



ANNUAL MEETING
PUBLIC MEETING
October 11, 2011, 5pm
Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103

AGENDA

Call to order and introductions	N. Moede	2 minutes
Public comment (1 minute per speaker)		5 minutes
Reports:		
a) President's report	N. Moede	5 minutes
b) Executive Director's report	B. Nicholls	5 minutes
Consent items (action):		
a) Approval of minutes ¹	N. Moede	5 minutes
b) Approval of organizational financials ²		
Action items:		
a) Election of 2011-2012 Board of Directors and Hillcrest Business Representatives to the Uptown Community Parking District	N. Moede	15 minutes
b) Presentation of 2011 Annual Report	B. Nicholls	10 minutes
c) Discussion concerning 1984 Hillcrest Sign	M. Wright	10 minutes
d) Ratification of election results	N. Moede	10 minutes
Information items:		
a) Parking Committee report	N. Moede	5 minutes
b) Marketing Committee report	A. Capano	5 minutes
c) CityFest/Hoedown Committee report	J. Hale	5 minutes

Attachments:

1. September 2011 minutes
2. August 2011 financials



BOARD OF DIRECTORS MEETING MINUTES

Tuesday, September 13, 2011
Joyce Beers Community Center
1220 Cleveland Ave., San Diego, CA 92103

Board members in attendance: Ron Baranov, Amy Capano, Robert Grinchuk, Johnathan Hale, Pete Katz, Nick Moede, Michael Wright, Dalour Younan, Glenn Younger

Board members absent: Sean Cute, Alex Marin, Jesse Thomas, Robert Schrader

Others in attendance: Darren Erb, Nancy Younan

Staff in attendance: Ben Nicholls, Lisa Weir

- N. Moede called the meeting to order at 5:04 p.m.

President's report

- N. Moede stated that CityFest won the 2011 Nicky Award for Best Community Event. He said that the next board meeting will be the Annual Meeting where voting for the HBA and Parking District Board will occur. He also stated the Hillcrest Hoedown will be on Sunday, October 16, 2011.

Executive Director's report

- B. Nicholls reported that staff is working to sell booth spaces for the Hillcrest Hoedown as well as extensive promotions for the day of the event. He stated that the permit for the Pride flag has been submitted to the City of San Diego, that a major tree-trimming endeavor is taking place and that he is working on applying for permits for the Hillcrest Farmers Market and Hillcrest Mardi Gras. And that the next General Member Meeting will be on November 30, 2011 at 5:30 pm and the theme will be parking.

Informational items

- N. Moede stated the Parking Committee has been working with Walker Parking Consultants on the validation program and that the new contract for the Uptown Community Parking District will move forward when the community groups have finished electing their representatives. He said the Parking Committee is still waiting on a date for the bicycle corral installation. He said that the next committee meeting is Tuesday, September 27 at the HBA Office.
- A. Capano stated the Marketing Committee has been working on the Business Development Recruitment package with SDSU's business program. She stated that the Hillcrest Farmers Market has had three of its highest profit days in the last 6 months. She stated that the next Marketing Committee meeting will be Monday, September 19 at 2 PM at Hale Media.



- J. Hale reported that Hillcrest Hoedown Committee meets on Wednesday, September 14 at his office and he invited the group to join the meeting as more details are finalized.

