



Hillcrest Business Association
 Board of Directors Meeting
 Public Meeting
 February 14, 2012, 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):	N. Moede	5 minutes
a) Approval of minutes ¹		
b) Approval of organizational financials ²		
Action items:		
a) Request to temporarily expand security hours ³	A. Capano	10 minutes
b) Request for reward for "Incense Bandit"	A. Capano	10 minutes
c) Appointment to Uptown Community Parking District	N. Moede	5 minutes
a) Sale agreement for Hillcrest Sign ⁴	B. Nicholls	10 minutes
Information items:		
b) Parking Committee report	N. Moede	5 minutes
c) Marketing Committee report	A. Capano	5 minutes
d) Mardi Gras Committee report	B. Nicholls	5 minutes
e) CityFest/Hoedown Committee report	J. Hale	5 minutes

Attachments:

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1. January 2012 minutes
 2. December 2011 financials
 3. Quote for new security hours
 4. Sale agreement for 1984 Hillcrest sign



BOARD OF DIRECTORS MEETING MINUTES

Tuesday, January 10, 2012
Joyce Beers Community Center
1220 Cleveland Ave., San Diego, CA 92103

Board members in attendance: Reem Ali, Ron Baranov, Michael Brennan, Sean Cute, Amy Capano, Jillian DiCola, Johnathan Hale, Pete Katz, Nick Moede, Alonzo Ortiz, Michael Wright, Dalour Younan

Board members absent: Glenn Younger

Others in attendance: Tim Gahaghan, Ann Garwood, Kelly Gilliland, Matthew Gillroy, Nancy Moors, Officer Dave Whitfield

Staff in attendance: Mary Joseph, Ben Nicholls, Lisa Weir

- N. Moede called the meeting to order at 5:08 p.m.

Public Comment

- A. Capano stated that her store was robbed on Saturday evening and suggested the group become more proactive about catching the thief who she claimed was a repeat offender. N. Moede reminded the group to report crimes no matter how small they may be and to also report suspicious behavior to the police. D. Younan said a similar incident happened at his business, Hillcrest Shell, and that the thief was taken into custody.
- T. Gahaghan stated that he will be presenting to the Hillcrest Town Council on the current status of the Interim Height Ordinance (IHO) and invited the HBA to present the results of Hillcrest 2.0.
- N. Moors stated he disapproval of the Board of Directors December vote on supporting a discretionary IHO and stated that she believed the vote was based on misinformation.
- A. Garwood stated her disapproval of the Board of Directors December vote on support a discretionary IHO.
- D. Whitfield gave a report on the most recent robberies in Hillcrest and the incident from January 9, 2012 that was reported on the news. He stated that the SDPD is adding a Neighborhood Resource Team that will be available to Hillcrest.

President's report

- N. Moede said Hillcrest Mardi Gras will occur on February 21, 2012 and that he and B. Nicholls meet with Matt Ramon of Urban MOs and everyone is excited about big changes this year.

Executive Directors report

- B. Nicholls reported that staff is working diligently on processing permits for the Hillcrest Pride Flag. He said that 90 percent of the city's concerns have been addressed



and that our presentation to the Uptown Planners will occur on February 7, 2012. He stated that staff have been working on communicating messages to the media about the board's position on the IHO as well as the auction of the 1984 Hillcrest Sign. He said the auction will take place in late January to ensure there are no fall outs from the media coverage. He stated that staff have been working on logistics and marketing for Hillcrest Mardi Gras which will occur on Tuesday, February 21, 2012.

Informational items

- N. Moede reported that the Parking Committee is working on supporting the forward movement on the Bankers Hill election, scheduled for January 23, 2012. He stated that the Universal Validation Program recruitment and surveying will begin in February 2012. He stated that interviews for the parking promotional programs will occur at the next Parking Committee meeting (TBD).
- A. Capano stated the Marketing Committee has wrapped up SHOP Hillcrest for the Holidays and the winner will be presented with over \$2,000 in Hillcrest gift certificates this upcoming Saturday at 1:30 PM at Mint. She stated that Taste n Tinis was a success with over 6 live news spots and over 40 participating businesses and a profit of approximately \$1,343. She also stated that the Marketing Committee has been working on creating a year long 'SHOP' Hillcrest campaign along with the budget for FY2012. She announced the Quarterly Open House dates for 2012 as: February 29, May 16, August 1, and November 14.
- J. Hale reported that the SDPD bill came in cheaper than expected for the Hillcrest Hoedown, which means Hoedown is over \$1,000 in the black.

