



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ November 11, 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) | | 8 minutes |
| 3. Adjourn to Closed Session for conference with legal counsel:
Significant exposure to litigation pursuant to paragraph (2) or (3) of
subdivision (d) of Section 54956.9: Number of claims: one. | J. Hale | 15 minutes |
| 4. Adjourn to Open Session with report on results of Closed
Session | J. Hale | 2 minutes |
| 5. President's report | J. Hale | 5 minutes |
| 6. Executive Director's report | B. Nicholls | 5 minutes |
| 7. Consent agenda (action) <ul style="list-style-type: none">• Approval of minutes (September & October 2014) ¹• Approval of financials (August & September 2014)² | E. Reynoso | 2 minutes |
| 8. Decision to paint remaining City trash cans (action) | C. Moreno | 5 minutes |
| 9. Decision to paint decorative light poles (action) | C. Moreno | 5 minutes |
| 10. Decision to decorate sidewalks for Shop Hillcrest for the
Holidays (action) | B. Nicholls | 5 minutes |

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.

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
3737 Fifth Ave. #202, San Diego, CA 92103
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- | | | |
|---------------------------------------------------------------------------------------|--------------|-----------|
| 11. Selection of public relations firm (action) ³ | B. Nicholls | 5 minutes |
| 12. Appointment of new board members to fill vacancies (action) | B. Nicholls | 5 minutes |
| 13. Approval of creation of Operations Program Manager position (action) ⁴ | R. Bedrosian | 5 minutes |
| 14. Adjourn | | |

Attachments:

- | | |
|----------------------------------------------|----------------------------------------|
| 1. Board minutes September and October, 2014 | 3. Contract with public relations firm |
| 2. Board financial documents July 2014 | 4. Operations Program Manager position |

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Hillcrest Business Association
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Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ September 9, 2014, 5pm
Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103
Board of Directors Meeting

Board in attendance: Michael Brennan, Johnathan Hale, Sam Korish, Cecelia Moreno, Eddie Reynoso
Glenn Younger, Dalour Younan

Board absent: Ronald Baranov, Ryan Bedrosian, Pete Katz, Nick Papantonakis, Alphonso Tsang

Staff in attendance: Benjamin Nicholls, Megan Gamwell, Marisa Romero

Public in attendance: Adriana Martinez, Jack Schwartz, Kevin Wood, Michelle Lambert, Mary Joseph,
Matt Chambers, Mat Wahlstrom, Anne Besters, Elizabeth Hannon and Elizabeth Studebaker.

Public comment:

A. Martinez informed the board that the lights on University Ave. that has been out had been turned on and that the Code Enforcement department had been approached about the standing water.

M. Wahlstrom stated his concerns about on the bylaws.

President's report

J. Hale apologized for previous relationship issues with C. Moreno and thanked B. Nicholls for his hard work in office. J. Hale informed the board that the HBA is currently in the process of bidding out several contracts including the tree-trimming, pressure washing, special event logistics and special events public relations.

Executive Director's report

B. Nicholls updated the board on staff projects, stating that staff spent a considerable amount of time working with the Uptown Parking District concerning influencing SANDAG's bike plan and soliciting City Council District 3 to assist. Staff is currently working on prepping for Nightmare on Normal St. and Hunt'n Around Hillcrest. Staff has also scheduled a staff retreat, which will be a precursor to a Board retreat. City audit has been postponed till October due to the scheduling problems relating to public record requests.

G. Younger stated that every year CalTrans awards grants for to transit related ideas. The Hillcrest CDC has applied.

Update concerning SANDAG bicycle plan and community forum



B. Nicholls stated that last month the HBA voted to support “Transforming Hillcrest”. B. Nicholls stated he is working with the HTC the UCPD and the CDC to build a coalition of supporters for the plan. The HBA is currently circulating a letter to be signed by the business community for a show of support. On September 17th the HBA is hosting a community forum at Bombay Restaurant to discuss alternatives to SANDAG’s proposal. The HBA has trying to get District 3 and SANDAG on to support the alternative.

D. Younnan voiced concern on how the bike lanes would be maintained financially and inquired about creating a MAD for the east side of town.

E. Hannon stated that the UCPD is also looking into using UCPD funds to maintain the SANDAG project. The UCPD is working on comprehensive parking strategies regardless of what happens with SANDAG.

Nightmare on Normal Street event

B. Nicholls updated the board on the HBA involvement with Nightmare on Normal St. event on October 25. The HBA has reached an agreement with SDLGBT Center for this event. The HBA will split profits and losses 50/50.

C. Moreno inquired on the footprint of the event

B. Nicholls stated that the event will take place between Harvey Milk Street and University Ave.

Proposal from City of San Diego to support electric charging stations on Normal St.

B. Nicholls reintroduced the idea of bringing electricity to the median on Normal Street and introduced Jacque from the city.

Jacque introduced the board to his electric vehicle infrastructure project. There would be a total of 3 charging stations, which will include an ADA, approved station. This is the same plan as proposed by Ecotality last year.

B. Nicholls requested a quote on the trenching costs and suggested that the support of the HBA be contingent on that estimate.

Jack requested a letter of support and a conversation occurred concerning this item.

- Motion that the HBA voice their support for the charging stations in the median on Normal Street (G. Younger /M. Brennan) 7/0/0.

Consent agenda

Motion to approve all consent items (G. Younger/ C. Moreno) 7/0/0

- Approval of letter of support for San Diego AIDS Walk
- Approval of minutes (August 2014)
- Approval of financials



Proposal to host Bicycle Coalition CicloSDias event

B. Nicholls informed the board the HBA has been approached by the San Diego County Bike Coalition to sponsor their CicloSDias event in Hillcrest in November. They are requesting that we hold the permit for the event.

K. Wood of the County Bike Coalition stated they were supportive of the Transforming Hillcrest plan and they want to invite Jim Frost to an upcoming Bike Coalition meeting. K. Wood introduced CicloSDias to the board. The event has been very successful in the past and is not a street fair or a race. They encourage people to visit the business along the route. The HBA would have the name on the permit but CicloSDias would be responsible for the event logistics. M. Lambert passed along the route to the board

M. Lambert the route has periodic crossing and they work with traffic control so businesses can still function. The event will be November 9th 10-3. CicloSDias encourages the Hillcrest community to do free booths and for business to bring products out to the sidewalk.

B. Nicholls concerned about CicloSDias impacting the Hillcrest Farmers Market.

- Motion to approve the HBA be the permit holder for the 2014 CicloSDias on November 9th 2014. (C. Moreno/D. Younan) 7/0/0

Consideration of proposed bylaw changes for membership approval at annual meeting

B. Nicholls stated that at the request of the city and some community members HBA lawyer's is examining at the membership requirements. Proposed changes will allow anyone who pays a BID fee or a MAD fee in Hillcrest to become a member of the organization and vote in elections. However, it prohibits members from running for the board unless their primary place of business, relating to that fee, is located in Hillcrest. He stated that the vote today will place these changes on the ballot for the membership to vote on at the Annual meeting

Motion to put the new changes to the membership. E. Reynoso/ S. Korish 7/0/0

Approval of trashcan art project

C. Moreno stated that the Beautification Committee was seeking to paint twelve City owned trashcans throughout the Hillcrest. This would be a collaborative project between groups of artists. The cost is \$100 a can and expenses, the committee has identified twenty four 24 cans.

A discussion occurred concerning the project and it was recommended that 24 cans be painted.

G. Younger/M. Brennan 7/0/0

Approval of proxy ballot

B. Nicholls distributed the proxy ballot for the upcoming election. This ballot represents the Nominations Committee's work.



