



Hillcrest Business Association
Board of Directors Meeting
Public Meeting
January 8, 2013, 5pm
Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103

AGENDA

Call to order and introductions	G. Younger	2 minutes
Public comment (1 minute per speaker)		5 minutes
Reports:		
1. President's report	G. Younger	5 minutes
2. Executive Director's report	B. Nicholls	5 minutes
Consent items (action):	G. Younger	5 minutes
1. Approval of minutes ¹		
2. Approval of organizational financials ²		
Executive Committee items:		
1. Approval of Hillcrest 2.0 plan update memo (action) ³	M. Brennan	10 minutes
2. Approval of BID budget and agreement to enter into contract with City of San Diego to manage Hillcrest BID (action) ⁴	J. Dicola	10 minutes
3. Changes to SOP8: Purchasing (action) ⁵	B. Nicholls	10 minutes
4. Appointment to Uptown Community Parking District (action)	B. Nicholls	5 minutes
Ad Hoc Flag Committee items		
5. Pride Flag Agreement with San Diego LGBT Pride (action) ⁶	J. Hale	5 minutes
Beautification Committee items		
1. Committee update (information)	C. Moreno	5 minutes
Marketing Committee items		
1. Committee update (information)	A. Capano	5 minutes

Attachments:

- | | |
|-----------------------------|---------------------------------|
| 1. December 2012 minutes | 4. Agreement with SD LGBT Pride |
| 2. November 2012 financials | 5. FY 14 BID Budget |
| 3. Hillcrest 2.0 memo | 6. SOP 8: Purchasing |



BOARD OF DIRECTORS MEETING MINUTES

Tuesday, November 13, 2012
Joyce Beers Community Center
1220 Cleveland Ave., San Diego, CA 92103

Board members in attendance: Amy Capano, Sean Cute, Jonathan Hale, Pete Katz, Robert Lane, Cecelia Moreno, Alonzo Ortiz, Nicholas Papantonakis, Edie Reynoso and Glenn Younger

Board members absent: Ron Baranov, Michael Brennan, Jillian DiCola, and Dalour Younan

Others in attendance: Anthony Barnel, Susan Briggs, Nancy Moors, Jason Wietz, Cody Winters

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

President's report

- G. Younger stated that he had conducted the Executive Director's review.

Executive Directors report

- B. Nicholls reported that staff has been working on Hillcrest Taste n Tinis and that promotional activities have been occurring daily and that ticket sales are up from last year but that rain is predicted for the day of forecast. He stated that SHOP Hillcrest for the Holidays is underway and that 25 businesses are already signed up contributing to a combined prize pool of over \$3,000 for a shopping spree giveaway. He stated that the HBA was recently visited by the City of San Diego and City staff reviewed recent purchases with City money. They found no issues but made several helpful suggestions. Staff are working on procuring procedures and several changes to the HBA's Standard Operating Procedures will need to occur. He stated that staff are investigating the benefits of the National Main Street program and that the HBA is also bidding out it's cleaning/gardening contract.

Action items

- G. Younger presented the consent agenda, which included the November 2012 Board of Directors' meeting minutes and the September and October 2012 financials.
 - Motion to approve November 2012 Board of Directors' meeting minutes and the September and October 2012 financials. C. Moreno / N. Papantonakis. 10/0/0. The motion passed unanimously.
- S. Briggs from the San Diego Half Marathon presented information on the 2013 marathon route. She stated that a few changes will occur to the overall route but that Hillcrest is unaffected by these changes. The group requested that the San Diego Half Marathon staff meet with HBA staff to discuss mitigation.
 - Motion to approve support for the San Diego Half Marathon. J. Hale / N. Papantonakis. . 9/1/0. (C. Moreno opposed).