Action items

- N. Moede presented the consent agenda, which included the December 2011 Board of Directors' meeting minutes and the November 2011 organizational financials.
 - Motion to approve the December 2011 Board of Directors meeting minutes and the November 2011 organizational financials. S. Cute / D. Younan. 10/0/0. The motion passed unanimously.
- B. Nicholls stated that the HBA has received several requests over the last year to use the HBA's Intellectual Property and reviewed the policy in detail with the group. R. Baranov suggested that we add language to the policy that communicates the idea that the HBA may fail to enforce our IP rights from time to time but we can exercise our rights at any time.
 - Motion to approve SOP#11 HBA intellectual property policy with the suggested amendments. J. Hale / R. Baranov. 10/0/0. The motion passed unanimously.
- B. Nicholls stated that we must approve the Business Improvement District budget before January 31, 2012. He said that the budget proposed for this year is the same as last year.



- Motion to approve the Business Improvement District budget. R. Baranov / D. Younan. 10/0/0. The motion passed unanimously.
- A. Capano stated that the Marketing Committee has been working on the banner program. She stated that the committee would like to move forward with selling banner sponsorships and printing new banners.
 - Motion to approve the Hillcrest Banner Program. R. Baranov / J. Hale. 10/0/0. The motion passed unanimously.
- B. Nicholls stated that SOP #3 relating to Paid Time Off (PTO) has not been reviewed by the board.
 - Motion to approve provision SOP #3 A Capaono / J. Hale. 10/0/0. The motion passed unanimously.
- N. Moede stated that Hillcrest Mardi Gras is planning to purchase a “light wall” for use at the upcoming event, he stated that the rental cost is anticipated to be half of the cost of the purchase cost. The Hillcrest Mardi Gras Committee is accepting bids for the light wall.
 - Motion to approve provision SOP #3 A Capaono / J. Hale. 10/0/0. The motion passed unanimously.
- B. Nicholls state that we are making significant changes to Hillcrest Mardi Gras this year. He stated that Rich’s Nightclub is working to help set up the dance area he’s asking for a sponsor approval for the event.
 - Motion to approve Rich’s Dance Stage Sponsorship. J. Hale / D. Younan. 9/1/0. The motion passed.

The meeting adjourned at 6:12 p.m.

HBIA
Balance Sheet
As of December 31, 2011

	Dec 31, 11
ASSETS	
Current Assets	
Checking/Savings	
10020 - CHASE - Checking	56,603.50
10035 - Comerica - Checking	181,295.11
10040 - CHASE - Money Market	
General	7,472.65
Pride Flag	11,208.49
Total 10040 - CHASE - Money Market	18,681.14
Total Checking/Savings	256,579.75
Accounts Receivable	
12000 - Accounts Receivable	22,028.16
Total Accounts Receivable	22,028.16
Other Current Assets	
10115 - SBEP City Services	4,940.90
10120 - BID Receivable	5,438.17
10125 - MAD Receivable	41,165.15
10135 - City Fest Receivable	29,300.48
10155 - Prepaid Expense	3,072.57
10165 - Workers Compensation Deposit	842.00
Total Other Current Assets	84,759.27
Total Current Assets	363,367.18
Fixed Assets	
10200 - Office Furniture & Equipment	13,139.00
10220 - Accumulated Depreciation	-12,012.55
Total Fixed Assets	1,126.45
TOTAL ASSETS	364,493.63
 LIABILITIES & EQUITY	
Liabilities	

HBIA
Balance Sheet
As of December 31, 2011

	<u>Dec 31, 11</u>
Current Liabilities	
Other Current Liabilities	
20215 · BID Assessment	-965.30
20225 · SBEP Advance	14,220.30
20230 · Sales Tax Payable	417.00
20245 · Pride Flag Deferred Revenue	5,242.00
21000 · Payroll Liabilities	
Vacation Payable	<u>2,073.74</u>
Total 21000 · Payroll Liabilities	<u>2,073.74</u>
Total Other Current Liabilities	<u>20,987.74</u>
Total Current Liabilities	<u>20,987.74</u>
Total Liabilities	20,987.74
Equity	
31100 · Unrestricted Net Assets	373,344.28
Net Income	<u>-29,838.39</u>
Total Equity	<u>343,505.89</u>
TOTAL LIABILITIES & EQUITY	<u><u>364,493.63</u></u>

