



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ November 10, 2015, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Agenda

- | | | |
|---|-------------|------------|
| 1. Call to order and introductions | T. Daiber | 2 minutes |
| 2. Public comment (2 minutes per speaker) | | 8 minutes |
| 3. President's report | T. Daiber | 5 minutes |
| 4. Treasurer's report: Pride Block Party | C. Moreno | 5 minutes |
| 5. Executive Director's report | B. Nicholls | 5 minutes |
| 6. Consent agenda (action) <ul style="list-style-type: none">• Approval of minutes (September/ October 2015) ¹• Authorization of actions for September meeting• Approval of financials (August/ September 2015) ² | M. Brennan | 2 minutes |
| 7. Discussion concerning agreement for 2016 Pride Block Party (action) | B. Nicholls | 10 minutes |
| 8. Approval updated SOP# concerning committees (action) ³ | B. Nicholls | 10 minutes |
| 9. Authorization to move forward with EMAD (action) ⁴ | B. Nicholls | 10 minutes |

Adjourn

Attachments:

- | | |
|--|---------------------------|
| 1. Board minutes September/ October, 2015 | 3. SOP #1: Committees |
| 2. Board financial documents August/ September, 2015 | 4. Letter concerning EMAD |
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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.

Accessibility:

The above indicated meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please 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 (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

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



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ September 8, 2015, 5pm
Hillcrest Business Association
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Meeting Minutes

Note: Though the minutes and motion outcomes were recorded some details of these minutes were lost due to missing records. The motions will be ratified at the next meeting.

Public in attendance: Ken Williams, Toni Duran, Christina Casilles, Adriana Martinez, Mat Wahlstrom.

Board members in attendance: Glenn Younger, Ryan Bedrosian, Maggie Roland, Charles Kauffman, Cecelia Moreno, Bryan Lovering.

Staff in attendance: Benjamin Nicholls, Mary Joseph, Marisa Romero

- G. Younger called the meeting to order. He called for modifications to the agenda.
- G. Younger asked for any public comment.
- Toni Duran and Adriana Martinez made brief comments. M. Wahlstrom made a comment about the format of the minutes.

- G. Younger invited everyone to the Board's Annual meeting next month on 10/13 at Oscar Wilde's Irish Pub.
- He presented the preliminary numbers for Pride of Hillcrest Block Party.
- B. Nicholls reported that staff are working on Nightmare on Normal Street, movie night and Taste 'n Tinis. B. Nicholls reported he also began working on bicycle advocacy and moving forward with joint defense in SDOG lawsuit.

- A motion was made to approve the consent agenda including the minutes (August 2015) and financials (July 2015). The motion passed.

- B. Nicholls reported that HBA has been approached by Friends of Roosevelt Middle School concerning their fundraising efforts. Mr. Robinson from the school made a presentation.
- It was noted that this is an information item. No action was taken.

- Staff reported that they have bid out auditing services over the last month. The audit must be complete by November 30. The least expensive bid received, was from our current auditor. They will complete our taxes and audit for \$6,500.
- A motion was made to approve agreement and the motion passed.



- Staff have bid out book keeping services a few months ago. Staff solicited bids from firms recommended by the city. The least expensive bid received was from current book keeper.
- A motion was made to approve agreement and the motion passed.
- Staff presented a letter concerning comments from the Uptown Community Plan revision that had been modified based on comments from last month.
- Staff reported on a meeting with Planning Dept. staff.
- A motion was made to approve the letter. The motion passed.
- The Proxy Ballot was presented. The ballot includes the slate as selected by the nominating committee. A motion was made to approve the ballot and it passed.
- The meeting adjourned.



Hillcrest Business Association
Annual Meeting
Public Meeting ~ October 14, 2014, 5pm
Oscar Wildes, 1440 University Ave. San Diego, CA 92103

Meeting Minutes

Board in attendance: Tami Daiber, Michael Brennon, Larry Malone, Delour Younan, Charles Kauffman, Ryan Bedrosian, Alfonzo Tsing, Cecelia Moreno, Jessica Baro, Paul Smith, Brian Lovering, Maggie Roland, and Glenn Younger.

Board absent: Pete Katz, Gioia Marino-Fanelli.

Staff in attendance: Benjamin Nicholls, Megan Gamwell, Marisa Romero, Mary Joseph.

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, Michael Brennon, Larry Malone, Delour Younan, Charles Kauffman, Ryan Bedrosian, Alfonzo Tsing, Paul Smith, Gioia Marino-Fanelli elected.

- Motion to accept the results of the balloting and seat the new members. (Tsang/ Younger) 14/0/0. Motion Passes.
- Motion to elect T. Daiber, President; G. Younger, Vice President; M. Brennan, Secretary; and C. Moreno Treasurer. (Tsang/ Roland) 14/0/0

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

Meeting adjourned.

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of August 31, 2015

	<u>Aug 31, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
10035 · Comerica - Checking	97,763.27
10045 · PayPal	656.20
Total Checking/Savings	<u>98,419.47</u>
Accounts Receivable	
12000 · Accounts Receivable	36,183.80
Total Accounts Receivable	<u>36,183.80</u>
Other Current Assets	
10115 · SBEP City Fees & Services	45,286.72
10125 · MAD Receivable	12,650.61
10135 · City Fest Receivable	43,246.92
10145 · Farmers Market Receivable	12,978.17
10155 · Prepaid Expense	10,092.46
10165 · Workers Compensation Deposit	842.00
10180 · Pride Receivable	39,945.00
Total Other Current Assets	<u>165,041.88</u>
Total Current Assets	299,645.15
Fixed Assets	
10200 · Office Furniture & Equipment	19,273.93
10220 · Accumulated Depreciation	-16,258.40
Total Fixed Assets	<u>3,015.53</u>
TOTAL ASSETS	<u><u>302,660.68</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of August 31, 2015