Action items

- N. Moede presented the consent agenda which included the August 2011 Board of Directors' meeting minutes and the July 2011 organizational financials.
 - Motion to approve the August 2011 Board of Directors' meeting minutes and the July 2011 organizational financials. R. Grinchuk/ M.Wright. 8/0/0. The motion passed unanimously.
- N. Moede stated that the scheduled DMV presentation has been postponed.
- B. Nicholls presented the contract for landscaping and maintenance services with Harvest Landscaping.
 - Motion to approve the contract with Harvest Landscaping. R. Grinchuk / D. Younan. 8/0/0. The motion passed unanimously.
- N. Moede stated that the San Diego Police Department will be starting bike patrols in Hillcrest but the police need \$2,072 in donations to support the cost of the bicycles. N. Moede said that he is soliciting support from Hillcrest business owners and suggested that the HBA cover any costs that can not be raised through donations. He suggested the business association should provide up to \$2,000 in funding.
 - Motion to approve HBA funding of up to \$2,000 for the SDPD's bikes. N. Moede / G. Younger. 8/0/0. The motion passed unanimously.
- J. Hale stated that Reem Ali, Natalie Behlman, Michael Brennan, Amy Capano, Sean Cute, Gillian DiCola, Nicholas Moede, Jose Alonzo Ortiz, Dalour Younan are running for HBA Board of Directors candidacy. And he presented the proxy ballot.
 - Motion to approve the board candidates and the proxy ballot. G. Younger / J. Hale. 8/0/1. R. Baranov abstained.

The meeting adjourned at 5:45 p.m.

HBIA
Balance Sheet
As of August 31, 2011

	Aug 31, 11
ASSETS	
Current Assets	
Checking/Savings	
10020 · CHASE - Checking	139,779.31
10040 · CHASE - Money Market	208,658.20
Total Checking/Savings	348,437.51
Accounts Receivable	
12000 · Accounts Receivable	4,156.00
Total Accounts Receivable	4,156.00
Other Current Assets	
10120 · BID Receivable	15,075.57
10125 · MAD Receivable	18,175.41
10135 · City Fest Receivable	20,762.79
10145 · Farmers Market Receivable	11,798.49
10155 · Prepaid Expense	2,578.57
10165 · Workers Compensation Deposit	842.00
Total Other Current Assets	69,232.83
Total Current Assets	421,826.34
Fixed Assets	
10200 · Office Furniture & Equipment	13,139.00
10220 · Accumulated Depreciation	-11,752.60
Total Fixed Assets	1,386.40
TOTAL ASSETS	423,212.74
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
20230 · Sales Tax Payable	1,949.00
20245 · Pride Flag Deferred Revenue	15,000.00
21000 · Payroll Liabilities	

HBIA
Balance Sheet
As of August 31, 2011

	<u>Aug 31, 11</u>
Vacation Payable	2,073.74
Total 21000 - Payroll Liabilities	<u>2,073.74</u>
Total Other Current Liabilities	<u>19,022.74</u>
Total Current Liabilities	<u>19,022.74</u>
Total Liabilities	19,022.74
Equity	
31100 - Unrestricted Net Assets	365,695.08
Net Income	<u>38,494.92</u>
Total Equity	<u>404,190.00</u>
TOTAL LIABILITIES & EQUITY	<u><u>423,212.74</u></u>