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

				TOTAL		
	Dec 11	Budget	Variance	Jul - Dec 11	Budget	Variance
Income						
40010 · City Fest Income	10,000.00	0.00	10,000.00	132,901.48	130,000.00	2,901.48
40020 · Farmers Market	11,520.69	12,580.00	-1,059.31	94,368.11	75,480.00	18,888.11
40030 · SBEP	2,459.49	2,119.00	340.49	7,624.21	8,476.00	-851.79
40040 · MAD	8,586.33	10,334.00	-1,747.67	58,414.76	61,179.00	-2,764.24
40045 · MAD Reserve	0.00	1,083.00	-1,083.00	0.00	6,498.00	-6,498.00
40050 · BID	5,597.44	9,147.00	-3,549.56	45,175.07	53,447.00	-8,271.93
40060 · PROW	-2.00			259.00		
40080 · Newsletter/Advertising	0.00	80.00	-80.00	0.00	480.00	-480.00
40090 · Mardi Gras	726.62	0.00	726.62	726.62	0.00	726.62
40110 · Taste	1,180.00	0.00	1,180.00	1,180.00	0.00	1,180.00
40115 · Taste 'N Tinis	18,367.36	8,500.00	9,867.36	18,367.36	17,000.00	1,367.36
40120 · Interest	1.53	100.00	-98.47	133.39	600.00	-466.61
40135 · Hillcrest Hoedown	4,214.28			39,943.68		
40140 · Banner Space	0.00	300.00	-300.00	0.00	1,800.00	-1,800.00
40145 · Pride Flag	1,200.00			9,758.00		
40180 · Other Income	0.00	165.00	-165.00	500.00	990.00	-490.00
Total Income	63,851.74	44,408.00	19,443.74	409,351.68	355,950.00	53,401.68
Expense						
50000 · Personnel						
50005 · Salaries	11,646.00	9,459.00	2,187.00	66,656.01	60,262.00	6,394.01
50025 · Employer Taxes - Federal	963.16	961.00	2.16	5,204.17	5,504.00	-299.83
50030 · Employer Taxes - State	95.48	0.00	95.48	434.00	0.00	434.00
50035 · Health Insurance	0.00	525.00	-525.00	2,900.00	3,150.00	-250.00
50040 · Workers Comp Insurance	0.00	128.00	-128.00	740.14	768.00	-27.86
Total 50000 · Personnel	12,704.64	11,073.00	1,631.64	75,934.32	69,684.00	6,250.32
50045 · Operating						
50050 · Rent Office Space	1,446.00	1,450.00	-4.00	5,061.00	5,075.00	-14.00
50055 · Storage	145.00	150.00	-5.00	870.00	900.00	-30.00
50060 · Accounting	1,508.81	1,500.00	8.81	9,040.06	9,000.00	40.06
50065 · Audit	0.00	0.00	0.00	4,000.00	7,500.00	-3,500.00
50070 · Equipment Purchase	0.00	225.00	-225.00	1,155.50	1,350.00	-194.50
50075 · Intern/Consultant	645.00	700.00	-55.00	4,231.00	4,200.00	31.00