- J. Hale stated that last month the board voted against partnering with the Greater San Diego Business Association Foundation (GSDBAF) for Hillcrest Mardi Gras and staff investigated partnering with San Diego LGBT Pride. He said that there are several legal concerns in not partnering with GSDBAF since they own 50 percent of the event. B. Nicholls stated that staff have been working to produce the event, but there are significant gaps in the event including sponsors being reluctant to participate.
 - Motion to have the HBA not produce the event this year. S. Cute / P. Katz. 7/0/3 (E. Reynoso, A. Ortiz, and J. Hale abstained).
- C. Moreno stated that Little Italy has a surplus of trash and recycling cans to sell. She stated that each can is \$900 and that the HBA would use special project money to purchase the cans.
 - Motion to approve purchasing the trash and recycling cans. C. Moreno / J. Hale. 10/0/0.
- A. Capano presented the Marketing Committee's Co-operative Advertising SOP, which will be used to organize co-operative pages in various publications including CityBeat and the UT. This policy permits the HBA to pay a portion of the page and allows Hillcrest businesses to advertise at a lower rate with publications while promoting the neighborhood at large.
 - Motion to approve the Co-operative Advertising SOP. A. Capano / J. Hale. 10/0/0. The motion passed unanimously.
- The Board entered closed session to discuss the Executive Directors performance.
- The Board entered open session. G. Younger presented the review for the HBA Executive Director and recommended the HBA move ahead with the salary suggestions stated in the review.
 - Motion to approve the salary increase for the Executive Director stated in the review. G. Younger / R. Lane. 10/0/0. The motion passed unanimously.

The meeting adjourned at 6:18 p.m.

HBIA
Balance Sheet
As of November 30, 2012

	Nov 30, 12
ASSETS	
Current Assets	
Checking/Savings	
10020 · CHASE - Checking	3.16
10025 · CA. Bank & Trust	40,997.20
10035 · Comerica - Checking	154,922.46
10040 · CHASE - Money Market	
General	80,674.27
Total 10040 · CHASE - Money Market	80,674.27
Total Checking/Savings	276,597.09
Accounts Receivable	
12000 · Accounts Receivable	27,334.41
Total Accounts Receivable	27,334.41
Other Current Assets	
10115 · SBEP City Services	4,620.00
10120 · BID Receivable	3,778.94
10125 · MAD Receivable	32,417.86
10145 · Farmers Market Receivable	7,214.96
10155 · Prepaid Expense	3,217.50
10165 · Workers Compensation Deposit	842.00
10175 · Commission for Arts Grant Rcvbl	14,959.00
Total Other Current Assets	67,050.26
Total Current Assets	370,981.76
Fixed Assets	
10200 · Office Furniture & Equipment	13,139.00
10220 · Accumulated Depreciation	-12,792.40
Total Fixed Assets	346.60
TOTAL ASSETS	371,328.36
 LIABILITIES & EQUITY	

HBIA
Balance Sheet
As of November 30, 2012

	Nov 30, 12
Liabilities	
Current Liabilities	
Other Current Liabilities	
20225 - SBEP Advance	17,493.74
20230 - Sales Tax Payable	734.00
21000 - Payroll Liabilities	
Vacation Payable	3,681.33
Total 21000 - Payroll Liabilities	3,681.33
Total Other Current Liabilities	21,909.07
Total Current Liabilities	21,909.07
Total Liabilities	21,909.07
 Equity	
31100 - Unrestricted Net Assets	376,719.27
Net Income	-27,299.98
Total Equity	349,419.29
 TOTAL LIABILITIES & EQUITY	371,328.36

