



Hillcrest Business Association
Board of Directors Annual Meeting
Public Meeting
October 8, 2013, 5pm
Heat Bar and Kitchen 3797 Park Blvd. San Diego, CA 92103
AGENDA

Call to order and introductions	G. Younger	2 minutes
Consent items (action):	G. Younger	5 minutes
1. Approval of minutes ¹		
2. Approval of organizational financials ²		
Action items:		
1. Receive and endorse results of HBA Board elections including bylaw changes and Community Parking District elections to take effect at the conclusion of the meeting	G. Younger	5 minutes
2. Host HBA officer elections	G. Younger	5 minutes

Attachments:

-
1. September 2013 minutes
 2. August 2013 financials
-



BOARD OF DIRECTORS MEETING MINUTES

Tuesday, September 10, 2013
Joyce Beers Community Center
1220 Cleveland Ave., San Diego, CA 92103

Board members in attendance: Ron Baranov, Jillian DiCola, Alonzo Ortiz, Nicholas Papantonakis, Dalour Younan, Glenn Younger, Michael Brennan, Pete Katz, Cecelia Moreno (10)

Board members absent: Johnathan Hale, Eddie Reynoso

Others in attendance: Alfonzo Chang, Michael Hale, Fernando Lopez, Anthony Bernal, Elizabeth Studebaker, Matt Walstrom, Laurel McFarlane

Staff in attendance: Benjamin Nicholls, Megan Gamwell

Public comment

- A. Bernal from Council President Gloria's office gave updates on moving forward on bike racks and trimming palm trees.
- L. McFarlane from McFarlane Promotions spoke on behalf of the contract between the HBA and McFarlane Promotions.
- E. Studabaker from BID council 1 updated the board on a meeting to empty city trash cans.

President's report

- G. Younger introduced Megan Gamwell as the Marketing and Communications Program Manager of the HBA, spoke about the the annual meeting and new Board of Directors elections in October.
- He stated that a meeting has a been set up with the new Planning Director of San Diego to discuss Hillcrest C.D.C

Executive Directors report

- Ben Nicholls stated that will be leaving the HBA after 5 years, the B.O.D looks to recruit new E.D. Goal is to announce new E.D at the annual meeting in October.
- He also stated that he has been working with the Uptown Parking District to hire a new director, that the Hillcrest trolley will be changing its hours, and that the proxy ballet with the available.

Action items

- G. Younger presented the consent agenda, which included the June 2013 meeting minutes and the May 2013 financials.



- Motion to approve the items in the consent agenda of Aug 2013 Board of Directors' meeting minutes and the May 2013 financials. J. Hale / D. Younan. . The motion passed 9/0/0.
- C. Moreno requested that financials be presented in the agenda
- B. Nicholls presented the extension of the Sunday shuttle service and the use of the Campus Ave. parking lot with the Uptown Community Parking District. The shuttle currently costs \$175 a month to run , the HBA pays \$52 of that and \$200 a week for the Sunday shuttle service.
 - Motion to approve the continuation of the Sunday shuttle and the permit of the Campus Ave. parking lot. P. Kat/ R.Baranov 6/0/1
- G. Younger presented the renewal of the Mcfarlane Promotions contract.
 - Motion to renew contract for another year with Mcfarlan event Production Company. P.Kats/R. Baranov.7/1/0. Motion passed
- C. Moreno requested motion to be decided upon the arrival of the new ED in October.
- Several others stated it is critical to renew contract to preserve continuity.

Information items

- B. Nicholls stated that Hillcrest Hoedown casino table sponsorships were still available. Sponsors will get to decide where the proceeds from the games will go.
- B. Nicholls updated the group on the progress of hiring the new E.D. He stated that 70 applications had been submitted, 10 will be chosen for interviews. Interviews will be held in conjugation with the Uptown Parking District director search.
- C. Moreno updated the group on behalf of the Beatification Committee.
- G. Younger introduced the 2012 Nikki award. The LGBT community recognized CityFest as the outstanding LGBT event of 2013

The meeting adjourned at 6:10 p.m.