	<u>Aug 31, 15</u>
Accounts Payable	
20000 · Accounts Payable	417.55
Total Accounts Payable	<u>417.55</u>
Other Current Liabilities	
20210 · Accrued Expenses	22,195.40
20230 · Sales Tax Payable	4,971.00
21000 · Payroll Liabilities	
Vacation Payable	3,797.79
Total 21000 · Payroll Liabilities	<u>3,797.79</u>
Total Other Current Liabilities	<u>30,964.19</u>
Total Current Liabilities	<u>31,381.74</u>
Total Liabilities	31,381.74
Equity	
31100 · Unrestricted Net Assets	268,227.61
Net Income	3,051.33
Total Equity	<u>271,278.94</u>
TOTAL LIABILITIES & EQUITY	<u><u>302,660.68</u></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through August 2015

	TOTAL					
	Aug 15	Budget	Variance	Jul - Aug 15	Budget	Variance
Income						
40015 · CityFest	69,579.17	95,000.00	-25,420.83	69,579.17	120,000.00	-50,420.83
40020 · Farmers Market	23,319.50	18,334.00	4,985.50	41,523.14	36,668.00	4,855.14
40040 · MAD	6,172.72	7,515.00	-1,342.28	12,649.76	15,030.00	-2,380.24
40045 · MAD Reserve	0.00	2,083.00	-2,083.00	0.00	4,166.00	-4,166.00
40050 · BID	10,107.82	11,647.00	-1,539.18	20,211.80	20,911.00	-699.20
40070 · Hillcrest Map	0.00	0.00	0.00	1,500.00	3,000.00	-1,500.00
40080 · Newsletter/Advertising	0.00	84.00	-84.00	0.00	168.00	-168.00
40100 · Nightmare on Normal Street	10,000.00			10,000.00		
40130 · Bike Advocacy	1,500.00			1,500.00		
40140 · Banner Space	1,000.00	417.00	583.00	1,500.00	834.00	666.00
40155 · Pride of Hillcrest/Block Party	10,810.00	84,971.00	-74,161.00	89,970.11	129,971.00	-40,000.89
40180 · Other Income	4,500.00	130.00	4,370.00	4,500.00	260.00	4,240.00
Total Income	136,989.21	220,181.00	-83,191.79	280,553.98	331,008.00	-50,454.02
Expense						
50000 · Personnel						
50005 · Salaries	14,758.02	14,168.00	590.02	38,141.27	28,336.00	9,805.27
50025 · Employer Taxes - Federal	1,128.98	943.00	185.98	2,917.81	1,886.00	1,031.81
50035 · Health Insurance	0.00	747.00	-747.00	1,004.26	1,494.00	-489.74
50040 · Workers Comp Insurance	0.00	257.00	-257.00	392.25	514.00	-121.75
Total 50000 · Personnel	15,887.00	16,115.00	-228.00	42,455.59	32,230.00	10,225.59
50045 · Operating						
50050 · Rent Office Space	904.00	804.00	100.00	2,472.00	1,608.00	864.00
50055 · Storage	-275.00	300.00	-575.00	156.51	600.00	-443.49
50060 · Accounting	1,842.60	1,842.00	0.60	3,685.20	3,684.00	1.20
50070 · Equipment Purchase	0.00	225.00	-225.00	0.00	450.00	-450.00
50075 · Intern/Consultant	87.50	417.00	-329.50	112.50	834.00	-721.50
50080 · Bank & Credit Card Charges	141.99	50.00	91.99	166.30	100.00	66.30
50085 · Repair/Maintenance/Cleaning	74.48	175.00	-100.52	481.48	350.00	131.48
50090 · Office Supplies	370.65	267.00	103.65	483.41	534.00	-50.59
50095 · Postage and Delivery	0.00	84.00	-84.00	0.00	84.00	-84.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through August 2015

	TOTAL					
	Aug 15	Budget	Variance	Jul - Aug 15	Budget	Variance
50100 · Printing/Photocopy	0.00	167.00	-167.00	92.46	334.00	-241.54
50110 · Dues/Subscriptions	0.00	167.00	-167.00	0.00	334.00	-334.00
50115 · Staff Development	584.90	209.00	375.90	1,084.90	418.00	666.90
50120 · Meetings	562.59	334.00	228.59	570.29	668.00	-97.71
50125 · Legal	4,500.00	2,500.00	2,000.00	4,500.00	2,500.00	2,000.00
50130 · Telephone & Internet	909.79	737.00	172.79	1,532.81	1,474.00	58.81
50135 · Parking/Mileage	528.93	200.00	328.93	743.51	400.00	343.51
50330 · D & O / Liability Insurance	1,974.19	2,500.00	-525.81	2,690.10	3,000.00	-309.90
Total 50045 · Operating	12,206.62	10,978.00	1,228.62	18,771.47	17,372.00	1,399.47
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	80,054.02	94,753.00	-14,698.98	103,077.26	119,753.00	-16,675.74
51525 · Promotion/Marketing/Campaigns	1,056.28	1,210.00	-153.72	2,176.28	2,420.00	-243.72
51526 · Taste	106.92	0.00	106.92	106.92	0.00	106.92
51529 · Promotion/Parking Campaign	0.00	833.00	-833.00	0.00	1,666.00	-1,666.00
51530 · Banners	1,100.00	300.00	800.00	1,100.00	600.00	500.00
51535 · Web Site Communications	74.65	136.00	-61.35	84.60	272.00	-187.40
51540 · Business Mixers/Open House	5.81	0.00	5.81	689.47	467.00	222.47
51545 · Newsletter	0.00	850.00	-850.00	801.66	1,525.00	-723.34
51555 · Farmer's Market	3,868.00	2,500.00	1,368.00	4,758.00	5,000.00	-242.00
51556 · Farmer's Market Trolley	1,050.00			1,050.00		
51565 · Hillcrest Map	1,000.00	2,500.00	-1,500.00	2,500.00	5,000.00	-2,500.00
51575 · Pride Flag Project	0.00			887.04		
51800 · Pride of Hillcrest/Block Party	11,889.50	25,000.00	-13,110.50	72,102.15	90,000.00	-17,897.85
51880 · Nightmare on Normal	50.00			50.00		
Total 51000 · Neighborhood/Outreach Promotion	100,255.18	128,082.00	-27,826.82	189,383.38	226,703.00	-37,319.62
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	59.95	67.00	-7.05	124.22	134.00	-9.78
53130 · Security	3,165.13	3,167.00	-1.87	6,330.26	6,334.00	-3.74
53135 · Street Cleaning	3,908.00	3,750.00	158.00	7,816.00	7,500.00	316.00
53137 · Pressure Washing	2,094.50	2,000.00	94.50	2,094.50	4,000.00	-1,905.50
53150 · Dumpsters	420.37	359.00	61.37	1,073.48	718.00	355.48
53155 · Tree & Flower Maintenance	3,877.00	1,834.00	2,043.00	9,022.00	3,668.00	5,354.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through August 2015

