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Hillcrest Business Association  
**Board of Directors Meeting**  
Public Meeting ~ January 13, 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. President's report   | J. Hale     | 5 minutes  |
| 4. Executive Director's report  | B. Nicholls | 5 minutes  |
| 5. Consent agenda (action) <ul style="list-style-type: none"><li>• Approval of minutes (December 2014) <sup>1</sup></li><li>• Approval of financials (November 2014)<sup>2</sup></li><li>• Approval of letter of support for Heat Bar and Kitchen license expansion <sup>3</sup></li><li>• Approval of letter of support for San Diego Half Marathon <sup>3</sup></li></ul> | E. Reynoso  | 2 minutes  |
| 6. Appointment of new Vice President (action)   | J. Hale     | 5 minutes  |
| 7. Approval of agreement for bookkeeping services (action) <sup>4</sup>   | J. Hale     | 5 minutes  |
| 8. Update of SOP#1 Board Committees (action) <sup>5</sup>   | C. Moreno   | 5 minutes  |
| 9. Discussion and action concerning support for advertising agreement with Hale Media for Hillcrest Mardi Gras (action)   | B. Nicholls | 10 minutes |
| 10. Discussion and action concerning hiring advocacy organization   | B. Nicholls | 10 minutes |

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Attachments:

1. Board minutes December, 2014
2. Board financial documents November 2014

3. Letters of support
4. Agreement with MFJ Systems
5. SOP # 1

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**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.

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Hillcrest Business Association  
3737 Fifth Ave. #202, San Diego, CA 92103  
p:(619) 299-3330 f: (619) 299-4230



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to assist with negotiations with SANDAG (action)

## 11. Adjourn

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**Attachments:**

- |  |                               |
|--|-------------------------------|
| 1. Board minutes December, 2014            | 3. Letters of support         |
| 2. Board financial documents November 2014 | 4. Agreement with MFJ Systems |
|  | 5. SOP # 1                    |

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

Board in attendance: Ryan Bedrosian, Tami Daiber, Johnathan Hale, Pete Katz, Charles Kauffman, Sam Korish, Cecelia Moreno, Eddie Reynoso, Maggie Roland, Brett Serwault, Glenn Younger, Dalour Younnan

Staff in attendance: Ben Nicholls, Megan Gamwell and Debbie Daniels

Guests in attendance: Walter Chambers, Elizabeth Hannon, Julio de Guzman, Mary Joseph, Paul Smith, Matt Wahlstrom,

**Public comment (2 minutes per speaker)**

J. Guzman introduced himself to the Board and expressed interest in three way partnership between the community, the police department and the City Attorneys office.

**Presidents Report**

J. Hale and B. Nicholls met with Mayor Faulconer on behalf of the organization. J. Hale and B. Nicholls brought a number of issues to his attention and Mayor Faulconer was most supportive. A few of those issues include Pride Plaza and making Hillcrest more bike friendly.

J. Hale mentioned that the Board Retreat will be held in early February between 2/6/ 15 or 2/13/15.

**Executive Report**

B. Nicholls updated the board on the progress of Taste 'n' Tinis, which will be held on Thursday December 11, 2014. Promotions for the event are going well and include radio spots and several TV spots. Sales for the event currently exceed last years sales by 40 tickets.

B. Nicholls met with staff at City Council district 3 to talk about homeless issues and discussed strategies that have worked in downtown.

B. Nicholls will be taking a vacation over the Christmas period.



## **Consent Agenda**

E. Reynoso presented the Consent agenda (action)

- Approval of minutes (November 2014)
- Approval of financials (October 2014)

Motion to approve November minutes and October Financials. Younger/ Younan  
12/0/0

C. Moreno presented the acceptance of the organizational audit

Motion to approve the audit as presented. Younger/Katz 10/0/2

## **Discussion and refining of position on SANDAG bicycle plan**

B. Nicholls stated that there have been a number of requests from stakeholders and business owners for the HBA to refine its position for the bicycle plan being proposed by SANDAG. B. Nicholls requested a letter of support from the Board for the following items (listed below) so that he may move forward with negotiations.