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

				TOTAL		
	Dec 11	Budget	Variance	Jul - Dec 11	Budget	Variance
50080 · Bank & Credit Card Charges	8.00	50.00	-42.00	103.38	300.00	-196.62
50085 · Repair and Maintenance	70.00	100.00	-30.00	973.32	600.00	373.32
50090 · Office Supplies	503.74	266.00	237.74	1,654.24	1,596.00	58.24
50095 · Postage and Delivery	0.00	42.00	-42.00	88.00	252.00	-164.00
50100 · Printing/Photocopy	1,545.45	340.00	1,205.45	2,813.31	2,040.00	773.31
50120 · Meetings	220.77	250.00	-29.23	867.97	1,500.00	-632.03
50125 · Legal	0.00	333.00	-333.00	118.50	1,998.00	-1,879.50
50130 · Telephone & Internet	798.38	445.00	353.38	3,153.16	2,670.00	483.16
50135 · Parking/Mileage	200.00	200.00	0.00	1,252.99	1,200.00	52.99
50140 · Depreciation	0.00	100.00	-100.00	433.25	600.00	-166.75
50330 · D & O / Liability Insurance	381.77	1,038.00	-656.23	4,746.69	5,938.00	-1,191.31
Total 50045 · Operating	7,472.92	7,189.00	283.92	40,562.37	46,719.00	-6,156.63
51000 · Neighborhood/Promotion						
51520 · City Fest	520.02	0.00	520.02	92,999.19	87,000.00	5,999.19
51525 · Promotion/Marketing	1,184.95	1,250.00	-65.05	1,609.56	7,500.00	-5,890.44
51526 · Taste	0.00	0.00	0.00	200.00	0.00	200.00
51527 · Taste 'N Tinis	10,661.07	5,000.00	5,661.07	13,293.73	15,000.00	-1,706.27
51528 · Amazing High Heel Race	0.00			5,000.00		
51530 · Banners	0.00	502.00	-502.00	1,400.00	3,012.00	-1,612.00
51535 · Web Site	0.00	138.00	-138.00	440.81	828.00	-387.19
51540 · Business Mixers	90.51	320.00	-229.49	600.64	1,920.00	-1,319.36
51545 · Newsletter	0.00	492.00	-492.00	2,424.93	2,952.00	-527.07
51555 · Farmer's Market	3,089.45	1,233.00	1,856.45	17,065.95	8,526.00	8,539.95
51570 · Hillcrest Hoedown.	7,864.00			40,812.06		
51575 · Pride Flag Project	1,200.00			9,758.00		
Total 51000 · Neighborhood/Promotion	24,610.00	8,935.00	15,675.00	185,604.87	126,738.00	58,866.87
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	55.54	100.00	-44.46	239.73	600.00	-360.27
53130 · Security	3,412.22	3,000.00	412.22	19,433.89	18,000.00	1,433.89
53135 · Street Cleaning	4,505.00	3,909.00	596.00	20,959.00	23,454.00	-2,495.00
53137 · Pressure Washing	1,568.00	1,375.00	193.00	10,200.67	11,300.00	-1,099.33
53150 · Dumpsters	0.00	300.00	-300.00	2,448.22	1,800.00	648.22
53155 · Tree Trimming & Maintenance	1,582.00	1,946.00	-364.00	29,072.39	11,676.00	17,396.39

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

	TOTAL					
	Dec 11	Budget	Variance	Jul - Dec 11	Budget	Variance
53160 - Capital Projects	0.00	6,000.00	-6,000.00	14,018.16	26,000.00	-11,981.84
53165 - Contingency	0.00	4,558.00	-4,558.00	40,035.45	36,995.00	3,040.45
53170 - Mardi Gras	681.00			681.00		
Total 53000 - Physical Improvements	<u>11,803.76</u>	<u>21,188.00</u>	<u>-9,384.24</u>	<u>137,088.51</u>	<u>129,825.00</u>	<u>7,263.51</u>
Total Expense	<u>56,591.32</u>	<u>48,385.00</u>	<u>8,206.32</u>	<u>439,190.07</u>	<u>372,966.00</u>	<u>66,224.07</u>
	<u>7,260.42</u>	<u>-3,977.00</u>	<u>11,237.42</u>	<u>-29,838.39</u>	<u>-17,016.00</u>	<u>-12,822.39</u>