	TOTAL					
	Aug 15	Budget	Variance	Jul - Aug 15	Budget	Variance
53156 · Tree Trimming Large Trees	0.00	667.00	-667.00	0.00	1,334.00	-1,334.00
53159 · EMAD Expansion	0.00	1,000.00	-1,000.00	0.00	2,000.00	-2,000.00
53161 · Special Projects	400.00	1,409.00	-1,009.00	400.00	2,818.00	-2,418.00
53164 · Homeless Outreach Services	0.00	1,417.00	-1,417.00	0.00	2,834.00	-2,834.00
53165 · Contingency	31.75	2,477.00	-2,445.25	31.75	4,954.00	-4,922.25
Total 53000 · Physical Improvements	13,956.70	18,147.00	-4,190.30	26,892.21	36,294.00	-9,401.79
Total Expense	142,305.50	173,322.00	-31,016.50	277,502.65	312,599.00	-35,096.35
	-5,316.29	46,859.00	-52,175.29	3,051.33	18,409.00	-15,357.67

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of August 31, 2015

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Above & Beyond USA	0.00	0.00	0.00	0.00	52.00	52.00
Anheuser-Busch	0.00	0.00	5,000.00	0.00	0.00	5,000.00
Buffalo Exchange, LTD	0.00	0.00	0.00	0.00	52.00	52.00
Campari America	0.00	0.00	0.00	0.00	3,000.00	3,000.00
Deli Lama	0.00	0.00	0.00	0.00	52.00	52.00
DINE CRG	0.00	0.00	0.00	0.00	500.00	500.00
Fastbiz	0.00	0.00	0.00	0.00	52.00	52.00
Father Joe's Villages	0.00	1,000.00	0.00	0.00	0.00	1,000.00
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
Mint 11	0.00	0.00	0.00	0.00	52.00	52.00
Phildaelphia Insurance	4,500.00	0.00	0.00	0.00	0.00	4,500.00
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
ROC Concepts LLC	0.00	0.00	0.00	0.00	52.00	52.00
San Diego County Bicycle Coalition	0.00	1,597.80	0.00	0.00	0.00	1,597.80
San Diego Pride	0.00	0.00	0.00	0.00	3,200.00	3,200.00
Scripps Health	0.00	0.00	0.00	0.00	10,000.00	10,000.00
Stoli Group USA	0.00	0.00	0.00	5,000.00	0.00	5,000.00
Tammy's Beauty Salon	0.00	0.00	0.00	0.00	104.00	104.00
The Integer Group	0.00	0.00	500.00	0.00	0.00	500.00
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
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
	4,500.00	2,597.80	5,500.00	5,000.00	18,586.00	36,183.80

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through August 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	TOTAL
Income					
40010 - City Fest Income					
Booth	0.00	58,116.92	0.00	0.00	58,116.92
Concessions	0.00	26,082.25	0.00	0.00	26,082.25
Sponsorship	0.00	13,000.00	0.00	0.00	13,000.00
Total 40010 - City Fest Income	0.00	97,199.17	0.00	0.00	97,199.17
40020 - Farmers Market	31,874.32	9,648.82	0.00	0.00	41,523.14
40040 - MAD	0.00	0.00	0.00	12,649.76	12,649.76
40050 - BID	0.00	0.00	20,211.80	0.00	20,211.80
40070 - Hillcrest Map	1,500.00	0.00	0.00	0.00	1,500.00
40100 - Nightmare on Normal Street	0.00	10,000.00	0.00	0.00	10,000.00
40130 - Bike Advocacy	1,500.00	0.00	0.00	0.00	1,500.00
40140 - Banner Space	1,500.00	0.00	0.00	0.00	1,500.00
40155 - Pride of Hillcrest/Block Party	0.00	89,970.11	0.00	0.00	89,970.11
40180 - Other Income	4,500.00	0.00	0.00	0.00	4,500.00
Total Income	40,874.32	206,818.10	20,211.80	12,649.76	280,553.98
Expense					
50000 - Personnel					
50005 - Salaries	25,040.25	7,380.09	5,720.93	0.00	38,141.27
50025 - Employer Taxes - Federal	1,915.56	564.59	437.66	0.00	2,917.81
50035 - Health Insurance	1,004.26	0.00	0.00	0.00	1,004.26
50040 - Workers Comp Insurance	392.25	0.00	0.00	0.00	392.25
Total 50000 - Personnel	28,352.32	7,944.68	6,158.59	0.00	42,455.59
50045 - Operating					
50050 - Rent Office Space	1,804.00	0.00	668.00	0.00	2,472.00
50055 - Storage	156.51	0.00	0.00	0.00	156.51
50060 - Accounting	2,885.20	500.00	0.00	300.00	3,685.20
50075 - Intern/Consultant	112.50	0.00	0.00	0.00	112.50
50080 - Bank & Credit Card Charges	166.30	0.00	0.00	0.00	166.30
50085 - Repair/Maintenance/Cleaning	407.00	74.48	0.00	0.00	481.48