- Vote to approve Transforming Hillcrest on the East End of town.
- A vote to recommend and have SANDAG examine the possibility of having the Bike path come from Downtown to Hillcrest on Sixth Ave. along the park. And Southbound on 4<sup>th</sup> Ave. rather than the route proposed on Fifth Ave.
- Encourage SANDAG to examine the possibility of keeping the ramp open and having traffic on University Ave. head East bound one way rather than west bound.

B. Nicholls believes that these three ideas would preserve parking and keep traffic flowing to the west end of town.

The Board discussed the refinement of the HBA's position on the SANDAG bicycle plan.

W. Chambers stated that Mission Hills Town Council is in favor of closing the ramp and had already sent a letter of support to Todd Gloria's office. W. Chambers also inquired if any members of Mission Hills were members of the "Collaborative " and asked they be invited to the next meeting.

G. Younger made a motion to approve the discussion and refining of the HBA's position on SANDAG bicycle plan Younger/Younnan 11/0/1

## **Discussion and indication of support for concept of Pride Plaza (action)**



B. Nicholls presented a proposal for an affordable, multi use street plan near the Pride Flag. A few of the suggested ideas include changing the curbs, removing hard curb in the middle of the median and retaining the hard median directly around the flag, placing trees and bollards in place of the median, creating a pedestrian space in the middle of the street with café style seating and introducing power in the median

B. Nicholls requested authorization of the board to do preparatory work on the concept presented.

J. Hale spoke in support of the presentation.

Motion to approve HBA staff to begin preparatory work and research on Pride Plaza.  
P. Katz/ S. Korish 12/0/0

E. Hannon mentioned the UCPD is working with the City to put car-charging stations in the same location as the proposed Pride Plaza. E. Hannon would like to work with HBA on generating ideas for Pride Plaza.

#### **Discussion and indication of support for concept of Park Blvd. “Parklet”**

S. Korish approached the Board with an idea for a “parklet” on Park Blvd. S. Korish proposed that the HBA assist in removing the curb cut in front of his restaurant Heat Bar and Kitchen and install a multi-use “parklet” that would feature seating, pet amenities a lending library and a bike corral. The cost of the project would be about \$30,000.

B. Nicholls stated that the HBA is seeking support from the Uptown Community Parking District to pay for the bike corral and to fill the curb cut.

S. Korish requested a letter of support from the Board on the proposed concept.

C. Moreno requested financials from Café Calabria to see the success of their “parklet”. C. Moreno also inquired on the financials of the North Park “parklet” and whether or not the North Park Main Street Association assisted in paying for the project.

W. Chamber expressed concern of the location for the “parklet” and suggested other locations be considered as well.

J. Hale supports the HBA staff looking further into the issue and requested that S. Korish reach out to other businesses on Park Blvd.

Motion for the board to support the idea of a “parklet”. S. Korish/G. Younger 11/0/1

Meeting adjourned.

# Hillcrest Business Improvement Association, Inc.

## Balance Sheet

As of November 30, 2014

	<u>Nov 30, 14</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
10035 · Comerica - Checking	236,173.81
<b>Total Checking/Savings</b>	<u>236,173.81</u>
<b>Accounts Receivable</b>	
12000 · Accounts Receivable	22,072.00
<b>Total Accounts Receivable</b>	<u>22,072.00</u>
<b>Other Current Assets</b>	
10115 · SBEP City Fees & Services	22,343.00
10125 · MAD Receivable	41,536.74
10145 · Farmers Market Receivable	7,871.50
10155 · Prepaid Expense	4,751.20
10165 · Workers Compensation Deposit	842.00
10175 · Commission for Arts Grant Rcvbl	27,671.00
<b>Total Other Current Assets</b>	<u>105,015.44</u>
<b>Total Current Assets</b>	363,261.25
<b>Fixed Assets</b>	
10200 · Office Furniture & Equipment	19,273.93
10220 · Accumulated Depreciation	-14,178.80
<b>Total Fixed Assets</b>	<u>5,095.13</u>
<b>TOTAL ASSETS</b>	<u><b>368,356.38</b></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
20210 · Accrued Expenses	180.24
20225 · SBEP Advance	17,722.50
20230 · Sales Tax Payable	6.00
21000 · Payroll Liabilities	

Hillcrest Business Improvement Association, Inc.