HBIA
Profit & Loss Budget vs. Actual
 July through August 2011

				TOTAL		
	Aug 11	Budget	Variance	Jul - Aug 11	Budget	Variance
Income						
40010 · City Fest Income	62,969.79	75,805.00	-12,835.21	122,914.79	120,520.00	2,664.79
40020 · Farmers Market	20,462.12	12,580.00	7,882.12	37,247.35	25,160.00	12,087.35
40040 · MAD	12,034.67	6,868.00	5,166.67	20,212.51	16,868.00	3,344.51
40045 · MAD Reserve	0.00	1,049.00	-1,049.00	0.00	2,166.00	-2,166.00
40050 · BID	7,872.01	8,810.00	-937.99	15,075.57	17,620.00	-2,544.43
40060 · PROW	52.00			105.00		
40080 · Newsletter/Advertising	0.00	80.00	-80.00	0.00	160.00	-160.00
40120 · Interest	50.80	100.00	-49.20	102.45	200.00	-97.55
40135 · Hillcrest Hoedown	500.00			7,020.00		
40140 · Banner Space	0.00	300.00	-300.00	0.00	600.00	-600.00
40180 · Other Income	0.00	165.00	-165.00	0.00	330.00	-330.00
Total Income	103,941.39	105,757.00	-1,815.61	202,677.67	183,354.00	19,323.67
Expense						
50000 · Personnel						
50005 · Salaries	9,910.00	9,966.00	-56.00	19,820.01	19,932.00	-111.99
50025 · Employer Taxes - Federal	758.10	820.00	-61.90	1,516.21	1,640.00	-123.79
50035 · Health Insurance	537.00	525.00	12.00	1,038.00	1,050.00	-12.00
50040 · Workers Comp Insurance	0.00	128.00	-128.00	0.00	256.00	-256.00
Total 50000 · Personnel	11,205.10	11,439.00	-233.90	22,374.22	22,878.00	-503.78
50045 · Operating						
50050 · Rent Office Space	723.00	725.00	-2.00	1,446.00	1,450.00	-4.00
50055 · Storage	145.00	150.00	-5.00	290.00	300.00	-10.00
50060 · Accounting	1,505.00	1,500.00	5.00	3,010.00	3,000.00	10.00
50070 · Equipment Purchase	0.00	225.00	-225.00	0.00	450.00	-450.00
50075 · Intern/Consultant	2,105.00	700.00	1,405.00	2,545.00	1,400.00	1,145.00
50080 · Bank & Credit Card Charges	35.38	50.00	-14.62	43.38	100.00	-56.62
50085 · Repair and Maintenance	70.00	100.00	-30.00	140.00	200.00	-60.00
50090 · Office Supplies	341.86	266.00	75.86	357.16	532.00	-174.84
50095 · Postage and Delivery	44.00	42.00	2.00	44.00	84.00	-40.00
50100 · Printing/Photocopy	-3.00	340.00	-343.00	-3.00	680.00	-683.00
50120 · Meetings	20.16	250.00	-229.84	20.16	500.00	-479.84
50125 · Legal	0.00	333.00	-333.00	0.00	666.00	-666.00

HBIA
Profit & Loss Budget vs. Actual
 July through August 2011

				TOTAL		
	Aug 11	Budget	Variance	Jul - Aug 11	Budget	Variance
50130 · Telephone & Internet	427.93	445.00	-17.07	769.02	890.00	-120.98
50135 · Parking/Mileage	224.99	200.00	24.99	424.99	400.00	24.99
50140 · Depreciation	86.65	100.00	-13.35	173.30	200.00	-26.70
50330 · D & O / Liability Insurance	459.45	980.00	-520.55	1,027.90	1,960.00	-932.10
Total 50045 · Operating	6,185.42	6,406.00	-220.58	10,287.91	12,812.00	-2,524.09
51000 · Neighborhood/Promotion						
51520 · City Fest	65,233.75	62,000.00	3,233.75	73,216.00	87,000.00	-13,784.00
51525 · Promotion/Marketing	115.09	1,250.00	-1,134.91	115.09	2,500.00	-2,384.91
51528 · Amazing High Heel Race	5,000.00			5,000.00		
51530 · Banners	0.00	502.00	-502.00	0.00	1,004.00	-1,004.00
51535 · Web Site	0.00	138.00	-138.00	0.00	276.00	-276.00
51540 · Business Mixers	0.00	320.00	-320.00	510.13	640.00	-129.87
51545 · Newsletter	0.00	492.00	-492.00	1,089.53	984.00	105.53
51555 · Farmer's Market	1,047.23	1,515.00	-467.77	3,891.97	3,030.00	861.97
51570 · Hillcrest Hoedown.	50.00			50.00		
Total 51000 · Neighborhood/Promotion	68,181.45	66,217.00	5,229.07	83,872.72	95,434.00	-11,561.28
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	10.11	100.00	-89.89	20.22	200.00	-179.78
53130 · Security	3,261.25	3,000.00	261.25	6,444.88	6,000.00	444.88
53135 · Street Cleaning	3,230.00	3,909.00	-679.00	6,460.00	7,818.00	-1,358.00
53137 · Pressure Washing	3,566.00	1,375.00	2,191.00	8,632.67	5,950.00	2,682.67
53150 · Dumpsters	303.87	300.00	3.87	783.74	600.00	183.74
53155 · Tree Trimming & Maintenance	1,398.39	1,946.00	-547.61	2,446.39	3,892.00	-1,445.61
53160 · Capital Projects	5,000.00	2,500.00	2,500.00	5,000.00	5,000.00	0.00
53165 · Contingency	0.00	4,558.00	-4,558.00	17,860.00	18,763.00	-903.00
Total 53000 · Physical Improvements	16,769.62	17,688.00	-918.38	47,647.90	48,223.00	-575.10
Total Expense	105,606.21	101,750.00	3,856.21	164,182.75	179,347.00	-15,164.25
	<u>-1,664.82</u>	<u>4,007.00</u>	<u>-5,671.82</u>	<u>38,494.92</u>	<u>4,007.00</u>	<u>34,487.92</u>