He reported that the committee selected the following candidates for the available slots: Ronald Baranov ~ Baranov Properties Inc., Tami Daiber ~ Carlton Management, Johnathan Hale ~ Hale Media, Pete Katz ~ Katz Realestate, Charles Kauffman ~ Bread and Cei, Frank Lechner~ Harvey Milk's American Diner, Cecelia Moreno ~ Crest Café, Eddie Reynoso ~ Urban Mo's, Janet Stucke ~ 100 Wines, and Glenn Younger~ Grah Security.

- Motion to approve proxy ballot as presented by the committee. G. Younger /D Younan (7/0/0)

Meeting adjourned.



Hillcrest Business Association
Annual Meeting
Public Meeting ~ October 14, 2014, 5pm
Snooze, An AM Eatery, 3940 Fifth Ave., San Diego CA 92103

Board in attendance: Michael Brennan, Johnathan Hale, Sam Korish, Cecelia Moreno, Eddie Reynoso, Glenn Younger, Dalour Younan, Ryan Bedrosian, Pete Katz, Nick Papantonakis, Alphonso Tsang

Board absent: Ronald Baranov

Staff in attendance: Benjamin Nicholls, Megan Gamwell, Marisa Romero

The meeting was called to order and some unrecorded comments were made.

The election concluded and counting of the ballots occurred. As there were vacancies after the initial tally, a second round of balloting occurred.

The results of the count were reported with Tami Daiber, Charles Kauffman, Cecelia Moreno, Frank Lechner, Pete Katz, Johnathan Hale, Eddie Reynoso, Janet Stucke, and Glenn Younger being elected. The bylaw changes passed and Bruce Reeves was elected to represent Hillcrest businesses on the Uptown Community Parking District.

- Motion to accept the results of the balloting and seat the new members. (Younger/ Korish) 11/0/0. Motion Passes.
- Motion to elect J. Hale, President; G. Younger, Vice President; E. Reynoso, Secretary; and C. Moreno Treasurer. (S. Korish/ P. Katz) 14/0/0

B. Nicholls announced that a new board member luncheon would be held.

The group discussed a proposal to rename Florence Elementary after Christine Kehoe.

- Motion to support re-naming Florence Elementary after Chirstine Kehoe. (J. Hale / S. Korish) 14/0/0. Motion Passes.

Meeting adjourned.

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of August 31, 2014

	<u>Aug 31, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
10035 · Comerica - Checking	278,972.71
Total Checking/Savings	<u>278,972.71</u>
Accounts Receivable	
12000 · Accounts Receivable	22,175.00
Total Accounts Receivable	<u>22,175.00</u>
Other Current Assets	
10115 · SBEP City Fees & Services	18,643.00
10125 · MAD Receivable	15,681.47
10145 · Farmers Market Receivable	13,178.94
10155 · Prepaid Expense	2,074.57
10165 · Workers Compensation Deposit	842.00
10175 · Commission for Arts Grant Rcvbl	33,818.57
10180 · Taste/Pride Receivable	4,311.97
Total Other Current Assets	<u>88,550.52</u>
Total Current Assets	389,698.23
Fixed Assets	
10200 · Office Furniture & Equipment	19,273.93
10220 · Accumulated Depreciation	-14,178.80
Total Fixed Assets	<u>5,095.13</u>
TOTAL ASSETS	<u><u>394,793.36</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
20210 · Accrued Expenses	180.24
20230 · Sales Tax Payable	2,535.00
21000 · Payroll Liabilities	

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of August 31, 2014

	<u>Aug 31, 14</u>
FUTA Payable	48.25
Vacation Payable	1,616.60
Total 21000 - Payroll Liabilities	<u>1,664.85</u>
 Total Other Current Liabilities	 <u>4,380.09</u>
 Total Current Liabilities	 <u>4,380.09</u>
 Total Liabilities	 4,380.09
 Equity	
31100 - Unrestricted Net Assets	321,249.86
Net Income	<u>69,163.41</u>
Total Equity	<u>390,413.27</u>
 TOTAL LIABILITIES & EQUITY	 <u><u>394,793.36</u></u>

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

				TOTAL		
	Aug 14	Budget	Variance	Jul - Aug 14	Budget	Variance
Income						
40015 - CityFest	85,905.40	81,959.00	3,946.40	111,220.40	101,959.00	9,261.40
40020 - Farmers Market	23,562.22	18,334.00	5,228.22	44,249.26	36,668.00	7,581.26
40040 - MAD	7,431.02	7,238.00	193.02	15,681.47	14,476.00	1,205.47
40045 - MAD Reserve	0.00	2,083.00	-2,083.00	0.00	4,166.00	-4,166.00
40050 - BID	10,351.19	10,223.00	128.19	22,652.84	19,446.00	3,206.84
40055 - BID Carry Forward	0.00	84.00	-84.00	0.00	168.00	-168.00
40080 - Newsletter/Advertising	0.00	84.00	-84.00	0.00	168.00	-168.00
40140 - Banner Space	0.00	417.00	-417.00	0.00	834.00	-834.00
40155 - Pride of Hillcrest/Block Party	40,805.00	4,971.00	35,834.00	109,322.58	129,971.00	-20,648.42
40160 - Hillcrest Map.	0.00	250.00	-250.00	0.00	500.00	-500.00
40180 - Other Income	0.00	130.00	-130.00	0.00	260.00	-260.00
Total Income	168,054.83	125,773.00	42,281.83	303,126.55	308,616.00	-5,489.45
Expense						
50000 - Personnel						
50005 - Salaries	15,438.21	11,709.00	3,729.21	23,452.95	23,418.00	34.95
50025 - Employer Taxes - Federal	1,225.92	943.00	282.92	1,842.40	1,886.00	-43.60
50030 - Employer Taxes - State	463.86	0.00	463.86	498.58	0.00	498.58
50035 - Health Insurance	728.00	746.00	-18.00	1,278.48	1,492.00	-213.52
50040 - Workers Comp Insurance	0.00	256.00	-256.00	406.00	512.00	-106.00
Total 50000 - Personnel	17,855.99	13,654.00	4,201.99	27,478.41	27,308.00	170.41
50045 - Operating						
50050 - Rent Office Space	723.00	804.00	-81.00	2,229.00	1,608.00	621.00
50055 - Storage	275.00	300.00	-25.00	550.00	600.00	-50.00
50060 - Accounting	1,845.00	1,843.00	2.00	3,684.00	3,686.00	-2.00
50065 - Audit	0.00	1,000.00	-1,000.00	0.00	1,000.00	-1,000.00
50070 - Equipment Purchase	0.00	225.00	-225.00	0.00	450.00	-450.00
50075 - Intern/Consultant	0.00	417.00	-417.00	3,332.00	834.00	2,498.00
50080 - Bank & Credit Card Charges	59.28	50.00	9.28	59.28	100.00	-40.72
50085 - Repair/Maintenance/Cleaning	194.71	175.00	19.71	379.71	350.00	29.71
50090 - Office Supplies	96.21	267.00	-170.79	111.51	534.00	-422.49
50095 - Postage and Delivery	49.00	42.00	7.00	49.00	84.00	-35.00