**Balance Sheet**

As of November 30, 2014

	<b>Nov 30, 14</b>
	<u>9.86</u>
FUTA Payable	9.86
Vacation Payable	1,616.60
Total 21000 - Payroll Liabilities	<u>1,626.46</u>
Total Other Current Liabilities	<u>19,535.20</u>
Total Current Liabilities	<u>19,535.20</u>
Total Liabilities	19,535.20
Equity	
31100 - Unrestricted Net Assets	323,926.49
Net Income	<u>24,894.69</u>
Total Equity	<u>348,821.18</u>
TOTAL LIABILITIES & EQUITY	<u><u>368,356.38</u></u>

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

				TOTAL		
	Nov 14	Budget	Variance	Jul - Nov 14	Budget	Variance
<b>Income</b>						
40015 · CityFest	0.00	0.00	0.00	164,347.59	163,919.00	428.59
40020 · Farmers Market	21,803.24	18,334.00	3,469.24	98,191.92	91,670.00	6,521.92
40030 · SBEP	2,741.26	2,746.00	-4.74	8,082.50	8,238.00	-155.50
40040 · MAD	10,820.85	8,363.00	2,457.85	41,536.74	39,565.00	1,971.74
40045 · MAD Reserve	0.00	2,083.00	-2,083.00	0.00	10,415.00	-10,415.00
40050 · BID	7,602.44	9,223.00	-1,620.56	45,858.70	49,115.00	-3,256.30
40055 · BID Carry Forward	0.00	84.00	-84.00	0.00	420.00	-420.00
40080 · Newsletter/Advertising	0.00	84.00	-84.00	0.00	420.00	-420.00
40100 · Nightmare on Normal Street	8,915.00			38,366.25		
40115 · Taste 'N Tinis	2,800.00	6,616.00	-3,816.00	2,800.00	13,232.00	-10,432.00
40135 · Hillcrest Hoedown	0.00	0.00	0.00	0.00	37,583.00	-37,583.00
40140 · Banner Space	0.00	417.00	-417.00	0.00	2,085.00	-2,085.00
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	1,250.00	-1,250.00
40165 · Shop Hillcrest for the Holidays	2,000.00			2,000.00		
40180 · Other Income	156.00	130.00	26.00	508.49	650.00	-141.51
<b>Total Income</b>	<b>56,838.79</b>	<b>48,330.00</b>	<b>8,508.79</b>	<b>511,014.77</b>	<b>548,533.00</b>	<b>-37,518.23</b>
<b>Expense</b>						
<b>50000 · Personnel</b>						
50005 · Salaries	12,932.25	14,259.00	-1,326.75	66,829.14	66,195.00	634.14
50025 · Employer Taxes - Federal	993.54	1,139.00	-145.46	5,176.12	5,303.00	-126.88
50030 · Employer Taxes - State	43.59	0.00	43.59	658.02	0.00	658.02
50035 · Health Insurance	1,044.72	746.00	298.72	4,540.06	3,730.00	810.06
50040 · Workers Comp Insurance	0.00	256.00	-256.00	812.00	1,280.00	-468.00
<b>Total 50000 · Personnel</b>	<b>15,014.10</b>	<b>16,400.00</b>	<b>-1,385.90</b>	<b>78,015.34</b>	<b>76,508.00</b>	<b>1,507.34</b>
<b>50045 · Operating</b>						
50050 · Rent Office Space	723.00	804.00	-81.00	4,398.00	4,020.00	378.00
50055 · Storage	275.00	300.00	-25.00	1,375.00	1,500.00	-125.00
50060 · Accounting	1,845.80	1,843.00	2.80	9,221.40	9,215.00	6.40
50065 · Audit	5,000.00	1,125.00	3,875.00	5,000.00	7,375.00	-2,375.00
50070 · Equipment Purchase	0.00	225.00	-225.00	249.00	1,125.00	-876.00
50075 · Intern/Consultant	0.00	417.00	-417.00	3,332.00	2,085.00	1,247.00



Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through November 2014

				TOTAL		
	Nov 14	Budget	Variance	Jul - Nov 14	Budget	Variance
50080 · Bank & Credit Card Charges	32.02	50.00	-17.98	182.19	250.00	-67.81
50085 · Repair/Maintenance/Cleaning	203.50	175.00	28.50	1,361.55	875.00	486.55
50090 · Office Supplies	777.95	267.00	510.95	936.74	1,335.00	-398.26
50095 · Postage and Delivery	0.00	42.00	-42.00	199.79	210.00	-10.21
50100 · Printing/Photocopy	0.00	167.00	-167.00	578.21	835.00	-256.79
50110 · Dues/Subscriptions	0.00	167.00	-167.00	500.00	835.00	-335.00
50115 · Staff Development	164.43	209.00	-44.57	465.75	1,045.00	-579.25
50120 · Meetings	100.71	333.00	-232.29	825.43	1,665.00	-839.57
50125 · Legal	6,540.00	0.00	6,540.00	18,776.32	8,500.00	10,276.32
50130 · Telephone & Internet	388.90	737.00	-348.10	3,810.31	3,685.00	125.31
50135 · Parking/Mileage	200.00	200.00	0.00	1,000.00	1,000.00	0.00
50140 · Depreciation	0.00	25.00	-25.00	0.00	125.00	-125.00
50330 · D & O / Liability Insurance	600.00	667.00	-67.00	6,789.00	3,335.00	3,454.00
<b>Total 50045 · Operating</b>	<b>16,851.31</b>	<b>7,753.00</b>	<b>9,098.31</b>	<b>59,000.69</b>	<b>49,015.00</b>	<b>9,985.69</b>
<b>51000 · Neighborhood/Outreach Promotion</b>						
51515 · CityFest	3,656.00	0.00	3,656.00	116,058.46	119,753.00	-3,694.54
51525 · Promotion/Marketing/Campaigns	4,486.52	2,980.00	1,506.52	8,027.04	14,900.00	-6,872.96
51526 · Taste	106.92	0.00	106.92	1,188.17	0.00	1,188.17
51527 · Taste 'N Tinis	3,175.00	4,784.00	-1,609.00	3,673.75	9,568.00	-5,894.25
51530 · Banners	0.00	300.00	-300.00	1,735.04	1,500.00	235.04
51535 · Web Site Communications	0.00	84.00	-84.00	0.00	420.00	-420.00
51540 · Business Mixers/Open House	0.00	117.00	-117.00	1,750.44	585.00	1,165.44
51545 · Newsletter	0.00	225.00	-225.00	1,364.77	1,125.00	239.77
51555 · Farmer's Market	1,905.00	2,500.00	-595.00	4,435.00	12,500.00	-8,065.00
51565 · Hillcrest Map	0.00	417.00	-417.00	0.00	2,085.00	-2,085.00
51570 · Hillcrest Hoedown.	0.00	0.00	0.00	0.00	42,173.00	-42,173.00
51575 · Pride Flag Project	0.00			961.69		
51800 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	98,889.06	90,000.00	8,889.06
51880 · Nightmare on Normal	9,230.82			33,089.77		
<b>Total 51000 · Neighborhood/Outreach Promotion</b>	<b>22,560.26</b>	<b>11,407.00</b>	<b>11,153.26</b>	<b>271,173.19</b>	<b>294,609.00</b>	<b>-23,435.81</b>
<b>53000 · Physical Improvements</b>						
53125 · Hillcrest Sign Utilities/Maint.	72.81	67.00	5.81	324.60	335.00	-10.40
53130 · Security	3,165.40	3,167.00	-1.60	15,827.00	15,835.00	-8.00

Hillcrest Business Improvement Association, Inc.

**Profit & Loss Budget vs. Actual**

July through November 2014

				<b>TOTAL</b>		
	<u>Nov 14</u>	<u>Budget</u>	<u>Variance</u>	<u>Jul - Nov 14</u>	<u>Budget</u>	<u>Variance</u>
53135 · Street Cleaning	3,908.00	4,477.00	-569.00	19,540.00	22,385.00	-2,845.00
53137 · Pressure Washing	1,999.00	2,001.00	-2.00	9,995.00	10,005.00	-10.00
53138 · Utility Box Wraps	0.00	417.00	-417.00	0.00	2,085.00	-2,085.00
53150 · Dumpsters	360.00	359.00	1.00	1,280.22	1,795.00	-514.78
53155 · Tree & Flower Maintenance	3,805.00	2,918.00	887.00	19,031.00	14,590.00	4,441.00
53156 · Tree Trimming Large Trees	3,910.00	1,084.00	2,826.00	3,910.00	5,420.00	-1,510.00
53161 · Special Projects	0.00	2,084.00	-2,084.00	4,565.96	10,420.00	-5,854.04
53165 · Contingency	0.00	4,100.00	-4,100.00	3,457.08	20,500.00	-17,042.92
<b>Total 53000 · Physical Improvements</b>	<u>17,220.21</u>	<u>20,674.00</u>	<u>-3,453.79</u>	<u>77,930.86</u>	<u>103,370.00</u>	<u>-25,439.14</u>
<b>Total Expense</b>	<u>71,645.88</u>	<u>56,234.00</u>	<u>15,411.88</u>	<u>486,120.08</u>	<u>523,502.00</u>	<u>-37,381.92</u>
	<u><b>-14,807.09</b></u>	<u><b>-7,904.00</b></u>	<u><b>-6,903.09</b></u>	<u><b>24,894.69</b></u>	<u><b>25,031.00</b></u>	<u><b>-136.31</b></u>