HBIA
Balance Sheet
As of August 31, 2013

	Aug 31, 13
ASSETS	
Current Assets	
Checking/Savings	
10025 - CA. Bank & Trust	34,445.16
10035 - Comerica - Checking	127,156.84
10040 - CHASE - Money Market	
General	77,774.53
Total 10040 - CHASE - Money Market	77,774.53
Total Checking/Savings	239,376.53
Accounts Receivable	
12000 - Accounts Receivable	43,275.81
Total Accounts Receivable	43,275.81
Other Current Assets	
10115 - SBEP City Fees & Services	20,900.00
10120 - BID Receivable	12,264.58
10125 - MAD Receivable	67,472.72
10145 - Farmers Market Receivable	4,081.50
10155 - Prepaid Expense	3,318.71
10165 - Workers Compensation Deposit	842.00
10175 - Commission for Arts Grant Rcvbl	15,279.00
Total Other Current Assets	124,158.51
Total Current Assets	406,810.85
Fixed Assets	
10200 - Office Furniture & Equipment	13,139.00
10220 - Accumulated Depreciation	-13,139.00
Total Fixed Assets	0.00
TOTAL ASSETS	406,810.85
 LIABILITIES & EQUITY	
Liabilities	

HBIA
Balance Sheet
As of August 31, 2013

	<u>Aug 31, 13</u>
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	43.16
Total Accounts Payable	<u>43.16</u>
Other Current Liabilities	
20215 · BID Assessment	-9,140.41
20230 · Sales Tax Payable	2,835.59
21000 · Payroll Liabilities	
FUTA Payable	12.29
Vacation Payable	5,364.95
Total 21000 · Payroll Liabilities	<u>5,377.24</u>
Total Other Current Liabilities	<u>-927.58</u>
Total Current Liabilities	<u>-884.42</u>
Total Liabilities	-884.42
Equity	
31100 · Unrestricted Net Assets	337,707.90
Net Income	69,987.37
Total Equity	<u>407,695.27</u>
TOTAL LIABILITIES & EQUITY	<u><u>406,810.85</u></u>

HBIA
Profit & Loss Budget vs. Actual
 July through August 2013

				TOTAL		
	Aug 13	Budget	Variance	Jul - Aug 13	Budget	Variance
Income						
40010 - CityFest	74,120.57	100,000.00	-25,879.43	114,830.57	130,000.00	-15,169.43
40020 - Farmers Market	18,469.10	13,334.00	5,135.10	36,293.14	26,668.00	9,625.14
40040 - MAD	3,797.77	6,511.00	-2,713.23	19,804.84	20,022.00	-217.16
40045 - MAD Reserve	0.00	5,000.00	-5,000.00	5,000.00	15,000.00	-10,000.00
40050 - BID	9,140.41	9,226.00	-85.59	19,133.97	18,452.00	681.97
40055 - BID Carry Forward	0.00	2,334.00	-2,334.00	0.00	4,668.00	-4,668.00
40080 - Newsletter/Advertising	0.00	84.00	-84.00	0.00	168.00	-168.00
40120 - Interest	3.17	100.00	-96.83	6.71	200.00	-193.29
40135 - Hillcrest Hoedown	14,904.00	5,000.00	9,904.00	19,904.00	5,000.00	14,904.00
40140 - Banner Space	0.00	667.00	-667.00	0.00	1,334.00	-1,334.00
40155 - Pride of Hillcrest/Block Party	24,671.17	0.00	24,671.17	129,072.65	140,000.00	-10,927.35
40160 - Hillcrest Map.	0.00	359.00	-359.00	0.00	718.00	-718.00
40180 - Other Income	0.00	167.00	-167.00	104.00	334.00	-230.00
Total Income	145,106.19	142,782.00	2,324.19	344,149.88	362,564.00	-18,414.12
Expense						
50000 - Personnel						
50005 - Salaries	13,248.04	12,302.00	946.04	30,719.87	24,604.00	6,115.87
50025 - Employer Taxes - Federal	1,025.77	1,420.00	-394.23	2,362.36	2,840.00	-477.64
50030 - Employer Taxes - State	126.98	0.00	126.98	126.98	0.00	126.98
50035 - Health Insurance	893.14	788.00	105.14	1,903.28	1,576.00	327.28
50040 - Workers Comp Insurance	0.00	194.00	-194.00	405.50	388.00	17.50
Total 50000 - Personnel	15,293.93	14,704.00	589.93	35,517.99	29,408.00	6,109.99
50045 - Operating						
50050 - Rent Office Space	723.00	726.00	-3.00	2,169.00	1,452.00	717.00
50055 - Storage	275.00	150.00	125.00	550.00	300.00	250.00
50060 - Accounting	1,838.80	1,835.00	3.80	3,347.50	3,670.00	-322.50
50070 - Equipment Purchase	87.91	225.00	-137.09	87.91	450.00	-362.09
50075 - Intern/Consultant	770.00	417.00	353.00	1,687.50	834.00	853.50
50080 - Bank & Credit Card Charges	161.61	50.00	111.61	176.20	100.00	76.20
50085 - Repair and Maintenance	185.00	100.00	85.00	370.00	200.00	170.00
50090 - Office Supplies	206.34	267.00	-60.66	301.29	534.00	-232.71
50095 - Postage and Delivery	24.55	42.00	-17.45	403.55	84.00	319.55