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

				TOTAL		
	Aug 14	Budget	Variance	Jul - Aug 14	Budget	Variance
50100 · Printing/Photocopy	0.00	167.00	-167.00	204.71	334.00	-129.29
50110 · Dues/Subscriptions	520.00	167.00	353.00	520.00	334.00	186.00
50115 · Staff Development	0.00	209.00	-209.00	0.00	418.00	-418.00
50120 · Meetings	209.81	333.00	-123.19	454.96	666.00	-211.04
50125 · Legal	2,449.00	2,125.00	324.00	2,449.00	4,250.00	-1,801.00
50130 · Telephone & Internet	531.08	737.00	-205.92	1,050.25	1,474.00	-423.75
50135 · Parking/Mileage	200.00	200.00	0.00	400.00	400.00	0.00
50140 · Depreciation	0.00	25.00	-25.00	0.00	50.00	-50.00
50330 · D & O / Liability Insurance	2,594.50	667.00	1,927.50	3,766.75	1,334.00	2,432.75
Total 50045 · Operating	9,746.59	9,753.00	-6.41	19,240.17	18,506.00	734.17
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	66,663.52	59,900.00	6,763.52	70,115.70	67,710.00	2,405.70
51525 · Promotion/Marketing/Campaigns	0.00	2,980.00	-2,980.00	0.00	5,960.00	-5,960.00
51526 · Taste	0.00	0.00	0.00	425.00	0.00	425.00
51530 · Banners	335.04	300.00	35.04	1,735.04	600.00	1,135.04
51535 · Web Site Communications	0.00	84.00	-84.00	0.00	168.00	-168.00
51540 · Business Mixers/Open House	0.00	117.00	-117.00	679.31	234.00	445.31
51545 · Newsletter	0.00	225.00	-225.00	0.00	450.00	-450.00
51555 · Farmer's Market	500.00	2,500.00	-2,000.00	1,905.00	5,000.00	-3,095.00
51565 · Hillcrest Map	0.00	417.00	-417.00	0.00	834.00	-834.00
51570 · Hillcrest Hoedown.	0.00	14,058.00	-14,058.00	0.00	14,058.00	-14,058.00
51575 · Pride Flag Project	0.00			551.44		
51800 · Pride of Hillcrest/Block Party	27,515.73	0.00	27,515.73	82,234.74	90,000.00	-7,765.26
Total 51000 · Neighborhood/Outreach Promotion	95,014.29	80,581.00	14,433.29	157,646.23	185,014.00	-27,367.77
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	57.98	67.00	-9.02	113.45	134.00	-20.55
53130 · Security	3,165.40	3,167.00	-1.60	6,330.80	6,334.00	-3.20
53135 · Street Cleaning	3,908.00	4,477.00	-569.00	7,816.00	8,954.00	-1,138.00
53137 · Pressure Washing	1,999.00	2,001.00	-2.00	3,998.00	4,002.00	-4.00
53138 · Utility Box Wraps	0.00	417.00	-417.00	0.00	834.00	-834.00
53150 · Dumpsters	0.00	359.00	-359.00	317.00	718.00	-401.00
53155 · Tree & Flower Maintenance	3,803.00	2,918.00	885.00	8,106.00	5,836.00	2,270.00
53156 · Tree Trimming Large Trees	0.00	1,084.00	-1,084.00	0.00	2,168.00	-2,168.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through August 2014

				TOTAL		
	<u>Aug 14</u>	<u>Budget</u>	<u>Variance</u>	<u>Jul - Aug 14</u>	<u>Budget</u>	<u>Variance</u>
53161 - Special Projects	0.00	2,084.00	-2,084.00	0.00	4,168.00	-4,168.00
53165 - Contingency	2,917.08	4,100.00	-1,182.92	2,917.08	8,200.00	-5,282.92
Total 53000 - Physical Improvements	<u>15,850.46</u>	<u>20,674.00</u>	<u>-4,823.54</u>	<u>29,598.33</u>	<u>41,348.00</u>	<u>-11,749.67</u>
Total Expense	<u>138,467.33</u>	<u>124,662.00</u>	<u>13,805.33</u>	<u>233,963.14</u>	<u>272,176.00</u>	<u>-38,212.86</u>
	<u>29,587.50</u>	<u>1,111.00</u>	<u>28,476.50</u>	<u>69,163.41</u>	<u>36,440.00</u>	<u>32,723.41</u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through August 2014

	<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	31,100.00	0.00	0.00	31,100.00
Booth	0.00	29,960.83	0.00	0.00	29,960.83
Grants					
Commission for Arts & Culture	0.00	18,539.57	0.00	0.00	18,539.57
SBEP City Fees & Services	0.00	11,340.00	0.00	0.00	11,340.00
Total Grants	<u>0.00</u>	<u>29,879.57</u>	<u>0.00</u>	<u>0.00</u>	<u>29,879.57</u>
Sponsorship					
Wyndham Worldwide	0.00	1,280.00	0.00	0.00	1,280.00
Sponsorship - Other	0.00	19,000.00	0.00	0.00	19,000.00
Total Sponsorship	<u>0.00</u>	<u>20,280.00</u>	<u>0.00</u>	<u>0.00</u>	<u>20,280.00</u>
Total 40010 - City Fest Income	0.00	111,220.40	0.00	0.00	111,220.40
40020 - Farmers Market	0.00	44,249.26	0.00	0.00	44,249.26
40040 - MAD	0.00	0.00	0.00	15,681.47	15,681.47
40050 - BID	0.00	0.00	22,652.84	0.00	22,652.84
40155 - Pride of Hillcrest/Block Party	0.00	109,322.58	0.00	0.00	109,322.58
Total Income	<u>0.00</u>	<u>264,792.24</u>	<u>22,652.84</u>	<u>15,681.47</u>	<u>303,126.55</u>
Expense					
50000 - Personnel					
50005 - Salaries	8,184.30	8,521.07	6,747.58	0.00	23,452.95
50025 - Employer Taxes - Federal	638.75	672.82	530.83	0.00	1,842.40
50030 - Employer Taxes - State	130.83	216.28	151.47	0.00	498.58
50035 - Health Insurance	831.02	447.46	0.00	0.00	1,278.48
50040 - Workers Comp Insurance	304.50	101.50	0.00	0.00	406.00
Total 50000 - Personnel	<u>10,089.40</u>	<u>9,959.13</u>	<u>7,429.88</u>	<u>0.00</u>	<u>27,478.41</u>
50045 - Operating					
50050 - Rent Office Space	1,170.88	0.00	1,058.12	0.00	2,229.00
50055 - Storage	550.00	0.00	0.00	0.00	550.00
50060 - Accounting	2,244.62	1,356.44	0.00	82.94	3,684.00
50075 - Intern/Consultant	3,332.00	0.00	0.00	0.00	3,332.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through August 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>TOTAL</u>
50080 - Bank & Credit Card Charges	59.28	0.00	0.00	0.00	59.28
50085 - Repair/Maintenance/Cleaning	379.71	0.00	0.00	0.00	379.71
50090 - Office Supplies	111.51	0.00	0.00	0.00	111.51
50095 - Postage and Delivery	49.00	0.00	0.00	0.00	49.00
50100 - Printing/Photocopy	92.46	0.00	112.25	0.00	204.71
50110 - Dues/Subscriptions	520.00	0.00	0.00	0.00	520.00
50120 - Meetings	454.96	0.00	0.00	0.00	454.96
50125 - Legal	2,449.00	0.00	0.00	0.00	2,449.00
50130 - Telephone & Internet	930.25	0.00	120.00	0.00	1,050.25
50135 - Parking/Mileage	400.00	0.00	0.00	0.00	400.00
50330 - D & O / Liability Insurance	719.19	0.00	3,047.56	0.00	3,766.75
Total 50045 - Operating	13,462.86	1,356.44	4,337.93	82.94	19,240.17
51000 - Neighborhood/Outreach Promotion					
51526 - Taste	0.00	425.00	0.00	0.00	425.00
51530 - Banners	1,735.04	0.00	0.00	0.00	1,735.04
51540 - Business Mixers/Open House	0.00	0.00	679.31	0.00	679.31
51555 - Farmer's Market	0.00	1,905.00	0.00	0.00	1,905.00
51575 - Pride Flag Project	551.44	0.00	0.00	0.00	551.44
51800 - Pride of Hillcrest/Block Party	0.00	82,234.74	0.00	0.00	82,234.74
Total 51000 - Neighborhood/Outreach Promotion	2,286.48	84,564.74	679.31	0.00	87,530.53
51520 - City Fest					
Advertising	0.00	5,451.66	0.00	0.00	5,451.66
BID Crew & Equipment	0.00	4,868.78	0.00	0.00	4,868.78
Entertainment	0.00	9,749.00	0.00	0.00	9,749.00
Equipment Rental	0.00	29,726.73	0.00	0.00	29,726.73
Event Management	0.00	2,652.67	0.00	0.00	2,652.67
Permits	0.00	25.00	0.00	0.00	25.00
Promotions	0.00	36.00	0.00	0.00	36.00
Security	0.00	5,281.00	0.00	0.00	5,281.00
Shuttle Services	0.00	938.25	0.00	0.00	938.25
Spirits	0.00	9,895.80	0.00	0.00	9,895.80
Supplies/Printing	0.00	1,490.81	0.00	0.00	1,490.81
Total 51520 - City Fest	0.00	70,115.70	0.00	0.00	70,115.70