**Hillcrest Business Improvement Association, Inc.**

**Profit & Loss by Class**

July through November 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>
<b>Income</b>						
<b>40010 - City Fest Income</b>						
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
<b>Grants</b>						
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	15,040.00	0.00	0.00	0.00	15,040.00
<b>Total Grants</b>	<u>0.00</u>	<u>39,579.57</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>39,579.57</u>
<b>Sponsorship</b>						
Wyndham Worldwide	0.00	1,280.00	0.00	0.00	0.00	1,280.00
Sponsorship - Other	0.00	29,430.00	0.00	0.00	0.00	29,430.00
<b>Total Sponsorship</b>	<u>0.00</u>	<u>30,710.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>30,710.00</u>
<b>Total 40010 - City Fest Income</b>	0.00	164,347.59	0.00	0.00	0.00	164,347.59
<b>40020 - Farmers Market</b>	0.00	98,191.92	0.00	0.00	0.00	98,191.92
<b>40030 - SBEP</b>	0.00	0.00	0.00	0.00	8,082.50	8,082.50
<b>40040 - MAD</b>	0.00	0.00	0.00	41,536.74	0.00	41,536.74
<b>40050 - BID</b>	0.00	0.00	45,858.70	0.00	0.00	45,858.70
<b>40100 - Nightmare on Normal Street</b>	0.00	38,366.25	0.00	0.00	0.00	38,366.25
<b>40115 - Taste 'N Tinis</b>	0.00	2,800.00	0.00	0.00	0.00	2,800.00
<b>40155 - Pride of Hillcrest/Block Party</b>	0.00	109,322.58	0.00	0.00	0.00	109,322.58
<b>40165 - Shop Hillcrest for the Holidays</b>	0.00	2,000.00	0.00	0.00	0.00	2,000.00
<b>40180 - Other Income</b>	404.49	104.00	0.00	0.00	0.00	508.49
<b>Total Income</b>	<u>404.49</u>	<u>415,132.34</u>	<u>45,858.70</u>	<u>41,536.74</u>	<u>8,082.50</u>	<u>511,014.77</u>
<b>Expense</b>						
<b>50000 - Personnel</b>						
50005 - Salaries	21,822.30	22,615.74	14,890.46	0.00	7,500.64	66,829.14
50025 - Employer Taxes - Federal	1,695.51	1,751.73	1,154.38	0.00	574.50	5,176.12
50030 - Employer Taxes - State	269.60	223.17	157.89	0.00	7.36	658.02
50035 - Health Insurance	4,043.65	496.41	0.00	0.00	0.00	4,540.06
50040 - Workers Comp Insurance	609.00	203.00	0.00	0.00	0.00	812.00
<b>Total 50000 - Personnel</b>	<u>28,440.06</u>	<u>25,290.05</u>	<u>16,202.73</u>	<u>0.00</u>	<u>8,082.50</u>	<u>78,015.34</u>