HBIA
Profit & Loss by Class
 July through August 2011

	110 GENERAL	210 CITY FEST	410 BID CONTRACT	510 MAD	TOTAL
Income					
40010 - City Fest Income					
Beer & Wine	0.00	25,155.00	0.00	0.00	25,155.00
Booth	0.00	63,343.00	0.00	0.00	63,343.00
Grants					
SBEP City Services	0.00	9,262.79	0.00	0.00	9,262.79
Total Grants	0.00	9,262.79	0.00	0.00	9,262.79
Sponsorship					
All Seasons	0.00	1,500.00	0.00	0.00	1,500.00
Brighter Concepts	0.00	1,500.00	0.00	0.00	1,500.00
Carmel Partners	0.00	1,750.00	0.00	0.00	1,750.00
Coamerica	0.00	2,000.00	0.00	0.00	2,000.00
Coors	0.00	10,000.00	0.00	0.00	10,000.00
DCSS	0.00	500.00	0.00	0.00	500.00
Devcon	0.00	1,500.00	0.00	0.00	1,500.00
PETCO	0.00	1,500.00	0.00	0.00	1,500.00
Scott Becker	0.00	404.00	0.00	0.00	404.00
Three Day Blinds	0.00	1,500.00	0.00	0.00	1,500.00
Young's Market	0.00	3,000.00	0.00	0.00	3,000.00
Total Sponsorship	0.00	25,154.00	0.00	0.00	25,154.00
Total 40010 - City Fest Income	0.00	122,914.79	0.00	0.00	122,914.79
40020 - Farmers Market	37,247.35	0.00	0.00	0.00	37,247.35
40040 - MAD	0.00	0.00	0.00	20,212.51	20,212.51
40050 - BID	0.00	0.00	15,075.57	0.00	15,075.57
40060 - PROW	105.00	0.00	0.00	0.00	105.00
40120 - Interest	102.45	0.00	0.00	0.00	102.45
40135 - Hillcrest Hoedown	7,020.00	0.00	0.00	0.00	7,020.00
Total Income	44,474.80	122,914.79	15,075.57	20,212.51	202,677.67
Expense					
50000 - Personnel					
50005 - Salaries	13,630.01	0.00	6,190.00	0.00	19,820.01
50025 - Employer Taxes - Federal	1,042.68	0.00	473.53	0.00	1,516.21