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through August 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>TOTAL</u>
53000 - Physical Improvements					
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	113.45	113.45
53130 - Security	0.00	0.00	0.00	6,330.80	6,330.80
53135 - Street Cleaning	0.00	0.00	5,314.88	2,501.12	7,816.00
53137 - Pressure Washing	0.00	0.00	739.00	3,259.00	3,998.00
53150 - Dumpsters	0.00	0.00	317.00	0.00	317.00
53155 - Tree & Flower Maintenance	877.00	0.00	3,834.84	3,394.16	8,106.00
53165 - Contingency	2,917.08	0.00	0.00	0.00	2,917.08
Total 53000 - Physical Improvements	<u>3,794.08</u>	<u>0.00</u>	<u>10,205.72</u>	<u>15,598.53</u>	<u>29,598.33</u>
Total Expense	<u>29,632.82</u>	<u>165,996.01</u>	<u>22,652.84</u>	<u>15,681.47</u>	<u>233,963.14</u>
	<u>-29,632.82</u>	<u>98,796.23</u>	<u>0.00</u>	<u>0.00</u>	<u>69,163.41</u>

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of September 26, 2014

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
About Time	0.00	0.00	0.00	0.00	52.00	52.00
Above & Beyond USA	0.00	0.00	0.00	0.00	52.00	52.00
AT&T.	0.00	0.00	0.00	0.00	1,000.00	1,000.00
Brazen BBQ	0.00	0.00	0.00	0.00	0.00	0.00
Buffalo Exchange, LTD	0.00	0.00	0.00	0.00	104.00	104.00
Cohabitat	0.00	0.00	0.00	0.00	52.00	52.00
DCSS III, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Deli Lama	0.00	0.00	0.00	0.00	104.00	104.00
Designer Style Sunglasses LLC	0.00	0.00	0.00	0.00	52.00	52.00
E Cosway	0.00	0.00	0.00	0.00	52.00	52.00
Family Health Centers of San Diego	0.00	0.00	0.00	0.00	285.00	285.00
Fastbiz	0.00	0.00	0.00	0.00	52.00	52.00
FIDO and Co.	0.00	0.00	0.00	0.00	52.00	52.00
Fig Tree Cafe	0.00	0.00	0.00	0.00	52.00	52.00
Gossip	0.00	0.00	0.00	0.00	52.00	52.00
H & R Block	0.00	0.00	0.00	0.00	52.00	52.00
Harvest Landscape.	0.00	0.00	0.00	0.00	0.00	0.00
Hillcrest Hardware.	0.00	0.00	0.00	0.00	52.00	52.00
Hollywood Tans	0.00	0.00	0.00	0.00	0.00	0.00
Jack in the Box	0.00	0.00	0.00	0.00	0.00	0.00
Luigi Vera, Buy, Trade & Sell	0.00	0.00	0.00	0.00	52.00	52.00
Mint 11	0.00	0.00	0.00	0.00	52.00	52.00
Obelisk, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Pizza Al Taglio, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Principle Real Estate Group	0.00	0.00	0.00	0.00	52.00	52.00
Remo Partners LLC	0.00	0.00	0.00	0.00	52.00	52.00
Richs Nightclub	0.00	0.00	0.00	0.00	1,130.00	1,130.00
ROC Concepts LLC	0.00	0.00	0.00	0.00	52.00	52.00
Rred Gallery & Wine Bar	0.00	0.00	0.00	0.00	52.00	52.00
San Diego Pride	0.00	0.00	5,850.00	0.00	0.00	5,850.00
Snooze Hic LLC	0.00	0.00	0.00	0.00	52.00	52.00
Svedka Vodka	0.00	0.00	0.00	0.00	0.00	0.00
Tammy's Beauty Salon	0.00	0.00	0.00	0.00	104.00	104.00
The Range Kitchen & Cocktails	0.00	0.00	0.00	0.00	0.00	0.00
The Unoptical, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Two Hands Mobile Message	0.00	0.00	0.00	0.00	350.00	350.00
Uptown Partnership	0.00	0.00	3,896.00	0.00	0.00	3,896.00
Uptown Pets	0.00	0.00	0.00	0.00	52.00	52.00
Urban Mo's	0.00	0.00	0.00	2,400.00	0.00	2,400.00
Vortex Maintenance, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Whaley Studios	0.00	0.00	0.00	0.00	52.00	52.00
Which Wich	0.00	0.00	0.00	0.00	52.00	52.00
Whole Foods Market	0.00	0.00	0.00	0.00	600.00	600.00
	<u>0.00</u>	<u>0.00</u>	<u>9,746.00</u>	<u>2,400.00</u>	<u>5,029.00</u>	<u>17,175.00</u>

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of September 30, 2014

	<u>Sep 30, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
10035 · Comerica - Checking	295,394.54
Total Checking/Savings	<u>295,394.54</u>
Accounts Receivable	
12000 · Accounts Receivable	17,071.00
Total Accounts Receivable	<u>17,071.00</u>
Other Current Assets	
10115 · SBEP City Fees & Services	18,643.00
10125 · MAD Receivable	23,275.08
10145 · Farmers Market Receivable	7,833.50
10155 · Prepaid Expense	3,349.57
10165 · Workers Compensation Deposit	842.00
10175 · Commission for Arts Grant Rcvbl	18,539.57
Total Other Current Assets	<u>72,482.72</u>
Total Current Assets	384,948.26
Fixed Assets	
10200 · Office Furniture & Equipment	19,273.93
10220 · Accumulated Depreciation	-14,178.80
Total Fixed Assets	<u>5,095.13</u>
TOTAL ASSETS	<u>390,043.39</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
20210 · Accrued Expenses	180.24
20225 · SBEP Advance	23,254.93
20230 · Sales Tax Payable	2,640.00
21000 · Payroll Liabilities	

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of September 30, 2014

	<u>Sep 30, 14</u>
Vacation Payable	1,616.60
Total 21000 - Payroll Liabilities	<u>1,616.60</u>
Total Other Current Liabilities	<u>27,691.77</u>
Total Current Liabilities	<u>27,691.77</u>
Total Liabilities	27,691.77
Equity	
31100 - Unrestricted Net Assets	321,249.86
Net Income	<u>41,101.76</u>
Total Equity	<u>362,351.62</u>
TOTAL LIABILITIES & EQUITY	<u><u>390,043.39</u></u>