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through August 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	TOTAL
50090 · Office Supplies	483.41	0.00	0.00	0.00	483.41
50100 · Printing/Photocopy	92.46	0.00	0.00	0.00	92.46
50115 · Staff Development	1,084.90	0.00	0.00	0.00	1,084.90
50120 · Meetings	481.29	89.00	0.00	0.00	570.29
50125 · Legal	4,500.00	0.00	0.00	0.00	4,500.00
50130 · Telephone & Internet	1,172.81	210.00	150.00	0.00	1,532.81
50135 · Parking/Mileage	414.58	328.93	0.00	0.00	743.51
50330 · D & O / Liability Insurance	1,701.25	0.00	988.85	0.00	2,690.10
Total 50045 · Operating	15,462.21	1,202.41	1,806.85	300.00	18,771.47
51000 · Neighborhood/Outreach Promotion					
51525 · Promotion/Marketing/Campaigns	2,176.28	0.00	0.00	0.00	2,176.28
51526 · Taste	0.00	106.92	0.00	0.00	106.92
51530 · Banners	1,100.00	0.00	0.00	0.00	1,100.00
51535 · Web Site Communications	74.65	9.95	0.00	0.00	84.60
51540 · Business Mixers/Open House	150.88	0.00	538.59	0.00	689.47
51545 · Newsletter	0.00	0.00	801.66	0.00	801.66
51555 · Farmer's Market	2,463.00	2,295.00	0.00	0.00	4,758.00
51556 · Farmer's Market Trolley	0.00	1,050.00	0.00	0.00	1,050.00
51565 · Hillcrest Map	1,500.00	1,000.00	0.00	0.00	2,500.00
51575 · Pride Flag Project	887.04	0.00	0.00	0.00	887.04
51800 · Pride of Hillcrest/Block Party	85.11	72,017.04	0.00	0.00	72,102.15
51880 · Nightmare on Normal	0.00	50.00	0.00	0.00	50.00
Total 51000 · Neighborhood/Outreach Promotion	8,436.96	76,528.91	1,340.25	0.00	86,306.12
51520 · City Fest					
Advertising	0.00	4,501.46	0.00	0.00	4,501.46
Ambulance	0.00	1,500.00	0.00	0.00	1,500.00
BID Crew & Equipment	0.00	5,531.38	0.00	0.00	5,531.38
City Fees (SDPD/Fire)	0.00	14,907.20	0.00	0.00	14,907.20
Entertainment	0.00	12,492.40	0.00	0.00	12,492.40
Equipment Rental	0.00	49,596.94	0.00	0.00	49,596.94
Ice Trailer	0.00	426.80	0.00	0.00	426.80

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through August 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	TOTAL
Permits	0.00	150.00	0.00	0.00	150.00
Promotions	0.00	237.82	0.00	0.00	237.82
Spirits	0.00	5,505.40	0.00	0.00	5,505.40
Supplies/Printing	0.00	2,784.94	0.00	0.00	2,784.94
Transportation	0.00	935.00	0.00	0.00	935.00
Waste Disposal/Clean-Up	0.00	4,507.92	0.00	0.00	4,507.92
Total 51520 - City Fest	0.00	103,077.26	0.00	0.00	103,077.26
53000 - Physical Improvements					
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	124.22	124.22
53130 - Security	0.00	0.00	0.00	6,330.26	6,330.26
53135 - Street Cleaning	0.00	0.00	5,314.88	2,501.12	7,816.00
53137 - Pressure Washing	0.00	0.00	2,094.50	0.00	2,094.50
53150 - Dumpsters	560.00	0.00	513.48	0.00	1,073.48
53155 - Tree & Flower Maintenance	2,644.59	0.00	2,983.25	3,394.16	9,022.00
53161 - Special Projects	400.00	0.00	0.00	0.00	400.00
53165 - Contingency	31.75	0.00	0.00	0.00	31.75
Total 53000 - Physical Improvements	3,636.34	0.00	10,906.11	12,349.76	26,892.21
Total Expense	55,887.83	188,753.26	20,211.80	12,649.76	277,502.65
Net Income	-15,013.51	18,064.84	0.00	0.00	3,051.33

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of September 30, 2015

Sep 30, 15

ASSETS

Current Assets

Checking/Savings

10035 - Comerica - Checking 173,253.29

10045 - PayPal 656.20

Total Checking/Savings 173,909.49

Accounts Receivable

12000 - Accounts Receivable 48,712.00

Total Accounts Receivable 48,712.00

Other Current Assets

10115 - SBEP City Fees & Services 20,000.00

10125 - MAD Receivable 20,921.57

10135 - City Fest Receivable 5,621.00

10145 - Farmers Market Receivable 13,726.82

10155 - Prepaid Expense 7,985.46

10165 - Workers Compensation Deposit 842.00

10175 - Commission for Arts Grant Rcvbl 22,000.00

10180 - Pride Receivable 6,100.95

Total Other Current Assets 97,197.80

Total Current Assets 319,819.29

Fixed Assets

10200 - Office Furniture & Equipment 19,273.93

10220 - Accumulated Depreciation -16,258.40

Total Fixed Assets 3,015.53

TOTAL ASSETS 322,834.82

LIABILITIES & EQUITY

Liabilities

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of September 30, 2015

	<u>Sep 30, 15</u>
Current Liabilities	
Accounts Payable	
20000 · Accounts Payable	3,321.79
Total Accounts Payable	<u>3,321.79</u>
Other Current Liabilities	
20225 · SBEP Advance	20,229.88
20230 · Sales Tax Payable	5,017.00
21000 · Payroll Liabilities	
Vacation Payable	3,797.79
Total 21000 · Payroll Liabilities	<u>3,797.79</u>
Total Other Current Liabilities	<u>29,044.67</u>
Total Current Liabilities	<u>32,366.46</u>
Total Liabilities	32,366.46
Equity	
31100 · Unrestricted Net Assets	262,954.89
Net Income	27,513.47
Total Equity	<u>290,468.36</u>
TOTAL LIABILITIES & EQUITY	<u><u>322,834.82</u></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through September 2015