HBIA
Profit & Loss by Class
 July through August 2011

	110 GENERAL	210 CITY FEST	410 BID CONTRACT	510 MAD	TOTAL
50035 · Health Insurance	1,038.00	0.00	0.00	0.00	1,038.00
Total 50000 · Personnel	15,710.69	0.00	6,663.53	0.00	22,374.22
50045 · Operating					
50050 · Rent Office Space	686.00	0.00	760.00	0.00	1,446.00
50055 · Storage	290.00	0.00	0.00	0.00	290.00
50060 · Accounting	3,010.00	0.00	0.00	0.00	3,010.00
50075 · Intern/Consultant	2,545.00	0.00	0.00	0.00	2,545.00
50080 · Bank & Credit Card Charges	43.38	0.00	0.00	0.00	43.38
50085 · Repair and Maintenance	140.00	0.00	0.00	0.00	140.00
50090 · Office Supplies	250.52	0.00	106.64	0.00	357.16
50095 · Postage and Delivery	44.00	0.00	0.00	0.00	44.00
50100 · Printing/Photocopy	-3.00	0.00	0.00	0.00	-3.00
50120 · Meetings	20.16	0.00	0.00	0.00	20.16
50130 · Telephone & Internet	437.02	0.00	332.00	0.00	769.02
50135 · Parking/Mileage	424.99	0.00	0.00	0.00	424.99
50140 · Depreciation	173.30	0.00	0.00	0.00	173.30
50330 · D & O / Liability Insurance	1,027.90	0.00	0.00	0.00	1,027.90
Total 50045 · Operating	9,089.27	0.00	1,198.64	0.00	10,287.91
51000 · Neighborhood/Promotion					
51525 · Promotion/Marketing	115.09	0.00	0.00	0.00	115.09
51528 · Amazing High Heel Race	5,000.00	0.00	0.00	0.00	5,000.00
51540 · Business Mixers	510.13	0.00	0.00	0.00	510.13
51545 · Newsletter	922.53	0.00	167.00	0.00	1,089.53
51555 · Farmer's Market	3,891.97	0.00	0.00	0.00	3,891.97
51570 · Hillcrest Hoedown.	50.00	0.00	0.00	0.00	50.00
Total 51000 · Neighborhood/Promotion	10,489.72	0.00	167.00	0.00	10,656.72
51520 · City Fest					
Advertising	150.00	5,443.34	0.00	0.00	5,593.34
BID Crew & Equipment	0.00	2,381.33	0.00	0.00	2,381.33
Cleaning Fees	0.00	351.50	0.00	0.00	351.50
Concessions	0.00	8,030.80	0.00	0.00	8,030.80
Entertainment	0.00	6,400.00	0.00	0.00	6,400.00
Equipment Rental	0.00	1,907.48	0.00	0.00	1,907.48

HBIA
Profit & Loss by Class
 July through August 2011

	110 GENERAL	210 CITY FEST	410 BID CONTRACT	510 MAD	TOTAL
Event Management	0.00	9,990.03	0.00	0.00	9,990.03
Ice Trailer	0.00	660.66	0.00	0.00	660.66
Permits	0.00	373.00	0.00	0.00	373.00
Power	0.00	5,408.86	0.00	0.00	5,408.86
Radios	0.00	285.00	0.00	0.00	285.00
Rentals	0.00	5,906.78	0.00	0.00	5,906.78
Safety Equipment	0.00	441.77	0.00	0.00	441.77
Security	0.00	6,914.95	0.00	0.00	6,914.95
Shuttle Services	0.00	1,195.73	0.00	0.00	1,195.73
Sound & Lights	0.00	6,140.00	0.00	0.00	6,140.00
Staging	0.00	4,920.00	0.00	0.00	4,920.00
Supplies/Printing	0.00	1,977.43	0.00	0.00	1,977.43
Toilets/Sinks	0.00	4,337.34	0.00	0.00	4,337.34
Total 51520 - City Fest	150.00	73,066.00	0.00	0.00	73,216.00
53000 - Physical Improvements					
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	20.22	20.22
53130 - Security	0.00	0.00	0.00	6,444.88	6,444.88
53135 - Street Cleaning	1,615.00	0.00	2,777.80	2,067.20	6,460.00
53137 - Pressure Washing	0.00	0.00	3,401.67	5,231.00	8,632.67
53150 - Dumpsters	633.74	0.00	0.00	150.00	783.74
53155 - Tree Trimming & Maintenance	280.25	0.00	866.93	1,299.21	2,446.39
53160 - Capital Projects	0.00	0.00	0.00	5,000.00	5,000.00
53165 - Contingency	17,860.00	0.00	0.00	0.00	17,860.00
Total 53000 - Physical Improvements	20,388.99	0.00	7,046.40	20,212.51	47,647.90
Total Expense	55,828.67	73,066.00	15,075.57	20,212.51	164,182.75
	-11,353.87	49,848.79	0.00	0.00	38,494.92