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

				TOTAL		
	Sep 14	Budget	Variance	Jul - Sep 14	Budget	Variance
Income						
40015 - CityFest	38,997.19	61,960.00	-22,962.81	150,217.59	163,919.00	-13,701.41
40020 - Farmers Market	15,962.59	18,334.00	-2,371.41	60,108.85	55,002.00	5,106.85
40030 - SBEP	2,550.07	2,746.00	-195.93	2,550.07	2,746.00	-195.93
40040 - MAD	7,593.61	8,363.00	-769.39	23,275.08	22,839.00	436.08
40045 - MAD Reserve	0.00	2,083.00	-2,083.00	0.00	6,249.00	-6,249.00
40050 - BID	7,138.18	10,223.00	-3,084.82	29,791.02	29,669.00	122.02
40055 - BID Carry Forward	0.00	84.00	-84.00	0.00	252.00	-252.00
40080 - Newsletter/Advertising	0.00	84.00	-84.00	0.00	252.00	-252.00
40135 - Hillcrest Hoedown	0.00	18,791.00	-18,791.00	0.00	18,791.00	-18,791.00
40140 - Banner Space	0.00	417.00	-417.00	0.00	1,251.00	-1,251.00
40155 - Pride of Hillcrest/Block Party	0.00	0.00	0.00	109,322.58	129,971.00	-20,648.42
40160 - Hillcrest Map.	0.00	250.00	-250.00	0.00	750.00	-750.00
40180 - Other Income	213.00	130.00	83.00	213.00	390.00	-177.00
Total Income	72,454.64	123,465.00	-51,010.36	375,478.19	432,081.00	-56,602.81
Expense						
50000 - Personnel						
50005 - Salaries	13,783.84	14,259.00	-475.16	37,236.79	37,677.00	-440.21
50025 - Employer Taxes - Federal	1,060.04	1,139.00	-78.96	2,902.44	3,025.00	-122.56
50030 - Employer Taxes - State	57.56	0.00	57.56	556.15	0.00	556.15
50035 - Health Insurance	895.24	746.00	149.24	2,173.72	2,238.00	-64.28
50040 - Workers Comp Insurance	0.00	256.00	-256.00	406.00	768.00	-362.00
Total 50000 - Personnel	15,796.68	16,400.00	-603.32	43,275.10	43,708.00	-432.90
50045 - Operating						
50050 - Rent Office Space	723.00	804.00	-81.00	2,952.00	2,412.00	540.00
50055 - Storage	275.00	300.00	-25.00	825.00	900.00	-75.00
50060 - Accounting	1,845.80	1,843.00	2.80	5,529.80	5,529.00	0.80
50065 - Audit	0.00	3,125.00	-3,125.00	0.00	4,125.00	-4,125.00
50070 - Equipment Purchase	0.00	225.00	-225.00	0.00	675.00	-675.00
50075 - Intern/Consultant	0.00	417.00	-417.00	3,332.00	1,251.00	2,081.00
50080 - Bank & Credit Card Charges	82.75	50.00	32.75	142.03	150.00	-7.97
50085 - Repair/Maintenance/Cleaning	185.00	175.00	10.00	564.71	525.00	39.71
50090 - Office Supplies	15.30	267.00	-251.70	126.81	801.00	-674.19

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

				TOTAL		
	Sep 14	Budget	Variance	Jul - Sep 14	Budget	Variance
50095 · Postage and Delivery	52.79	42.00	10.79	101.79	126.00	-24.21
50100 · Printing/Photocopy	92.46	167.00	-74.54	297.17	501.00	-203.83
50110 · Dues/Subscriptions	0.00	167.00	-167.00	520.00	501.00	19.00
50115 · Staff Development	0.00	209.00	-209.00	0.00	627.00	-627.00
50120 · Meetings	122.76	333.00	-210.24	577.72	999.00	-421.28
50125 · Legal	4,748.65	2,125.00	2,623.65	7,197.65	6,375.00	822.65
50130 · Telephone & Internet	1,308.80	737.00	571.80	2,359.05	2,211.00	148.05
50135 · Parking/Mileage	200.00	200.00	0.00	600.00	600.00	0.00
50140 · Depreciation	0.00	25.00	-25.00	0.00	75.00	-75.00
50330 · D & O / Liability Insurance	625.00	667.00	-42.00	4,391.75	2,001.00	2,390.75
Total 50045 · Operating	10,277.31	11,878.00	-1,600.69	29,517.48	30,384.00	-866.52
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	37,618.91	52,043.00	-14,424.09	107,734.61	119,753.00	-12,018.39
51525 · Promotion/Marketing/Campaigns	2,105.46	2,980.00	-874.54	2,105.46	8,940.00	-6,834.54
51526 · Taste	656.25	0.00	656.25	1,081.25	0.00	1,081.25
51527 · Taste 'N Tinis	498.75	0.00	498.75	498.75	0.00	498.75
51530 · Banners	0.00	300.00	-300.00	1,735.04	900.00	835.04
51535 · Web Site Communications	0.00	84.00	-84.00	0.00	252.00	-252.00
51540 · Business Mixers/Open House	1,071.13	117.00	954.13	1,750.44	351.00	1,399.44
51545 · Newsletter	1,364.77	225.00	1,139.77	1,364.77	675.00	689.77
51555 · Farmer's Market	625.00	2,500.00	-1,875.00	2,530.00	7,500.00	-4,970.00
51565 · Hillcrest Map	0.00	417.00	-417.00	0.00	1,251.00	-1,251.00
51570 · Hillcrest Hoedown.	0.00	14,058.00	-14,058.00	0.00	28,116.00	-28,116.00
51575 · Pride Flag Project	410.25			961.69		
51800 · Pride of Hillcrest/Block Party	16,654.32	0.00	16,654.32	98,889.06	90,000.00	8,889.06
51880 · Nightmare on Normal	50.00			50.00		
Total 51000 · Neighborhood/Outreach Promotion	61,054.84	72,724.00	-11,669.16	218,701.07	257,738.00	-39,036.93
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	70.57	67.00	3.57	184.02	201.00	-16.98
53130 · Security	3,165.40	3,167.00	-1.60	9,496.20	9,501.00	-4.80
53135 · Street Cleaning	3,908.00	4,477.00	-569.00	11,724.00	13,431.00	-1,707.00
53137 · Pressure Washing	1,999.00	2,001.00	-2.00	5,997.00	6,003.00	-6.00
53138 · Utility Box Wraps	0.00	417.00	-417.00	0.00	1,251.00	-1,251.00