HBIA
Profit & Loss Budget vs. Actual
 July through August 2013

				TOTAL		
	Aug 13	Budget	Variance	Jul - Aug 13	Budget	Variance
50100 - Printing/Photocopy	0.00	340.00	-340.00	87.75	680.00	-592.25
50110 - Dues/Subscriptions	0.00	667.00	-667.00	0.00	1,334.00	-1,334.00
50120 - Meetings	836.28	251.00	585.28	836.28	502.00	334.28
50125 - Legal	0.00	167.00	-167.00	0.00	334.00	-334.00
50130 - Telephone & Internet	763.97	447.00	316.97	1,388.93	894.00	494.93
50135 - Parking/Mileage	205.00	200.00	5.00	405.00	400.00	5.00
50140 - Depreciation	0.00	100.00	-100.00	0.00	200.00	-200.00
50330 - D & O / Liability Insurance	1,165.50	590.00	575.50	2,331.00	1,180.00	1,151.00
Total 50045 - Operating	7,242.96	6,574.00	668.96	14,141.91	13,148.00	993.91
51000 - Neighborhood/Outreach Promotion						
51515 - CityFest	71,486.77	65,000.00	6,486.77	81,752.63	85,000.00	-3,247.37
51525 - Promotion/Marketing/Campaigns	1,691.28	2,034.00	-342.72	3,321.28	4,068.00	-746.72
51526 - Taste	656.25	0.00	656.25	2,411.44	0.00	2,411.44
51527 - Taste 'N Tinis	498.75	0.00	498.75	997.50	0.00	997.50
51530 - Banners	0.00	300.00	-300.00	300.00	600.00	-300.00
51535 - Web Site Communications	0.00	84.00	-84.00	0.00	168.00	-168.00
51545 - Newsletter	625.00	225.00	400.00	625.00	450.00	175.00
51555 - Farmer's Market	1,112.42	1,667.00	-554.58	1,512.42	3,334.00	-1,821.58
51560 - Business Forum/Open House	0.00	117.00	-117.00	0.00	234.00	-234.00
51565 - Hillcrest Map	0.00	359.00	-359.00	0.00	718.00	-718.00
51570 - Hillcrest Hoedown.	0.00	12,000.00	-12,000.00	2,467.84	12,000.00	-9,532.16
51575 - Pride Flag Project	0.00			14,963.44		
51800 - Pride of Hillcrest/Block Party	20,483.00	0.00	20,483.00	85,247.43	90,000.00	-4,752.57
Total 51000 - Neighborhood/Outreach Promotion	96,553.47	81,786.00	14,767.47	183,333.12	196,572.00	-13,238.88
53000 - Physical Improvements						
53125 - Hillcrest Sign Utilities/Maint.	56.11	67.00	-10.89	105.69	134.00	-28.31
53130 - Security	3,165.40	3,042.00	123.40	6,330.80	6,084.00	246.80
53135 - Street Cleaning	0.00	3,910.00	-3,910.00	3,908.00	7,820.00	-3,912.00
53137 - Pressure Washing	0.00	3,067.00	-3,067.00	1,999.00	5,134.00	-3,135.00
53150 - Dumpsters	645.52	301.00	344.52	1,405.52	602.00	803.52
53152 - Flower Baskets (Purchase)	0.00	425.00	-425.00	0.00	850.00	-850.00
53155 - Tree Trimming & Maintenance	0.00	865.00	-865.00	2,926.00	4,730.00	-1,804.00
53156 - Tree Trimming Large Trees	0.00	1,334.00	-1,334.00	0.00	2,668.00	-2,668.00