**Hillcrest Business Improvement Association, Inc.**

**Profit & Loss by Class**

July through November 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>
<b>50045 - Operating</b>						
50050 - Rent Office Space	2,337.45	0.00	2,060.55	0.00	0.00	4,398.00
50055 - Storage	1,375.00	0.00	0.00	0.00	0.00	1,375.00
50060 - Accounting	5,542.34	3,446.12	0.00	232.94	0.00	9,221.40
50065 - Audit	0.00	0.00	1,625.00	3,375.00	0.00	5,000.00
50070 - Equipment Purchase	249.00	0.00	0.00	0.00	0.00	249.00
50075 - Intern/Consultant	3,332.00	0.00	0.00	0.00	0.00	3,332.00
50080 - Bank & Credit Card Charges	182.19	0.00	0.00	0.00	0.00	182.19
50085 - Repair/Maintenance/Cleaning	1,361.55	0.00	0.00	0.00	0.00	1,361.55
50090 - Office Supplies	936.74	0.00	0.00	0.00	0.00	936.74
50095 - Postage and Delivery	199.79	0.00	0.00	0.00	0.00	199.79
50100 - Printing/Photocopy	277.38	0.00	300.83	0.00	0.00	578.21
50110 - Dues/Subscriptions	500.00	0.00	0.00	0.00	0.00	500.00
50115 - Staff Development	465.75	0.00	0.00	0.00	0.00	465.75
50120 - Meetings	825.43	0.00	0.00	0.00	0.00	825.43
50125 - Legal	18,776.32	0.00	0.00	0.00	0.00	18,776.32
50130 - Telephone & Internet	3,348.64	0.00	461.67	0.00	0.00	3,810.31
50135 - Parking/Mileage	1,000.00	0.00	0.00	0.00	0.00	1,000.00
50330 - D & O / Liability Insurance	3,741.44	0.00	3,047.56	0.00	0.00	6,789.00
<b>Total 50045 - Operating</b>	<b>44,451.02</b>	<b>3,446.12</b>	<b>7,495.61</b>	<b>3,607.94</b>	<b>0.00</b>	<b>59,000.69</b>
<b>51000 - Neighborhood/Outreach Promotion</b>						
51525 - Promotion/Marketing/Campaigns	3,488.74	421.50	4,116.80	0.00	0.00	8,027.04
51526 - Taste	0.00	1,188.17	0.00	0.00	0.00	1,188.17
51527 - Taste 'N Tinis	0.00	3,673.75	0.00	0.00	0.00	3,673.75
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	4,435.00	0.00	0.00	0.00	4,435.00
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	33,089.77	0.00	0.00	0.00	33,089.77
<b>Total 51000 - Neighborhood/Outreach Promotion</b>	<b>7,316.98</b>	<b>141,697.25</b>	<b>6,100.50</b>	<b>0.00</b>	<b>0.00</b>	<b>155,114.73</b>
<b>51520 - City Fest</b>						

# Hillcrest Business Improvement Association, Inc.

## Profit & Loss by Class

July through November 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>
Advertising	0.00	8,087.07	0.00	0.00	0.00	8,087.07
Ambulance	0.00	1,640.00	0.00	0.00	0.00	1,640.00
BID Crew & Equipment	0.00	5,153.78	0.00	0.00	0.00	5,153.78
City Fees (SDPD/Fire)	0.00	16,314.10	0.00	0.00	0.00	16,314.10
Concessions	0.00	5,065.29	0.00	0.00	0.00	5,065.29
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
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	6,984.75	0.00	0.00	0.00	6,984.75
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
<b>Total 51520 - City Fest</b>	<b>0.00</b>	<b>116,058.46</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>116,058.46</b>
<b>53000 - Physical Improvements</b>						
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	324.60	0.00	324.60
53130 - Security	0.00	0.00	0.00	15,827.00	0.00	15,827.00
53135 - Street Cleaning	4,868.40	0.00	8,418.80	6,252.80	0.00	19,540.00
53137 - Pressure Washing	0.00	0.00	2,956.00	7,039.00	0.00	9,995.00
53150 - Dumpsters	430.00	0.00	850.22	0.00	0.00	1,280.22
53155 - Tree & Flower Maintenance	6,710.76	0.00	3,834.84	8,485.40	0.00	19,031.00
53156 - Tree Trimming Large Trees	3,910.00	0.00	0.00	0.00	0.00	3,910.00
53161 - Special Projects	4,565.96	0.00	0.00	0.00	0.00	4,565.96
53165 - Contingency	3,457.08	0.00	0.00	0.00	0.00	3,457.08
<b>Total 53000 - Physical Improvements</b>	<b>23,942.20</b>	<b>0.00</b>	<b>16,059.86</b>	<b>37,928.80</b>	<b>0.00</b>	<b>77,930.86</b>
<b>Total Expense</b>	<b>104,150.26</b>	<b>286,491.88</b>	<b>45,858.70</b>	<b>41,536.74</b>	<b>8,082.50</b>	<b>486,120.08</b>
	<b><u>-103,745.77</u></b>	<b><u>128,640.46</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>24,894.69</u></b>

Hillcrest Business Improvement Association, Inc.