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

				TOTAL		
	Sep 14	Budget	Variance	Jul - Sep 14	Budget	Variance
53150 · Dumpsters	370.48	359.00	11.48	687.48	1,077.00	-389.52
53155 · Tree & Flower Maintenance	3,771.00	2,918.00	853.00	11,877.00	8,754.00	3,123.00
53156 · Tree Trimming Large Trees	0.00	1,084.00	-1,084.00	0.00	3,252.00	-3,252.00
53161 · Special Projects	0.00	2,084.00	-2,084.00	0.00	6,252.00	-6,252.00
53165 · Contingency	0.00	4,100.00	-4,100.00	2,917.08	12,300.00	-9,382.92
Total 53000 · Physical Improvements	<u>13,284.45</u>	<u>20,674.00</u>	<u>-7,389.55</u>	<u>42,882.78</u>	<u>62,022.00</u>	<u>-19,139.22</u>
Total Expense	<u>138,032.19</u>	<u>121,676.00</u>	<u>16,356.19</u>	<u>371,995.34</u>	<u>393,852.00</u>	<u>-21,856.66</u>
	<u><u>-27,958.64</u></u>	<u><u>1,789.00</u></u>	<u><u>-29,747.64</u></u>	<u><u>41,101.76</u></u>	<u><u>38,229.00</u></u>	<u><u>2,872.76</u></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through September 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	31,100.00	0.00	0.00	0.00	31,100.00
Booth	0.00	62,958.02	0.00	0.00	0.00	62,958.02
Grants						
Commission for Arts & Culture	0.00	18,539.57	0.00	0.00	0.00	18,539.57
County of San Diego	0.00	6,000.00	0.00	0.00	0.00	6,000.00
SBEP City Fees & Services	0.00	11,340.00	0.00	0.00	0.00	11,340.00
Total Grants	0.00	35,879.57	0.00	0.00	0.00	35,879.57
Sponsorship						
Wyndham Worldwide	0.00	1,280.00	0.00	0.00	0.00	1,280.00
Sponsorship - Other	0.00	19,000.00	0.00	0.00	0.00	19,000.00
Total Sponsorship	0.00	20,280.00	0.00	0.00	0.00	20,280.00
Total 40010 - City Fest Income	0.00	150,217.59	0.00	0.00	0.00	150,217.59
40020 - Farmers Market	0.00	60,108.85	0.00	0.00	0.00	60,108.85
40030 - SBEP	0.00	0.00	0.00	0.00	2,550.07	2,550.07
40040 - MAD	0.00	0.00	0.00	23,275.08	0.00	23,275.08
40050 - BID	0.00	0.00	29,791.02	0.00	0.00	29,791.02
40155 - Pride of Hillcrest/Block Party	0.00	109,322.58	0.00	0.00	0.00	109,322.58
40180 - Other Income	213.00	0.00	0.00	0.00	0.00	213.00
Total Income	213.00	319,649.02	29,791.02	23,275.08	2,550.07	375,478.19
Expense						
50000 - Personnel						
50005 - Salaries	13,211.37	12,820.65	8,843.41	0.00	2,361.36	37,236.79
50025 - Employer Taxes - Federal	1,026.90	1,002.40	691.79	0.00	181.35	2,902.44
50030 - Employer Taxes - State	167.73	223.17	157.89	0.00	7.36	556.15
50035 - Health Insurance	1,693.63	480.09	0.00	0.00	0.00	2,173.72
50040 - Workers Comp Insurance	304.50	101.50	0.00	0.00	0.00	406.00
Total 50000 - Personnel	16,404.13	14,627.81	9,693.09	0.00	2,550.07	43,275.10
50045 - Operating						
50050 - Rent Office Space	1,559.88	0.00	1,392.12	0.00	0.00	2,952.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through September 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>
50055 · Storage	825.00	0.00	0.00	0.00	0.00	825.00
50060 · Accounting	3,243.86	2,053.00	0.00	232.94	0.00	5,529.80
50075 · Intern/Consultant	3,332.00	0.00	0.00	0.00	0.00	3,332.00
50080 · Bank & Credit Card Charges	142.03	0.00	0.00	0.00	0.00	142.03
50085 · Repair/Maintenance/Cleaning	564.71	0.00	0.00	0.00	0.00	564.71
50090 · Office Supplies	126.81	0.00	0.00	0.00	0.00	126.81
50095 · Postage and Delivery	101.79	0.00	0.00	0.00	0.00	101.79
50100 · Printing/Photocopy	92.46	0.00	204.71	0.00	0.00	297.17
50110 · Dues/Subscriptions	520.00	0.00	0.00	0.00	0.00	520.00
50120 · Meetings	577.72	0.00	0.00	0.00	0.00	577.72
50125 · Legal	7,197.65	0.00	0.00	0.00	0.00	7,197.65
50130 · Telephone & Internet	2,239.05	0.00	120.00	0.00	0.00	2,359.05
50135 · Parking/Mileage	600.00	0.00	0.00	0.00	0.00	600.00
50330 · D & O / Liability Insurance	1,344.19	0.00	3,047.56	0.00	0.00	4,391.75
Total 50045 · Operating	22,467.15	2,053.00	4,764.39	232.94	0.00	29,517.48
51000 · Neighborhood/Outreach Promotion						
51525 · Promotion/Marketing/Campaigns	1,105.46	0.00	1,000.00	0.00	0.00	2,105.46
51526 · Taste	0.00	1,081.25	0.00	0.00	0.00	1,081.25
51527 · Taste 'N Tinis	0.00	498.75	0.00	0.00	0.00	498.75
51530 · Banners	1,735.04	0.00	0.00	0.00	0.00	1,735.04
51540 · Business Mixers/Open House	1,026.51	0.00	723.93	0.00	0.00	1,750.44
51545 · Newsletter	105.00	0.00	1,259.77	0.00	0.00	1,364.77
51555 · Farmer's Market	0.00	2,530.00	0.00	0.00	0.00	2,530.00
51575 · Pride Flag Project	961.69	0.00	0.00	0.00	0.00	961.69
51800 · Pride of Hillcrest/Block Party	0.00	98,889.06	0.00	0.00	0.00	98,889.06
51880 · Nightmare on Normal	0.00	50.00	0.00	0.00	0.00	50.00
Total 51000 · Neighborhood/Outreach Promotion	4,933.70	103,049.06	2,983.70	0.00	0.00	110,966.46
51520 · City Fest						
Advertising	264.60	7,822.47	0.00	0.00	0.00	8,087.07
BID Crew & Equipment	285.00	4,868.78	0.00	0.00	0.00	5,153.78
City Fees (SDPD/Fire)	0.00	16,203.00	0.00	0.00	0.00	16,203.00
Concessions	0.00	196.29	0.00	0.00	0.00	196.29
Entertainment	0.00	10,299.00	0.00	0.00	0.00	10,299.00
Equipment Rental	0.00	43,292.69	0.00	0.00	0.00	43,292.69

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through September 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>
Event Management	0.00	3,397.87	0.00	0.00	0.00	3,397.87
Ice Trailer	0.00	437.40	0.00	0.00	0.00	437.40
Permits	0.00	25.00	0.00	0.00	0.00	25.00
Promotions	0.00	1,280.00	0.00	0.00	0.00	1,280.00
Security	0.00	5,281.00	0.00	0.00	0.00	5,281.00
Shuttle Services	0.00	1,635.68	0.00	0.00	0.00	1,635.68
Spirits	0.00	9,895.80	0.00	0.00	0.00	9,895.80
Supplies/Printing	0.00	2,050.03	0.00	0.00	0.00	2,050.03
Trash Management	0.00	500.00	0.00	0.00	0.00	500.00
Total 51520 - City Fest	<u>549.60</u>	<u>107,185.01</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>107,734.61</u>
53000 - Physical Improvements						
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	184.02	0.00	184.02
53130 - Security	0.00	0.00	0.00	9,496.20	0.00	9,496.20
53135 - Street Cleaning	1,622.80	0.00	6,349.52	3,751.68	0.00	11,724.00
53137 - Pressure Washing	0.00	0.00	1,478.00	4,519.00	0.00	5,997.00
53150 - Dumpsters	0.00	0.00	687.48	0.00	0.00	687.48
53155 - Tree & Flower Maintenance	2,950.92	0.00	3,834.84	5,091.24	0.00	11,877.00
53165 - Contingency	2,917.08	0.00	0.00	0.00	0.00	2,917.08
Total 53000 - Physical Improvements	<u>7,490.80</u>	<u>0.00</u>	<u>12,349.84</u>	<u>23,042.14</u>	<u>0.00</u>	<u>42,882.78</u>
Total Expense	<u>51,845.38</u>	<u>226,914.88</u>	<u>29,791.02</u>	<u>23,275.08</u>	<u>2,550.07</u>	<u>334,376.43</u>
	<u>-51,632.38</u>	<u>92,734.14</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>41,101.76</u>