HBIA
Profit & Loss by Class
 July through December 2011

	110 GENERAL	210 CITY FEST	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Income						
40010 - City Fest Income						
Beer & Wine	0.00	25,154.00	0.00	0.00	0.00	25,154.00
Booth	0.00	63,293.00	0.00	0.00	0.00	63,293.00
Grants						
Commission for Arts & Culture	0.00	10,000.00	0.00	0.00	0.00	10,000.00
SBEP City Services	0.00	9,300.48	0.00	0.00	0.00	9,300.48
Total Grants	0.00	19,300.48	0.00	0.00	0.00	19,300.48
Sponsorship						
All Seasons	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Brighter Concepts	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Carmel Partners	0.00	1,750.00	0.00	0.00	0.00	1,750.00
Coamerica	0.00	2,000.00	0.00	0.00	0.00	2,000.00
Coors	0.00	10,000.00	0.00	0.00	0.00	10,000.00
DCSS	0.00	500.00	0.00	0.00	0.00	500.00
Devcon	0.00	1,500.00	0.00	0.00	0.00	1,500.00
PETCO	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Scott Becker	0.00	404.00	0.00	0.00	0.00	404.00
Three Day Blinds	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Young's Market	0.00	3,000.00	0.00	0.00	0.00	3,000.00
Total Sponsorship	0.00	25,154.00	0.00	0.00	0.00	25,154.00
Total 40010 - City Fest Income	0.00	132,901.48	0.00	0.00	0.00	132,901.48
40020 - Farmers Market	91,908.62	0.00	0.00	0.00	2,459.49	94,368.11
40030 - SBEP	0.00	0.00	0.00	0.00	7,624.21	7,624.21
40040 - MAD	0.00	0.00	0.00	58,414.76	0.00	58,414.76
40050 - BID	0.00	0.00	45,175.07	0.00	0.00	45,175.07
40060 - PROW	259.00	0.00	0.00	0.00	0.00	259.00
40090 - Mardi Gras	726.62	0.00	0.00	0.00	0.00	726.62
40110 - Taste	1,180.00	0.00	0.00	0.00	0.00	1,180.00
40115 - Taste 'N Tinis	18,367.36	0.00	0.00	0.00	0.00	18,367.36
40120 - Interest	133.39	0.00	0.00	0.00	0.00	133.39
40135 - Hillcrest Hoedown	39,943.68	0.00	0.00	0.00	0.00	39,943.68
40145 - Pride Flag	9,758.00	0.00	0.00	0.00	0.00	9,758.00

HBIA
Profit & Loss by Class
 July through December 2011

	110 GENERAL	210 CITY FEST	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
40180 - Other Income	500.00	0.00	0.00	0.00	0.00	500.00
Total Income	162,776.67	132,901.48	45,175.07	58,414.76	10,083.70	409,351.68
Expense						
50000 - Personnel						
50005 - Salaries	39,954.18	0.00	17,334.71	0.00	9,367.12	66,656.01
50025 - Employer Taxes - Federal	3,161.50	0.00	1,326.09	0.00	716.58	5,204.17
50030 - Employer Taxes - State	434.00	0.00	0.00	0.00	0.00	434.00
50035 - Health Insurance	2,900.00	0.00	0.00	0.00	0.00	2,900.00
50040 - Workers Comp Insurance	444.08	0.00	296.06	0.00	0.00	740.14
Total 50000 - Personnel	46,893.76	0.00	18,956.86	0.00	10,083.70	75,934.32
50045 - Operating						
50050 - Rent Office Space	2,724.00	0.00	2,337.00	0.00	0.00	5,061.00
50055 - Storage	870.00	0.00	0.00	0.00	0.00	870.00
50060 - Accounting	9,040.06	0.00	0.00	0.00	0.00	9,040.06
50065 - Audit	0.00	0.00	625.00	3,375.00	0.00	4,000.00
50070 - Equipment Purchase	1,155.50	0.00	0.00	0.00	0.00	1,155.50
50075 - Intern/Consultant	4,231.00	0.00	0.00	0.00	0.00	4,231.00
50080 - Bank & Credit Card Charges	103.38	0.00	0.00	0.00	0.00	103.38
50085 - Repair and Maintenance	973.32	0.00	0.00	0.00	0.00	973.32
50090 - Office Supplies	1,181.01	0.00	473.23	0.00	0.00	1,654.24
50095 - Postage and Delivery	88.00	0.00	0.00	0.00	0.00	88.00
50100 - Printing/Photocopy	1,927.51	0.00	885.80	0.00	0.00	2,813.31
50120 - Meetings	867.97	0.00	0.00	0.00	0.00	867.97
50125 - Legal	118.50	0.00	0.00	0.00	0.00	118.50
50130 - Telephone & Internet	2,157.16	0.00	996.00	0.00	0.00	3,153.16
50135 - Parking/Mileage	1,252.99	0.00	0.00	0.00	0.00	1,252.99
50140 - Depreciation	433.25	0.00	0.00	0.00	0.00	433.25
50330 - D & O / Liability Insurance	4,421.69	0.00	325.00	0.00	0.00	4,746.69
Total 50045 - Operating	31,545.34	0.00	5,642.03	3,375.00	0.00	40,562.37
51000 - Neighborhood/Promotion						
51525 - Promotion/Marketing	1,409.56	0.00	200.00	0.00	0.00	1,609.56
51526 - Taste	200.00	0.00	0.00	0.00	0.00	200.00
51527 - Taste 'N Tinis	13,293.73	0.00	0.00	0.00	0.00	13,293.73