HBIA
Profit & Loss Budget vs. Actual
 July through August 2013

				TOTAL		
	Aug 13	Budget	Variance	Jul - Aug 13	Budget	Variance
53157 · Tree Light Repair	0.00	667.00	-667.00	0.00	1,334.00	-1,334.00
53160 · Capital Projects	0.00	5,000.00	-5,000.00	12,591.00	20,000.00	-7,409.00
53161 · Special Projects	1,500.00	0.00	1,500.00	1,637.62	0.00	1,637.62
53165 · Contingency	0.00	5,398.00	-5,398.00	0.00	10,796.00	-10,796.00
Total 53000 · Physical Improvements	<u>5,367.03</u>	<u>24,076.00</u>	<u>-18,708.97</u>	<u>30,903.63</u>	<u>60,152.00</u>	<u>-29,248.37</u>
Total Expense	<u>124,457.39</u>	<u>127,140.00</u>	<u>-2,682.61</u>	<u>274,162.51</u>	<u>299,280.00</u>	<u>-25,117.49</u>
	<u>20,648.80</u>	<u>15,642.00</u>	<u>5,006.80</u>	<u>69,987.37</u>	<u>63,284.00</u>	<u>6,703.37</u>

HBIA
Profit & Loss by Class
 July through August 2013

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>TOTAL</u>
Income					
40010 - City Fest Income					
Beer & Wine	0.00	35,444.93	0.00	0.00	35,444.93
Booth	0.00	30,485.64	0.00	0.00	30,485.64
Grants					
Commission for Arts & Culture	0.00	8,000.00	0.00	0.00	8,000.00
SBEP City Fees & Services	0.00	9,900.00	0.00	0.00	9,900.00
Total Grants	0.00	17,900.00	0.00	0.00	17,900.00
Sponsorship	0.00	31,000.00	0.00	0.00	31,000.00
Total 40010 - City Fest Income	0.00	114,830.57	0.00	0.00	114,830.57
40020 - Farmers Market					
40020 - Farmers Market	0.00	36,293.14	0.00	0.00	36,293.14
40040 - MAD					
40040 - MAD	0.00	0.00	0.00	19,804.84	19,804.84
40045 - MAD Reserve					
40045 - MAD Reserve	0.00	0.00	0.00	5,000.00	5,000.00
40050 - BID					
40050 - BID	0.00	0.00	19,133.97	0.00	19,133.97
40120 - Interest					
40120 - Interest	6.71	0.00	0.00	0.00	6.71
40135 - Hillcrest Hoedown					
40135 - Hillcrest Hoedown	0.00	19,904.00	0.00	0.00	19,904.00
40155 - Pride of Hillcrest/Block Party					
40155 - Pride of Hillcrest/Block Party	0.00	129,072.65	0.00	0.00	129,072.65
40180 - Other Income					
40180 - Other Income	104.00	0.00	0.00	0.00	104.00
Total Income	110.71	300,100.36	19,133.97	24,804.84	344,149.88
Expense					
50000 - Personnel					
50005 - Salaries	18,354.85	3,901.50	8,463.52	0.00	30,719.87
50025 - Employer Taxes - Federal	1,416.44	298.47	647.45	0.00	2,362.36
50030 - Employer Taxes - State	126.98	0.00	0.00	0.00	126.98
50035 - Health Insurance	1,903.28	0.00	0.00	0.00	1,903.28
50040 - Workers Comp Insurance	201.17	118.27	86.06	0.00	405.50
Total 50000 - Personnel	22,002.72	4,318.24	9,197.03	0.00	35,517.99
50045 - Operating					
50050 - Rent Office Space	1,501.00	0.00	668.00	0.00	2,169.00
50055 - Storage	550.00	0.00	0.00	0.00	550.00
50060 - Accounting	1,656.24	333.00	1,188.26	170.00	3,347.50
50070 - Equipment Purchase	87.91	0.00	0.00	0.00	87.91