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of October 30, 2014

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Above & Beyond USA	0.00	0.00	0.00	0.00	52.00	52.00
AT&T.	0.00	0.00	0.00	0.00	1,000.00	1,000.00
Brazen BBQ	0.00	0.00	0.00	0.00	0.00	0.00
Buffalo Exchange, LTD	0.00	0.00	0.00	0.00	52.00	52.00
Cohabitat	0.00	0.00	0.00	0.00	52.00	52.00
Crest Beverage Distribution	0.00	3,000.00	0.00	0.00	0.00	3,000.00
Deli Lama	0.00	0.00	0.00	0.00	52.00	52.00
Designer Style Sunglasses LLC	0.00	0.00	0.00	0.00	52.00	52.00
E Cosway	0.00	0.00	0.00	0.00	52.00	52.00
Family Health Centers of San Diego	0.00	0.00	0.00	0.00	285.00	285.00
Fastbiz	0.00	0.00	0.00	0.00	52.00	52.00
FIDO and Co.	0.00	0.00	0.00	0.00	52.00	52.00
Fig Tree Cafe	0.00	0.00	0.00	0.00	52.00	52.00
Gossip	0.00	0.00	0.00	0.00	52.00	52.00
H & R Block	0.00	0.00	0.00	0.00	52.00	52.00
Harvest Landscape.	0.00	0.00	0.00	0.00	0.00	0.00
Hollywood Tans	0.00	0.00	0.00	0.00	0.00	0.00
Jack in the Box	0.00	0.00	0.00	0.00	0.00	0.00
Mint 11	0.00	0.00	0.00	0.00	52.00	52.00
Obelisk, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Pizza Al Taglio, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Principle Real Estate Group	0.00	0.00	0.00	0.00	52.00	52.00
Remo Partners LLC	0.00	0.00	0.00	0.00	52.00	52.00
Richs Nightclub	0.00	0.00	0.00	0.00	1,130.00	1,130.00
ROC Concepts LLC	0.00	0.00	0.00	0.00	52.00	52.00
San Diego Pride	0.00	0.00	0.00	0.00	5,850.00	5,850.00
Svedka Vodka	0.00	0.00	0.00	0.00	0.00	0.00
Tammy's Beauty Salon	0.00	0.00	0.00	0.00	104.00	104.00
The Range Kitchen & Cocktails	0.00	0.00	0.00	0.00	0.00	0.00
The Unoptical, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Two Hands Mobile Message	0.00	0.00	0.00	0.00	350.00	350.00
Uptown Pets	0.00	0.00	0.00	0.00	52.00	52.00
Urban Mo's	0.00	0.00	0.00	0.00	2,400.00	2,400.00
Vortex Maintenance, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Which Wich	0.00	0.00	0.00	0.00	52.00	52.00
Whole Foods Market	0.00	0.00	0.00	0.00	600.00	600.00
	<u>0.00</u>	<u>3,000.00</u>	<u>0.00</u>	<u>0.00</u>	<u>12,811.00</u>	<u>15,811.00</u>

Contracting Agreement

November 12, 2014

This Agreement (the "Agreement") is executed by Hillcrest Business Improvement Association, a California not for profit corporation (hereinafter referred to as "HBA") whose address is 3737 Fifth Avenue San Diego, CA 92103 and Oster and Associates (hereinafter referred to as "Consultant"), whose address is 3525 Fifth Ave, Second Floor, San Diego, CA 92103. HBA and Consultant are sometimes hereinafter collectively referred to as the "Parties" or individually as a "Party".

Hillcrest Business Association undertakes special events as part of its promotional programs throughout the year and is seeking an event production company to implement elements of these events. This agreement will concern Hillcrest Taste 'n Tinis, which occurs on 12/11/14 and Taste of Hillcrest which occurs on 4/11/15.

Services to be provided

Consultant shall manage the event on behalf of the HBA in accordance with the provisions set forth in Attachment A attached hereto and made a part hereof for all purposes.

Terms and termination

Either Party may cancel this Agreement at any time after date of signing upon 30 days written notice to the other Party.

Independent contractor status

Consultant is an independent contractor and is not an employee of HBA. Staffing costs relating duties described in Attachment A will be borne by Consultant, including requirements for the provisions of Workers Compensation Insurance and any and all local, state and federal payroll taxes, and any tax liability related to Consultant and their staff.

Governing law

Contractor shall at all times comply with all applicable laws, statutes, ordinances, and regulations of the City, county, state, and federal governments. Subcontractor shall also comply with all notices issued by the City under the authority of all current or future laws, statutes, ordinances, or regulations.

Conflict of interest

Contractor shall comply with all federal, state, and local laws, including conflict of interest laws, statutes, ordinances, regulations, and policies of the City related to public contracts and procurement practices to the extent applicable. HBA and Contractor are unaware of any financial or economic interest of any public officer or employee of the City relating to this agreement. Contractor has been made aware of the HBA's Conflict of Interest policy (attachment B).

Payment

The HBA will pay a total fee of \$11,000 for the services described in Attachment A.

Payments shall be made in the following manner:

- One quarter of the fee shall be paid after the signing of this contract.
- One quarter of the fee shall be paid by invoice after Hillcrest Taste 'n Tinis.
- The third quarter will be paid by invoice prior to Taste of Hillcrest.
- The balance of the fee shall be paid, by invoice at the conclusion of Taste of Hillcrest.

All bills and invoices from third party contractors will be delivered to HBA within 30 days of the event date. In the case that this does not occur the bills will become the responsibility of the Contractor.

Ownership

Hillcrest Taste 'n Tinis, Hillcrest CityFest, the Taste of Hillcrest, the Hillcrest Sign logo, The Fabulous Hillcrest logo, Pride of Hillcrest Block Party, Hillcrest Farmers Market and the related marks are, and always have been, the property of the HBA. HBA retains the exclusive rights to sell any HBA related merchandise and tickets and to conduct promotions for any business relating to Hillcrest and the HBA.

Agreements with third parties

Contractor shall disclose and provide copies of all agreements with third parties relating to the project including rental agreements, service contracts, entertainment agreements, sponsorships, in-kind donations, special payments, and mutual benefit arrangements. Unwritten agreements shall be unacceptable.

Marketing, Logos and Sponsor recognition

Hillcrest logos shall be used on all promotional and signage elements for the event including banners, signs, advertising and otherwise. This event shall be clearly described as a production of the "Hillcrest Business Association" or "Fabulous Hillcrest". Any sponsorship agreements shall not create the impression that the event is owned by any third party.

Arbitration

If a dispute arises out of or relates to this Agreement, or the breach thereof, the parties agree first to try in good faith to resolve the dispute by mediation administered by the American Arbitration Association under its rules, before resorting to arbitration. Thereafter, any unresolved controversy or claim arising out of or relating to this Agreement, or breach thereof, shall be resolved by arbitration administered by the American Arbitration Association in accordance with its Arbitration Rules, and judgment upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof pursuant to applicable law.

No Joint venture or partnership

This Agreement shall not be construed or interpreted to create or establish any joint venture or partnership between the parties.

Integration

This Agreement supersedes all prior or contemporaneous agreements, understandings, promises, representation, and discussions, whether written or oral, or whether expressed, implied or apparent and are hereby deemed merged into and made a part of this Agreement. The terms of this Agreement are contractual and not merely a recital. No waiver or modification of any term of this Agreement shall be valid or binding unless in writing and executed by all of the Parties.

Assignment

This Agreement and the rights and obligations accruing to the Parties hereto shall not be assigned or delegated without the consent of the other Party; and such consent shall not be unreasonably withheld. Notwithstanding the foregoing or any other provision contained herein to the contrary, Consultant may assign this Agreement and all rights pertaining thereto and delegate all of his obligations to a third party upon approval of the board of directors of the HBA.