	TOTAL					
	Sep 15	Budget	Variance	Jul - Sep 15	Budget	Variance
Income						
40015 - CityFest	27,000.00	43,919.00	-16,919.00	124,199.17	163,919.00	-39,719.83
40020 - Farmers Market	14,839.07	18,334.00	-3,494.93	56,362.21	55,002.00	1,360.21
40030 - SBEP	2,262.12	2,768.00	-505.88	2,262.12	2,768.00	-505.88
40040 - MAD	8,270.96	7,515.00	755.96	20,920.72	22,545.00	-1,624.28
40045 - MAD Reserve	0.00	3,491.00	-3,491.00	0.00	7,097.00	-7,097.00
40050 - BID	6,502.59	10,297.00	-3,794.41	26,714.39	31,208.00	-4,493.61
40070 - Hillcrest Map	0.00	0.00	0.00	1,500.00	3,000.00	-1,500.00
40080 - Newsletter/Advertising	0.00	84.00	-84.00	0.00	252.00	-252.00
40100 - Nightmare on Normal Street	3,000.00			13,000.00		
40130 - Bike Advocacy	3,600.00			5,100.00		
40140 - Banner Space	0.00	417.00	-417.00	1,500.00	1,251.00	249.00
40145 - Pride Flag	3,200.00			3,200.00		
40155 - Pride of Hillcrest/Block Party	6,100.95	0.00	6,100.95	93,946.56	129,971.00	-36,024.44
40160 - Hillcrest Map.	6,011.25	0.00	6,011.25	6,011.25	0.00	6,011.25
40180 - Other Income	8,740.00	130.00	8,610.00	13,240.00	390.00	12,850.00
Total Income	89,526.94	86,955.00	2,571.94	367,956.42	417,403.00	-49,446.58
Expense						
50000 - Personnel						
50005 - Salaries	14,743.79	16,668.00	-1,924.21	52,885.06	45,004.00	7,881.06
50025 - Employer Taxes - Federal	1,127.91	1,139.00	-11.09	4,045.72	3,025.00	1,020.72
50035 - Health Insurance	2,403.52	747.00	1,656.52	3,407.78	2,241.00	1,166.78
50040 - Workers Comp Insurance	0.00	257.00	-257.00	392.25	771.00	-378.75
Total 50000 - Personnel	18,275.22	18,811.00	-535.78	60,730.81	51,041.00	9,689.81
50045 - Operating						
50050 - Rent Office Space	1,408.67	804.00	604.67	3,880.67	2,412.00	1,468.67
50055 - Storage	175.67	300.00	-124.33	332.18	900.00	-567.82
50060 - Accounting	1,843.50	1,842.00	1.50	5,528.70	5,526.00	2.70
50065 - Audit	0.00	3,188.00	-3,188.00	0.00	3,188.00	-3,188.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through September 2015

	TOTAL					
	Sep 15	Budget	Variance	Jul - Sep 15	Budget	Variance
50070 · Equipment Purchase	0.00	225.00	-225.00	0.00	675.00	-675.00
50075 · Intern/Consultant	156.00	417.00	-261.00	268.50	1,251.00	-982.50
50080 · Bank & Credit Card Charges	129.33	50.00	79.33	295.63	150.00	145.63
50085 · Repair/Maintenance/Cleaning	203.50	175.00	28.50	684.98	525.00	159.98
50090 · Office Supplies	38.87	267.00	-228.13	522.28	801.00	-278.72
50095 · Postage and Delivery	0.00	42.00	-42.00	0.00	126.00	-126.00
50100 · Printing/Photocopy	1,079.03	167.00	912.03	1,171.49	501.00	670.49
50110 · Dues/Subscriptions	0.00	167.00	-167.00	0.00	501.00	-501.00
50115 · Staff Development	150.20	209.00	-58.80	1,235.10	627.00	608.10
50120 · Meetings	149.74	334.00	-184.26	720.03	1,002.00	-281.97
50125 · Legal	9,740.00	1,200.00	8,540.00	14,490.00	3,700.00	10,790.00
50130 · Telephone & Internet	880.72	737.00	143.72	2,413.53	2,211.00	202.53
50135 · Parking/Mileage	200.00	200.00	0.00	943.51	600.00	343.51
50330 · D & O / Liability Insurance	542.37	500.00	42.37	3,232.47	3,500.00	-267.53
Total 50045 · Operating	16,697.60	10,824.00	5,873.60	35,719.07	28,196.00	7,523.07
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	1,605.77	0.00	1,605.77	98,812.03	119,753.00	-20,940.97
51525 · Promotion/Marketing/Campaigns	418.87	1,210.00	-791.13	2,595.15	3,630.00	-1,034.85
51527 · Taste 'N Tinis	210.60	0.00	210.60	210.60	0.00	210.60
51529 · Promotion/Parking Campaign	0.00	833.00	-833.00	0.00	2,499.00	-2,499.00
51530 · Banners	0.00	300.00	-300.00	1,100.00	900.00	200.00
51535 · Web Site Communications	0.00	136.00	-136.00	84.60	408.00	-323.40
51540 · Business Mixers/Open House	693.56	0.00	693.56	1,383.03	467.00	916.03
51545 · Newsletter	0.00	0.00	0.00	801.66	1,525.00	-723.34
51555 · Farmer's Market	2,899.02	2,500.00	399.02	7,657.02	7,500.00	157.02
51556 · Farmer's Market Trolley	1,312.50			2,362.50		
51565 · Hillcrest Map	1,500.00	0.00	1,500.00	4,000.00	5,000.00	-1,000.00
51575 · Pride Flag Project	0.00			887.04		
51800 · Pride of Hillcrest/Block Party	2,477.34	0.00	2,477.34	74,579.49	90,000.00	-15,420.51
51880 · Nightmare on Normal	650.00			700.00		
Total 51000 · Neighborhood/Outreach Promotion	11,767.66	4,979.00	6,788.66	195,173.12	231,682.00	-36,508.88

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through September 2015

	TOTAL					
	Sep 15	Budget	Variance	Jul - Sep 15	Budget	Variance
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	63.69	67.00	-3.31	187.91	201.00	-13.09
53130 · Security	3,165.13	3,167.00	-1.87	9,495.39	9,501.00	-5.61
53135 · Street Cleaning	3,908.00	3,750.00	158.00	11,724.00	11,250.00	474.00
53137 · Pressure Washing	2,094.50	2,000.00	94.50	4,189.00	6,000.00	-1,811.00
53150 · Dumpsters	315.37	359.00	-43.63	1,388.85	1,077.00	311.85
53155 · Tree & Flower Maintenance	3,878.00	1,834.00	2,044.00	12,900.00	5,502.00	7,398.00
53156 · Tree Trimming Large Trees	0.00	667.00	-667.00	0.00	2,001.00	-2,001.00
53159 · EMAD Expansion	0.00	1,000.00	-1,000.00	0.00	3,000.00	-3,000.00
53161 · Special Projects	0.00	1,409.00	-1,409.00	400.00	4,227.00	-3,827.00
53164 · Homeless Outreach Services	8,503.05	1,417.00	7,086.05	8,503.05	4,251.00	4,252.05
53165 · Contingency	0.00	2,477.00	-2,477.00	31.75	7,431.00	-7,399.25
Total 53000 · Physical Improvements	21,927.74	18,147.00	3,780.74	48,819.95	54,441.00	-5,621.05
Total Expense	68,668.22	52,761.00	15,907.22	340,442.95	365,360.00	-24,917.05
	20,858.72	34,194.00	-13,335.28	27,513.47	52,043.00	-24,529.53

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through September 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Income						
40010 - City Fest Income						
Booth	0.00	58,116.92	0.00	0.00	0.00	58,116.92
Concessions	0.00	26,082.25	0.00	0.00	0.00	26,082.25
Grants						
Commission for Arts & Culture	0.00	22,000.00	0.00	0.00	0.00	22,000.00
County of San Diego	0.00	5,000.00	0.00	0.00	0.00	5,000.00
Total Grants	0.00	27,000.00	0.00	0.00	0.00	27,000.00
Sponsorship	0.00	13,000.00	0.00	0.00	0.00	13,000.00
Total 40010 - City Fest Income	0.00	124,199.17	0.00	0.00	0.00	124,199.17
40020 - Farmers Market	31,874.32	24,487.89	0.00	0.00	0.00	56,362.21
40030 - SBEP	0.00	0.00	0.00	0.00	2,262.12	2,262.12
40040 - MAD	0.00	0.00	0.00	20,920.72	0.00	20,920.72
40050 - BID	0.00	0.00	26,714.39	0.00	0.00	26,714.39
40070 - Hillcrest Map	1,500.00	0.00	0.00	0.00	0.00	1,500.00
40100 - Nightmare on Normal Street	0.00	13,000.00	0.00	0.00	0.00	13,000.00
40130 - Bike Advocacy	5,100.00	0.00	0.00	0.00	0.00	5,100.00
40140 - Banner Space	1,500.00	0.00	0.00	0.00	0.00	1,500.00
40145 - Pride Flag	3,200.00	0.00	0.00	0.00	0.00	3,200.00
40155 - Pride of Hillcrest/Block Party	0.00	93,946.56	0.00	0.00	0.00	93,946.56
40160 - Hillcrest Map.	6,011.25	0.00	0.00	0.00	0.00	6,011.25
40180 - Other Income	13,240.00	0.00	0.00	0.00	0.00	13,240.00
Total Income	62,425.57	255,633.62	26,714.39	20,920.72	2,262.12	367,956.42
Expense						
50000 - Personnel						
50005 - Salaries	31,591.71	11,926.26	7,265.73	0.00	2,101.36	52,885.06
50025 - Employer Taxes - Federal	2,416.75	912.38	555.83	0.00	160.76	4,045.72
50035 - Health Insurance	3,407.78	0.00	0.00	0.00	0.00	3,407.78
50040 - Workers Comp Insurance	392.25	0.00	0.00	0.00	0.00	392.25
Total 50000 - Personnel	37,808.49	12,838.64	7,821.56	0.00	2,262.12	60,730.81

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through September 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50045 - Operating						
50050 - Rent Office Space	2,870.78	0.00	1,009.89	0.00	0.00	3,880.67
50055 - Storage	332.18	0.00	0.00	0.00	0.00	332.18
50060 - Accounting	4,728.70	500.00	0.00	300.00	0.00	5,528.70
50075 - Intern/Consultant	268.50	0.00	0.00	0.00	0.00	268.50
50080 - Bank & Credit Card Charges	295.63	0.00	0.00	0.00	0.00	295.63
50085 - Repair/Maintenance/Cleaning	610.50	74.48	0.00	0.00	0.00	684.98
50090 - Office Supplies	522.28	0.00	0.00	0.00	0.00	522.28
50100 - Printing/Photocopy	1,171.49	0.00	0.00	0.00	0.00	1,171.49
50115 - Staff Development	1,235.10	0.00	0.00	0.00	0.00	1,235.10
50120 - Meetings	631.03	89.00	0.00	0.00	0.00	720.03
50125 - Legal	14,490.00	0.00	0.00	0.00	0.00	14,490.00
50130 - Telephone & Internet	2,053.53	210.00	150.00	0.00	0.00	2,413.53
50135 - Parking/Mileage	614.58	328.93	0.00	0.00	0.00	943.51
50330 - D & O / Liability Insurance	2,243.62	0.00	988.85	0.00	0.00	3,232.47
Total 50045 - Operating	32,067.92	1,202.41	2,148.74	300.00	0.00	35,719.07
51000 - Neighborhood/Outreach Promotion						
51525 - Promotion/Marketing/Campaigns	2,595.15	0.00	0.00	0.00	0.00	2,595.15
51527 - Taste 'N Tinis	0.00	210.60	0.00	0.00	0.00	210.60
51530 - Banners	1,100.00	0.00	0.00	0.00	0.00	1,100.00
51535 - Web Site Communications	74.65	9.95	0.00	0.00	0.00	84.60
51540 - Business Mixers/Open House	150.88	693.56	538.59	0.00	0.00	1,383.03
51545 - Newsletter	0.00	0.00	801.66	0.00	0.00	801.66
51555 - Farmer's Market	2,463.00	5,194.02	0.00	0.00	0.00	7,657.02
51556 - Farmer's Market Trolley	0.00	2,362.50	0.00	0.00	0.00	2,362.50
51565 - Hillcrest Map	1,500.00	2,500.00	0.00	0.00	0.00	4,000.00
51575 - Pride Flag Project	887.04	0.00	0.00	0.00	0.00	887.04
51800 - Pride of Hillcrest/Block Party	85.11	74,494.38	0.00	0.00	0.00	74,579.49
51880 - Nightmare on Normal	0.00	700.00	0.00	0.00	0.00	700.00
Total 51000 - Neighborhood/Outreach Promotion	8,855.83	86,165.01	1,340.25	0.00	0.00	96,361.09

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through September 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
51520 - City Fest						
Advertising	59.95	4,936.33	0.00	0.00	0.00	4,996.28
Ambulance	0.00	1,500.00	0.00	0.00	0.00	1,500.00
BID Crew & Equipment	0.00	5,531.38	0.00	0.00	0.00	5,531.38
City Fees (SDPD/Fire)	0.00	14,907.20	0.00	0.00	0.00	14,907.20
Entertainment	0.00	12,274.90	0.00	0.00	0.00	12,274.90
Equipment Rental	0.00	44,410.94	0.00	0.00	0.00	44,410.94
Ice Trailer	0.00	426.80	0.00	0.00	0.00	426.80
Permits	0.00	150.00	0.00	0.00	0.00	150.00
Promotions	0.00	237.82	0.00	0.00	0.00	237.82
Spirits	0.00	5,505.40	0.00	0.00	0.00	5,505.40
Supplies/Printing	0.00	2,833.94	0.00	0.00	0.00	2,833.94
Transportation	0.00	935.00	0.00	0.00	0.00	935.00
Waste Disposal/Clean-Up	0.00	5,102.37	0.00	0.00	0.00	5,102.37
Total 51520 - City Fest	59.95	98,752.08	0.00	0.00	0.00	98,812.03
53000 - Physical Improvements						
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	187.91	0.00	187.91
53130 - Security	0.00	0.00	0.00	9,495.39	0.00	9,495.39
53135 - Street Cleaning	0.00	0.00	7,972.32	3,751.68	0.00	11,724.00
53137 - Pressure Washing	0.00	0.00	2,094.50	2,094.50	0.00	4,189.00
53150 - Dumpsters	700.00	0.00	688.85	0.00	0.00	1,388.85
53155 - Tree & Flower Maintenance	3,160.59	0.00	4,648.17	5,091.24	0.00	12,900.00
53161 - Special Projects	400.00	0.00	0.00	0.00	0.00	400.00
53164 - Homeless Outreach Services	8,503.05	0.00	0.00	0.00	0.00	8,503.05
53165 - Contingency	31.75	0.00	0.00	0.00	0.00	31.75
Total 53000 - Physical Improvements	12,795.39	0.00	15,403.84	20,620.72	0.00	48,819.95
Total Expense	91,587.58	198,958.14	26,714.39	20,920.72	2,262.12	340,442.95
	-29,162.01	56,675.48	0.00	0.00	0.00	27,513.47

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of September 30, 2015

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Anheuser-Busch	0.00	0.00	0.00	5,000.00	0.00	5,000.00
Buffalo Exchange, LTD	0.00	0.00	0.00	0.00	52.00	52.00
Busalacchi's A Modo Mio	0.00	1,000.00	0.00	0.00	0.00	1,000.00
Campari America	0.00	0.00	0.00	0.00	3,000.00	3,000.00
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
DINE CRG	0.00	0.00	0.00	0.00	500.00	500.00
Father Joe's Villages	0.00	0.00	1,000.00	0.00	0.00	1,000.00
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
Mint 11	0.00	0.00	0.00	0.00	52.00	52.00
Phildadelphia Insurance	8,740.00	4,500.00	0.00	0.00	0.00	13,240.00
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
San Diego Pride	0.00	3,200.00	0.00	0.00	3,200.00	6,400.00
Scripps Health	0.00	0.00	0.00	0.00	10,000.00	10,000.00
Stoli Group USA	0.00	0.00	0.00	0.00	5,000.00	5,000.00
Tammy's Beauty Salon	0.00	0.00	0.00	0.00	104.00	104.00
Which Wich	0.00	0.00	0.00	0.00	52.00	52.00
	8,740.00	11,700.00	1,000.00	5,000.00	22,272.00	48,712.00

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 (monthly)
- ~~MAD Oversight Committee~~

Ad hoc committees

- ~~Nominating (3 members)~~
- ~~Cityfest Committee~~
- ~~ByLaws Committee~~
- ~~Mardi-Gras Committee~~
- Staff shall keep a list of ad-hoc committees at any time and attach it to this policy

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 people, 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-project 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 of those who attend the meetings. An email list shall be kept of any person expressing interest in the committee.~~
- A clear agenda shall be prepared by staff or the committee chair and emailed to the committee roster-list on or before the Friday before the meeting and shall be posted at that time on the public notice board at the office by Staff-
- Staff will also post the meeting on the calendar on the HBA's website.
- ~~Timely and accurate notes shall be prepared for the committee and distributed to the chair for comments and changes.~~

- Each month, the project chairs shall present their progress and reporting at a publicly noticed work session prior to the Quarterly Open House. This will be an opportunity for members of the organization to hear about projects and ~~get involved~~ volunteer for a committee.

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 no less than three community members in attendance in good standing and at least one board member.
- ~~Any spending~~ All decisions regarding any expenditures must have been first endorsed through the budgeting process or endorsed by board vote subsequent to the budgeting process; pending availability of funds.
- Any individual expenditure over \$5,000 ~~Specific items~~ must be approved through the budgeting process and any individual expenditure over \$5,000 must be and specifically by approved by the board ~~ISN'T THIS REDUNDANT FROM ABOVE— OTHER THAN THE \$5,000? MAYBE JUST STATE THAT ANY EXPENDITURE ABOVE \$5K MUST BE PREVIOUSLY BUDGETED AND APPROVED BY A VOTE?!~~

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

1. All committee actions and votes ~~is~~ are advisory to the board.
2. All programs must be proposed in committee.
- ~~2.3.~~ Any programs or projects proposed at the board meeting shall be referred to a committee for discussion.
- ~~3.4.~~ Committees chairs shall, at their discretion, place any issue on their committee agendas for consideration and vote to be placed on Executive Committee Agenda.
- ~~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~~ discussions shall be documented in committee ~~minutes~~ notes.
6. Committee chair(s) or appointed representative(s) shall present any relevant information to the board for review and consideration.
- ~~6.7.~~ The Executive Committee shall prepare the agenda for the Board of Directors by placing items on the agenda that they see fit at their discretion.
- ~~7.~~ ~~The committee chair or appointed representative shall present any relevant information to the board.~~