HBIA
Profit & Loss by Class
 July through December 2011

	110 GENERAL	210 CITY FEST	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
51528 - Amazing High Heel Race	5,000.00	0.00	0.00	0.00	0.00	5,000.00
51530 - Banners	462.00	0.00	938.00	0.00	0.00	1,400.00
51535 - Web Site	440.81	0.00	0.00	0.00	0.00	440.81
51540 - Business Mixers	600.64	0.00	0.00	0.00	0.00	600.64
51545 - Newsletter	1,850.98	0.00	573.95	0.00	0.00	2,424.93
51555 - Farmer's Market	17,065.95	0.00	0.00	0.00	0.00	17,065.95
51570 - Hillcrest Hoedown.	40,812.06	0.00	0.00	0.00	0.00	40,812.06
51575 - Pride Flag Project	9,758.00	0.00	0.00	0.00	0.00	9,758.00
Total 51000 - Neighborhood/Promotion	90,893.73	0.00	1,711.95	0.00	0.00	92,605.68
51520 - City Fest						
Advertising	150.00	5,443.34	0.00	0.00	0.00	5,593.34
Ambulance	0.00	1,440.00	0.00	0.00	0.00	1,440.00
BID Crew & Equipment	0.00	2,381.33	0.00	0.00	0.00	2,381.33
City Fees (SDPD/Fire)	0.00	13,611.40	0.00	0.00	0.00	13,611.40
Cleaning Fees	0.00	699.50	0.00	0.00	0.00	699.50
Concessions	0.00	6,248.36	0.00	0.00	0.00	6,248.36
Entertainment	0.00	8,072.50	0.00	0.00	0.00	8,072.50
Equipment Rental	0.00	1,907.48	0.00	0.00	0.00	1,907.48
Event Management	0.00	9,990.03	0.00	0.00	0.00	9,990.03
Ice Trailer	0.00	660.66	0.00	0.00	0.00	660.66
Permits	0.00	464.00	0.00	0.00	0.00	464.00
Power	0.00	5,408.86	0.00	0.00	0.00	5,408.86
Promotions	0.00	1,274.31	0.00	0.00	0.00	1,274.31
Radios	0.00	285.00	0.00	0.00	0.00	285.00
Rentals	0.00	5,906.78	0.00	0.00	0.00	5,906.78
Safety Equipment	0.00	3,476.77	0.00	0.00	0.00	3,476.77
Security	0.00	6,176.54	0.00	0.00	0.00	6,176.54
Shuttle Services	0.00	1,195.73	0.00	0.00	0.00	1,195.73
Sound & Lights	0.00	6,140.00	0.00	0.00	0.00	6,140.00
Staging	0.00	4,920.00	0.00	0.00	0.00	4,920.00
Supplies/Printing	0.00	2,289.24	0.00	0.00	0.00	2,289.24
Toilets/Sinks	0.00	4,337.34	0.00	0.00	0.00	4,337.34
51520 - City Fest - Other	0.00	520.02	0.00	0.00	0.00	520.02
Total 51520 - City Fest	150.00	92,849.19	0.00	0.00	0.00	92,999.19