**A/R Aging Summary**

As of December 12, 2014

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 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
Campari America	0.00	3,500.00	0.00	0.00	0.00	3,500.00
Cohabitat	0.00	0.00	0.00	0.00	52.00	52.00
Deli Lama	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	0.00	0.00
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	0.00	0.00
Scripps Health	0.00	0.00	10,000.00	0.00	0.00	10,000.00
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
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>3,500.00</u>	<u>10,000.00</u>	<u>0.00</u>	<u>6,572.00</u>	<u>20,072.00</u>



January 8, 2015

Ms. Jennifer Hill  
California ABC  
San Diego Office  
1350 Front St., Room 5056.  
San Diego, CA 92101

Dear Ms. Hill:

Hillcrest's continued vibrancy as the heart of San Diego's restaurant scene is something that we should all support. Hillcrest is a growing restaurant district and our many eateries are leading the revitalization of our neighborhood. One such business that has been growing is Heat Bar and Kitchen. I would like to express the support of the business community of Hillcrest in their request to modify the conditions of the license.

Heat Bar and Kitchen is a wonderful example of fine dining that Hillcrest residents and customers are seeking. The stylish appearance of their restaurant and creative menu has attracted many new customers and helped to revitalize a quiet part of Hillcrest. Owner, Sam Korish, has become a community leader in the area of Hillcrest known as the Egyptian Quarter. He has taken the lead in many neighborhood improvements.

Thank you for your consideration in this matter, if I can be of further assistance please contact me directly at (619) 299-3330.

Sincerely,

Benjamin Nicholls  
Executive Director

Hillcrest Business Association  
3737 Fifth Ave. #202, San Diego, CA 92103  
p:(619) 299-3330 f: (619) 299-4230



January 13, 2015

Ms. Susan Briggs  
Executive Director  
San Diego Half Marathon  
2320 Truxtun Rd.  
San Diego, CA 92106

Dear Ms. Briggs:

The Hillcrest Association supports the annual San Diego Half Marathon event on Sunday, March 8, 2015 through the uptown community.

We appreciate you doing the proper mitigation efforts that were undertaken in past years such as notification of the businesses along the route and providing the proper signage listing the street closures. We support the efforts of this organization to raise funds for charitable causes supported by the event. We would very much like to have your organization distribute neighborhood promotional materials to participants at the event.

Please don't hesitate to contact me concerning this letter.

Sincerely,

Benjamin Nicholls  
Executive Director



## Contracting Agreement

December 9, 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 MFJ Systems (hereinafter referred to as "Consultant"), whose address is . HBA and Consultant are sometimes hereinafter collectively referred to as the "Parties" or individually as a "Party".

Hillcrest Business Association implements a wide variety of activities and has a diverse range of accounting needs. This agreement governs the book keeping and accounting services as needed by the HBA.

### Services to be provided

Consultant shall manage accounting activities 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 \$26,400 for the services described in Attachment A.

- The HBA will generate a check on a monthly basis for 1/12 of the total fee.

#### 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 the project including rental agreements, service contracts, entertainment agreements, sponsorships, in-kind donations, special payments, and mutual benefit arrangements. Unwritten agreements shall be unacceptable.

Though financial documents of the HBA are generally public all information handled by the contractor should be considered privileged and shall not be released by the contractor either in writing, verbally, or otherwise.

#### 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: \_\_\_\_\_

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

By: \_\_\_\_\_

:

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

## Attachment A: Scope of Services

Consultant agrees to manage book keeping and accounting services for the HBA including the following activities:

### General book keeping

- Implement the activities described for the Book Keeper in SOP #2 Financial Operations (Attachment C) to ensure efficient processing of accounts payable, receivable, deposits and disbursements.
- Provide monthly financial reports as described in SOP #2 Financial Operations to be ready 72 hours prior to the monthly Executive Committee of the organization.
- Maintain an accurate and well-kept filing system in the HBA offices for all accounts payable, receivable and all financial paperwork.
- Maintain the organization's chart of accounts and classes based on the organization's annual budget and clearly allocate expenses and deposits based on guidance from the Executive Director.
- Assist the Executive Director concerning day to day financial occurrences including but not limited to answering general financial questions and preparing reports as needed.