HBIA
Profit & Loss by Class
 July through August 2013

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>TOTAL</u>
50075 - Intern/Consultant	0.00	1,687.50	0.00	0.00	1,687.50
50080 - Bank & Credit Card Charges	176.20	0.00	0.00	0.00	176.20
50085 - Repair and Maintenance	370.00	0.00	0.00	0.00	370.00
50090 - Office Supplies	301.29	0.00	0.00	0.00	301.29
50095 - Postage and Delivery	70.55	333.00	0.00	0.00	403.55
50100 - Printing/Photocopy	87.75	0.00	0.00	0.00	87.75
50120 - Meetings	836.28	0.00	0.00	0.00	836.28
50130 - Telephone & Internet	697.18	0.00	691.75	0.00	1,388.93
50135 - Parking/Mileage	405.00	0.00	0.00	0.00	405.00
50330 - D & O / Liability Insurance	815.50	0.00	1,515.50	0.00	2,331.00
Total 50045 - Operating	<u>7,554.90</u>	<u>2,353.50</u>	<u>4,063.51</u>	<u>170.00</u>	<u>14,141.91</u>
51000 - Neighborhood/Outreach Promotion					
51525 - Promotion/Marketing/Campaigns	191.28	930.00	2,200.00	0.00	3,321.28
51526 - Taste	0.00	2,411.44	0.00	0.00	2,411.44
51527 - Taste 'N Tinis	0.00	997.50	0.00	0.00	997.50
51530 - Banners	300.00	0.00	0.00	0.00	300.00
51545 - Newsletter	0.00	0.00	625.00	0.00	625.00
51555 - Farmer's Market	0.00	1,512.42	0.00	0.00	1,512.42
51570 - Hillcrest Hoedown.	0.00	2,467.84	0.00	0.00	2,467.84
51575 - Pride Flag Project	14,963.44	0.00	0.00	0.00	14,963.44
51800 - Pride of Hillcrest/Block Party	0.00	85,247.43	0.00	0.00	85,247.43
Total 51000 - Neighborhood/Outreach Promotion	<u>15,454.72</u>	<u>93,566.63</u>	<u>2,825.00</u>	<u>0.00</u>	<u>111,846.35</u>
51520 - City Fest					
Advertising	0.00	2,038.00	0.00	0.00	2,038.00
BID Crew & Equipment	0.00	3,922.42	0.00	0.00	3,922.42
Concessions	0.00	14,742.96	0.00	0.00	14,742.96
Entertainment	0.00	8,969.00	0.00	0.00	8,969.00
Equipment Rental	0.00	43,433.79	0.00	0.00	43,433.79
Event Management	0.00	6,390.00	0.00	0.00	6,390.00
Ice Trailer	0.00	488.75	0.00	0.00	488.75
Permits	0.00	560.10	0.00	0.00	560.10
Promotions	0.00	166.36	0.00	0.00	166.36
Shuttle Services	0.00	81.00	0.00	0.00	81.00
Supplies/Printing	0.00	960.25	0.00	0.00	960.25

HBIA
Profit & Loss by Class
 July through August 2013

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>TOTAL</u>
Total 51520 - City Fest	0.00	81,752.63	0.00	0.00	81,752.63
53000 - Physical Improvements					
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	105.69	105.69
53130 - Security	0.00	0.00	0.00	6,330.80	6,330.80
53135 - Street Cleaning	977.00	0.00	1,680.44	1,250.56	3,908.00
53137 - Pressure Washing	0.00	0.00	1,059.47	939.53	1,999.00
53150 - Dumpsters	605.74	0.00	308.52	491.26	1,405.52
53155 - Tree Trimming & Maintenance	0.00	0.00	0.00	2,926.00	2,926.00
53160 - Capital Projects	0.00	0.00	0.00	12,591.00	12,591.00
53161 - Special Projects	1,637.62	0.00	0.00	0.00	1,637.62
Total 53000 - Physical Improvements	<u>3,220.36</u>	<u>0.00</u>	<u>3,048.43</u>	<u>24,634.84</u>	<u>30,903.63</u>
Total Expense	<u>48,232.70</u>	<u>181,991.00</u>	<u>19,133.97</u>	<u>24,804.84</u>	<u>274,162.51</u>
	<u>-48,121.99</u>	<u>118,109.36</u>	<u>0.00</u>	<u>0.00</u>	<u>69,987.37</u>