HBIA
Profit & Loss by Class
 July through December 2011

	110 GENERAL	210 CITY FEST	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
53000 - Physical Improvements						
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	239.73	0.00	239.73
53130 - Security	0.00	0.00	0.00	19,433.89	0.00	19,433.89
53135 - Street Cleaning	4,468.80	0.00	6,913.72	9,576.48	0.00	20,959.00
53137 - Pressure Washing	0.00	0.00	4,138.67	6,062.00	0.00	10,200.67
53150 - Dumpsters	1,998.22	0.00	0.00	450.00	0.00	2,448.22
53155 - Tree Trimming & Maintenance	5,742.89	0.00	7,811.84	15,517.66	0.00	29,072.39
53160 - Capital Projects	10,258.16	0.00	0.00	3,760.00	0.00	14,018.16
53165 - Contingency	40,035.45	0.00	0.00	0.00	0.00	40,035.45
53170 - Mardi Gras	681.00	0.00	0.00	0.00	0.00	681.00
Total 53000 - Physical Improvements	63,184.52	0.00	18,864.23	55,039.76	0.00	137,088.51
Total Expense	232,667.35	92,849.19	45,175.07	58,414.76	10,083.70	439,190.07
	-69,890.68	40,052.29	0.00	0.00	0.00	-29,838.39



Schedule A

Proposal for: HILLCREST BUSINESS ASSOCIATION c/o MR. BEN NICHOLLS

Location: Hillcrest Business Association

Proposal submitted on February 7, 2012 is valid for 90 days.

Standing Security Officer Schedule						
	Number of Days	Number of Security Officers	Hours per Day	Hours per Month (4.33 weeks)	Bill Rate	Estimated Monthly Cost
Security Officer	3	1	6	78	\$17.25	\$1,346
Total				78		\$1,346
CyCop® GPS Guard Tour System & Cell Phone**						
	Number of Equipment		Rate per month		Estimated Monthly cost	
Blackberry Smartphone	1		FREE		FREE	
CyCop Software Licenses	1		FREE		FREE	
Sprint Data Plan	1		\$ 80.00		\$ 80.00	

***CyCop®, our patented, proprietary technology, provides the commanding presence and responsiveness of human security guards, fully integrated with GPS enabled Smartphones, site sensors, and web-based reporting software.*

CyCop enables Heritage Security guards to be more aware of what is happening everywhere on your site and be more responsive for enhanced safety. GPS/RFID guard tracking assures that you receive optimum, measurable performance from on-site personnel to ensure that you receive what we contract to deliver. CyCop also allows you to receive up-to-the-minute incident reports and 24/7 access, via the internet, to monitor security activity and implement decisions from anywhere in the world.

*We invented a new way of managing security services so that **Atmosphere Management™** just got a whole lot easier and safer. Combining state-of-the-art technology with an essential human presence enables us to offer the best possible solution for your physical security needs.*

Agreement of sale for 1984 Hillcrest sign

This agreement is made by and entered into between Obelisk Bookstore (Buyer), and Hillcrest Business Association (HBA).

Whereas, the façade of the Hillcrest sign was installed in 1984 and removed in 2011, from the structure at Fifth Ave. and University Ave.,

Whereas, the HBA is selling the façade of the 1984 Hillcrest Sign,

Whereas, the Buyer successfully won the right to contract with the HBA to purchase the sign through an auction process,

Now, therefore, in the parties agree as follows:

Buyer agrees to:

1. pay the HBA \$5,200 within 14 days of signing this agreement
2. take full custody and responsibility of and for the 1984 Hillcrest Sign at time of signing
3. hold harmless the HBA for the responsibility or liability from the 1984 Hillcrest sign at time of signing
4. display the sign in a publicly viewable location before August 30, 2012
5. agree to fully abide by HBA SOP#11 at time of signing (see attached)

Breach of agreement: The parties agree that if any provision of this agreement is not met then the entire agreement shall be void and the parties agree that no purchase shall have occurred.

Term: The agreement is effective upon execution and at time of signing and will terminate ten years from the signing date.

Indemnification: The Buyer or its successors or assigns shall indemnify, hold harmless, and defend the HBA, their officers, elected official and employees, and each of them, of and from, and against all claims, demands, liens, judgments or otherwise for death or injury to any person or damage to property whatsoever that might happen or occur as a result of Buyer's performance of the Agreement.

Entire agreement: This Agreement represents the entire understanding of the Buyer and the Hillcrest Business Association as to those matters contained herein. No prior oral or written understanding shall be of any force or effect with respect to those matters covered hereunder.

This agreement is executed by the Buyer and by the Hillcrest Business Association.

Hillcrest Business Association

By:

Name:

Address:

Date:

Buyer

By:

Name:

Title:

Date: