San Diego County's Project One for All program,
- rapid re-housing,
- low-barrier housing,
- and a low-barrier central intake center.



HILLCREST BUSINESS ASSOCIATION

The time is now to unite as a community to greatly diminish homelessness in San Diego. Please consider our call to action to support the most underserved community in our region.

Sincerely,

Benjamin Nicholls
Executive Director