### Contract Management

- Work with the Executive Director to provide financial and reimbursement paperwork for the monthly reimbursement reports for all municipal contracts.
- Work with the Executive Director to prepare financial documents as needed for annual processes relating to municipal contracts.
- With the inclusion of the Executive Director engage with municipal contract managers to trouble shoot any issues and answer any questions.

### Annual Audit

- Work with the HBA's Auditor to provide all documents and records as requested.
- Respond to Auditor's findings and make adjustments to HBA records as needed.

### Organizational Assistance

- Report to the Executive Director on a day to day basis.
- Provide the Executive Director with assistance and advice in managing, organizing and understanding financial transactions of the organization.
- In concert with the Executive Director, provide assistance and guidance to members of the Executive Committee and Treasurer.
- In the forum provided by publicly noticed Executive Committee meetings, provide feedback to the committee concerning any operational or conflictual concerns.
- Work with the Executive Director to provide feedback on annually preparing the organizational budget.

Attachment B: conflict of interest policy

Attachment C: SOP #2. Financial Operations

## Statement of Operating Procedures:

### 1. Board Committees

1.1 Standing, Special and Ad Hoc Committees: The Board of Directors shall establish the following standing and special committees to serve on a regular basis. The president may create ad hoc committees to serve on an as needed basis. Special committees shall meet regularly and shall have their own rules of conduct outside of those described below.

#### Standing committees:

- Beautification Committee
- Marketing Committee
- Executive Committee
- [MAD Oversight Committee](#)

#### Ad hoc committees

- Nominating (3 members)
- Cityfest Committee
- ByLaws Committee
- [Mardi Gras Committee](#)
- [MAD Oversight Committee](#)

#### Special Committees

- Hillcrest Parking Committee

1.2 Members: After gaining suggestions from the Board of Directors the Board President shall appoint committee members in the following manor:

- Committees shall consist of at least three, but not equal to or more than half of current number of seated board members.
- Committee members from the board shall register their interest at the board meeting and board members not serving on a committee will be appointed to a committee by the board president.
- The President shall appoint a committee chair. In the case where the chair is not a board member a vice chair will be appointed by the president who is a board member who will convey committee action to the board. All committees shall make decisions by consensus. If none can be found, the board members shall resolve disputes by vote.
- A quorum shall consist of three community members in attendance and at least one board member.

1.3 Committee Management: Staff shall ensure the following procedures for committee management:

- An accurate roster for the committee shall be kept including email addresses.
- A clear agenda shall be prepared by staff or the committee chair and emailed to the committee roster on or before the Friday before the meeting and shall be posted at that time on the public notice board at the office.
- Timely and accurate notes shall be prepared for the committee and distributed to the chair for comments and changes.

1.4 Committee conduct: Committee chairs shall have broad latitude to conduct the committee meetings in the style that they see fit providing the following rules are followed:

- All committees shall make decisions by [consensus vote of the HBA members in good standing in attendance](#). ~~If none can be found, the appointed board members shall resolve disputes by vote.~~ A quorum shall consist of three community members in attendance and at least one board member.

- Any spending decisions must have been first endorsed through the budgeting process or endorsed by board vote subsequent to the budgeting process.
- Specific items must be approved through the budgeting process and any individual expenditure over \$5,000 must be approved by the board.

1.5 Committee decision making: The committee decision making process shall follow the steps below:

1. All committee action is advisory to the board.
2. All programs must be proposed in committee. Any programs or projects proposed at the board meeting shall be referred to a committee for discussion.
3. Committees chairs shall, at their discretion, place any issue on their committee agendas for consideration.
4. Once an issue has been discussed at the relevant committee it shall be voted as to whether to be placed on the Executive Committee agenda.
5. All committee decisions that require board action shall be documented in committee minutes.
6. The Executive Committee shall prepare the agenda for the Board of Directors by placing items on the agenda that they see fit.
7. The committee chair or appointed representative shall present any relevant information to the board.

Drafted by Governance Committee on 1/27/11

Approved 2/8/11

Modified by staff on 1/8/15