Current ad hoc committees or groups 11/10/15

- MAD Expansion Group
- Map Committee
- Video Committee
- Taste 'n Tinis Committee
- Homeless Discussion Group

Drafted by Governance Committee on 1/27/11

Approved 2/8/11

Modified by staff on 1/8/15

Modified by staff on 11/4/15



November 6, 2015

Mr. Luis Ojeda
Office of Economic Development
City of San Diego
1200 Third Ave. #1400
San Diego, CA 92101

Dear Luis,

As you are aware, the Hillcrest Business Association (HBA) has recently undertaken a survey to determine the feasibility of expanding the Hillcrest Maintenance Assessment District (MAD) in East Hillcrest. This letter serves to report on our activities and request your assistance in moving to the next stage of the process for the expansion of this MAD.

Currently, the existing district serves to maintain a number of gardens in the medians on University Ave. and Normal St. As part of this survey, the HBA petitioned the property owners in the current MAD and the proposed expansion area to determine their interest in expanding the district. To date, we have received over 25% support for expansion. We would like to request that we meet to begin the process of conducting an assessment engineer's report (or modifying the existing report) in preparation for a balloting of property owners to be timed with the June 2016 election.

Background:

Over the last several months, the HBA has taken several steps to begin the process of expanding the Hillcrest MAD. This included:

- Formed an organizing group and began meeting.
- Contacted your office and began discussions about expanding the MAD. There have been several organizing meetings, some of which you attended.
- Your office supplied the organizing group with a list drawn from County records of potentially affected parcels and property owners to facilitate outreach efforts. You also provided us with maps.
- We began our survey and petition with an initial mailing to property owners generally along University Ave. between 10th and Florida St.
- We then sent a second round of surveys (with a stamped return envelope) to an expanded list that included properties generally along University Ave. between Sixth Ave. and Florida St.
- The mailing includes a cover letter that explains the proposed "clean and safe" program we are seeking to create and a survey ranking possible projects that could be funded.
- Also included was a petition asking property owners if they would "be interested in having the Hillcrest Business Association go to the next step in creating a Hillcrest Clean and Safe Program (funded through an expanded MAD) and conduct an analysis of what services should be provided and where?" (Attachment A).



Petition:

As of the date of this letter, we have had a 27.46 % response rate (296 responsive parcels). This is a particularly high response rate considering that a typical response rate for a direct mail campaign is often less than 2%. Of property owners who were petitioned 25.5% (276 parcels) answered yes to the question. Of the owners that responded, only 7% (20 parcels) stated that they wouldn't be interested in moving to the next step. Clearly we have the support through this petitioning process to move forward with this endeavor (Attachment B).

Survey:

The survey asked property owners to rank a number of services for the proposed district. These included: security and homeless abatement, litter removal, graffiti removal, sidewalk steam cleaning/power-washing, seasonal decoration installation/removal, sidewalk landscaping, median landscaping, replacement and planting of trees, tree and shrub trimming, cleaning of curbs/gutters, and decorative lighting. We asked property owners to rank the services they would like to see on a 5 point scale. We asked them to note their level of support for the services among the following options: strongly agree, agree, neutral, disagree and strongly disagree. Each rank was given a numerical score: strongly agree was assigned 2, agree was assigned 1, neutral was assigned 0, disagree was assigned -1, and strongly disagree was assigned -2. This way we were able to determine an average score among responding property owners.

The average responses for the services indicated that "security and homeless abatement services" and "litter removal" ranked most highly, between "agree" and "strongly agree" with the majority of respondents indicating a score of 1.55 and 1.36, respectively. Other categories that had an average score above "agree" was "graffiti removal", scoring 1.18 and "sidewalk steam cleaning/power-washing", scoring 1.03. "Cleaning of curbs/gutters" also scored above "agree" at 1.16. Other services scored less highly with average scores being below "agree" but above "neutral". These included "seasonal decoration installation/removal" at 0.42, "sidewalk landscaping" at 0.81, "median landscaping" at 0.78, "replacement and planting of trees" at 0.84, "tree and shrub trimming" at 0.88, and "decorative lighting" at 0.55. It is worth noting that the survey responses were not weighted based on how many parcels an owner had. Each owner only filled in the survey once (Attachment C).

Based on this feedback, it's clear that homeless abatement is the number one priority of owners. Cleaning services, including "litter removal", "graffiti removal", "cleaning of curbs/gutters", and "sidewalk steam cleaning/power-washing" all ranked highly and should be considered a second priority tier. Services including "tree and shrub trimming", "replacement and planting of trees", "sidewalk landscaping" and "median landscaping" all scored in a similar range third tier range. This low priority could be due to the fact that these services are already being provided by the existing MAD and Business Improvement District. Services including "decorative lighting" and "seasonal decoration installation/removal" scored in the lower spectrum of the third tier.

Next steps:

We anticipate moving forward with a publicly noticed meeting with the owners and a presentation to the Uptown Planners in the coming months. We would like to request that you



begin the process of working with your assessment engineering firm to create an engineer's report and assessment model for the neighborhood that can be provided ahead of the balloting process for the business community. I have included a proposed budget based on the work of the Hillcrest Core MAD (Attachment D).

There is some urgency in this process. Clearly, business and property owners are seeking these services in an expedited manor. Also, the HBA has undertaken a pilot project to begin to address the concerns regarding homeless issues. It is our hope that the expansion will be approved and can continue funding the pilot. It is my hope that the community will experience as little delay in services as possible. We are seeking to have balloting for the expansion occur in conjunction with the June elections.

Finally, it is worth noting that SANDAG's plan for a protected bicycle route in the area of the existing MAD will substantially change the medians that are maintained through the MAD. These changes will also necessitate changes to the MAD and the possible need for its expansion.

I look forward to your assistance and correspondence on this issue.

Yours sincerely,

Benjamin Nicholls
Executive Director

Copy:
Councilman Todd Gloria, City Council District 3
Mayor Kevin Faulconer