Equal employment and nondiscriminatory provisions

Consultant shall not discriminate in any manner against any person or persons on account of race, color, religion, gender, sexual orientation, medical status, national origin, age, marital status, or physical disability in Consultant's activities pursuant to this Agreement, including but not limited to the providing of goods, services, facilities, privileges, advantages, and accommodations, and the obtaining and holding of employment. Consultant shall comply with City Council Ordinance No.18173 (San Diego Municipal Code sections 22.2701 through 22.2708, as amended), EQUAL EMPLOYMENT OPPORTUNITY OUTREACH PROGRAM, a copy of which is on file in the Office of the City Clerk and by this reference is incorporated into this Agreement. Consultant is individually responsible to abide by its contents. Consultant shall comply with Title VII of the Civil Rights Act of 1964, as amended; Executive Orders 11246, 11375, and 12086; the California Fair Employment Practices Act; and any other applicable federal and state laws and regulations hereafter enacted. Consultant shall not discriminate against any employee or applicant for employment on any basis prohibited by law. Consultant may be required to comply, and require each of its Subcontractors to comply, with the provisions of the City's Living Wage Ordinance. It is the responsibility of the Consultant to determine if compliance is required. Consultant is required where applicable to comply with the Americans with Disabilities Act, the City of San Diego Drug Free Workplace requirements, and Storm Water Management and Discharge Control Ordinance.

Representations and warranties

Each Party represents and warrants to the other that it has all necessary power and authority to execute and deliver this Agreement and to carry out its obligations hereunder. The Agreement has been duly and validly executed and delivered by the Parties and constitutes the valid and binding agreement of that Party, fully enforceable against that Party in accordance with their respective terms. To the best knowledge of each Party, all consents, approvals, orders or authorizations of, or registration, declaring or filing with, any governmental authority in connection with the execution and delivery of the

Agreement or the consummation of the transactions contemplated hereby have been obtained.

Supervision

Contractor shall provide supervision adequate to insure that the services rendered pursuant to this agreement are of high quality.

IN WITNESS WHEREOF, the Parties have executed this Agreement on _____, at _____, California.

HILLCREST BUSINESS
ASSOCIATION

CONSULTANT

By: _____

By: _____

Benjamin Nicholls
Executive Director, HBA
ADDRESS:
3737 Fifth Avenue, #202
San Diego, CA 92103
(619) 299-3330 Tel.
(619) 299-4230 Fax.

:

- Attachment A: Scope of services
- Attachment B: Conflict of interest policy

Attachment A: Scope of Services

Consultant agrees to manage Hillcrest Taste 'n Tinis and Taste of Hillcrest including the following activities:

Organizing

- Meet and communicate regularly with HBA Marketing Program Manager to coordinate and discuss progress.
- Meet with HBA Marketing Committee at their January or February meeting to review progress.

Display promotions

- Work with HBA staff to design all display collateral materials including fliers, day of event signage, posters, tickets and other materials
- Placement of promotional material in area restaurants, retail, bars, and other locations
- Hang all day of signage in the participating venues before the event
- Coordinate all in venue promotions including posters, banner placements, and day of event signage

Earned Media

- Solicit the following television outlets for news coverage:
 - KUSI - TV
 - KFMB –TV
 - KNSD - TV
 - KGTV – TV
 - FOX 5 – TV
 - San Diego 6 CW – TV
- Secure television listings on online events calendar and on screen
- Secure a minimum of five live spots for pre-event and day of coverage
- Pitch weather remote reports from the event
- Secure radio promotions and distribute tickets to participating radio stations for contest giveaways
- Make sure all event information is posted on radio websites
- Write and distribute PSA for radio commercials
- Act as media liaison, generate & distribute press release, PSA's, media alerts

Public Relations

- Write initial Calendar Notice released to all media (Taste of Hillcrest only)
- Write and distribute press release
- Fax media alerts to television stations radio stations and other media outlets

Online Promotion

- Engage with online websites to be sure they get the event featured on website and do a contest giveaway
- Disseminate all tickets to online websites for contest giveaways

- Upload event information to over 100 event web listings
- Implement Facebook and Twitter campaign to build current friend list and promote event

Advertisement

- Secure media sponsorship and advertising buys for both print, radio and tv

Attachment B: conflict of interest policy

No contract may be entered into by the Hillcrest Business Association if one of its officers, members, directors, committee members, staff members or volunteers has a material financial interest in the contract or transaction, except in the following circumstances:

- (1) the material facts as to the contract or transaction and as to the party's interest are fully disclosed or known to the member, board or committee voting on the matter;
- (2) the contract or transaction is approved by the members, board or committee in good faith, by a vote sufficient without counting the vote of the interested party or parties;
- (3) the interested party or parties abstains from voting on the matter;
- (4) the contract or transaction is just and reasonable to the Hillcrest Business Association at the time it was authorized, approved or ratified;
- (5) the interested party or parties shall not actively participate in the decision about the contract or transaction, except to answer questions or provide a broad explanation;
- (6) the action is recorded in meeting minutes, noting which members voted, how the members voted, and identifying any members who abstained from voting.

A violation of any provision of this policy shall be grounds for removal of the officers, directors, members, committee members, staff members or volunteers from their positions with the HBA. A contract or transaction entered into in violation of this Conflict of Interest Policy shall be void and unenforceable.

Operations Program Manager

The Operations Program Manager (OPM) is a full time employee of the Hillcrest Business Association (HBA) and reports to the Executive Director. The OPM shall implement programs related to cleaning, beautification projects and improvements to the physical realm for the organization. The OPM shall also oversee quality control for a variety of contracts for the organization including the PROW program, security program, gardening, pressure washing, and flower baskets. The OPM shall also be a liaison between city departments and the business community.

The activities of the OPM will fall under these areas:

Contract Monitoring:

The OPM shall:

- Work with the Executive Director to oversee contract compliance and quality control for all contracts related to the Beautification Committee including but not limited to sidewalk cleaning, pressure washing, flower basket maintenance, and tree trimming.
- Work with the Executive Director to monitor and oversee the HBA security patrol program including but not limited to reviewing the daily logs, following up on any incidences and gaining feedback from business owners.
- Engage with contractors to ensure all insurance, licenses and other professional certifications that have been committed to are current and on file.
- Engage with contractors to ensure contract elements that require the engagement of other groups or city departments are being effectively communicated and followed up on, such as graffiti reporting, trip hazard reporting or street light failures.

Neighborhood Patrols:

The OPM shall:

- Routinely patrol the neighborhood and observe and record in a database any correctable issue of the physical realm, including but not limited to trip hazards, debris, graffiti, broken lights, faded sidewalk curbs, broken sidewalk curbs, pooling water, abandoned shopping cards dead trees and plants and weeds.
- Code each issue in a record and refer to any relevant agency. Follow-up with each agency to ensure implementation.
- Record all PROW violations in a database, approach violators to educate them concerning becoming permitted, and report persistent violations.
- Observe and note any neighborhood code violations including but not limited sign violations, garage or storage violations or storm water violations.

Volunteer Management

- Work with neighborhood groups and volunteers to organize a regular volunteer neighborhood clean-up event to focus on areas that are not routinely cleaned. Work to coordinate cleaning efforts with other groups and efforts such as I love a Clean San Diego's Coastal Clean-up Day.
- Organize the "Fabulter" volunteer program including maintaining a database of volunteers for clean-up days, special event assistance, and office work; and creating a volunteer incentive program.
- Organize and maintain a collection of tools and supplies to assist with

The OPM must also be:

- proficient in MS Office software (including PowerPoint), Adobe creative software, and have experience working with websites (HTML)
- excel at copy writing and editing, proofreading and punctuation
- have own transportation and a valid California drivers license
- be willing to work outside of non-traditional work hours (including evenings and weekends), with diverse social groups, and accept other duties as assigned
- be energetic, outgoing and comfortable with people

This is a full time position at \$31,200pa.

DRAFT