HBIA
Profit & Loss Budget vs. Actual
 July through November 2012

				TOTAL		
	Nov 12	Budget	Variance	Jul - Nov 12	Budget	Variance
Income						
40015 - CityFest	0.00	0.00	0.00	144,181.21	130,000.00	14,181.21
40020 - Farmers Market	14,034.96	13,334.00	700.96	79,621.89	66,670.00	12,951.89
40030 - SBEP	2,545.83	2,380.00	165.83	5,055.26	4,760.00	295.26
40040 - MAD	10,892.84	7,515.00	3,377.84	38,138.72	41,011.00	-2,872.28
40045 - MAD Reserve	0.00	2,146.00	-2,146.00	0.00	10,669.00	-10,669.00
40050 - BID	12,616.30	11,659.00	957.30	48,190.53	64,713.00	-16,522.47
40080 - Newsletter/Advertising	0.00	85.00	-85.00	0.00	425.00	-425.00
40090 - Mardi Gras	5,000.00	5,000.00	0.00	4,500.00	5,000.00	-500.00
40115 - Taste 'N Tinis	200.00	7,000.00	-6,800.00	200.00	10,000.00	-9,800.00
40120 - Interest	3.29	100.00	-96.71	80.64	500.00	-419.36
40135 - Hillcrest Hoedown	5,961.00	0.00	5,961.00	35,808.92	38,700.00	-2,891.08
40140 - Banner Space	0.00	667.00	-667.00	600.00	3,335.00	-2,735.00
40145 - Pride Flag	0.00			7,750.00		
40155 - Pride of Hillcrest	0.00			123,390.14		
40160 - Hillcrest Map.	0.00	720.00	-720.00	600.00	3,600.00	-3,000.00
40180 - Other Income	0.00	167.00	-167.00	52.00	835.00	-783.00
Total Income	51,254.22	50,773.00	481.22	488,169.30	380,218.00	107,951.30
Expense						
50000 - Personnel						
50005 - Salaries	13,016.69	13,490.00	-473.31	67,755.45	62,880.00	4,875.45
50025 - Employer Taxes - Federal	995.76	1,587.00	-591.24	5,183.28	7,431.00	-2,247.72
50035 - Health Insurance	0.00	788.00	-788.00	2,583.72	3,940.00	-1,356.28
50040 - Workers Comp Insurance	0.00	193.00	-193.00	698.18	965.00	-266.82
Total 50000 - Personnel	14,012.45	16,058.00	-2,045.55	76,220.63	75,216.00	1,004.63
50045 - Operating						
50050 - Rent Office Space	723.00	726.00	-3.00	4,338.00	3,630.00	708.00
50055 - Storage	235.00	150.00	85.00	1,175.00	750.00	425.00
50060 - Accounting	1,841.70	1,834.00	7.70	9,182.40	9,170.00	12.40
50065 - Audit	0.00	0.00	0.00	4,500.00	7,500.00	-3,000.00
50070 - Equipment Purchase	665.10	700.00	-34.90	2,701.08	2,700.00	1.08
50075 - Intern/Consultant	455.00	417.00	38.00	3,545.00	2,085.00	1,460.00
50080 - Bank & Credit Card Charges	18.05	50.00	-31.95	194.17	250.00	-55.83

HBIA
Profit & Loss Budget vs. Actual
 July through November 2012

				TOTAL		
	Nov 12	Budget	Variance	Jul - Nov 12	Budget	Variance
50085 · Repair and Maintenance	70.00	100.00	-30.00	600.00	500.00	100.00
50090 · Office Supplies	56.28	268.00	-211.72	1,315.13	1,340.00	-24.87
50095 · Postage and Delivery	148.72	42.00	106.72	338.72	210.00	128.72
50100 · Printing/Photocopy	343.27	340.00	3.27	371.46	1,700.00	-1,328.54
50120 · Meetings	212.76	252.00	-39.24	1,670.57	1,260.00	410.57
50125 · Legal	0.00	167.00	-167.00	331.00	835.00	-504.00
50130 · Telephone & Internet	453.90	447.00	6.90	2,637.73	2,235.00	402.73
50135 · Parking/Mileage	200.00	200.00	0.00	1,000.00	1,000.00	0.00
50140 · Depreciation	0.00	100.00	-100.00	173.30	500.00	-326.70
50330 · D & O / Liability Insurance	-408.87	589.00	-997.87	7,823.17	3,145.00	4,678.17
Total 50045 · Operating	5,013.91	6,382.00	-1,368.09	41,896.73	38,810.00	3,086.73
51000 · Neighborhood/Promotion						
51515 · CityFest	1,534.16	0.00	1,534.16	102,441.68	85,000.00	17,441.68
51525 · Promotion/Marketing	5,953.18	2,033.00	3,920.18	10,712.75	10,165.00	547.75
51527 · Taste 'N Tinis	828.00	5,000.00	-4,172.00	828.00	8,000.00	-7,172.00
51530 · Banners	9.95	300.00	-290.05	3,989.95	2,000.00	1,989.95
51535 · Web Site Communications	234.14	67.00	167.14	935.85	535.00	400.85
51540 · Business Mixers/Open House	486.32	116.00	370.32	1,775.63	580.00	1,195.63
51545 · Newsletter	0.00	225.00	-225.00	0.00	1,125.00	-1,125.00
51555 · Farmer's Market	2,413.92	1,234.00	1,179.92	11,764.14	6,170.00	5,594.14
51565 · Hillcrest Map	0.00	800.00	-800.00	1,962.00	4,300.00	-2,338.00
51570 · Hillcrest Hoedown.	6,671.42	0.00	6,671.42	44,794.26	36,500.00	8,294.26
51575 · Pride Flag Project	1,091.60			34,530.67		
51800 · Pride of Hillcrest	500.00			104,927.69		
51870 · Mardi Gras	111.10	5,000.00	-4,888.90	336.10	5,000.00	-4,663.90
Total 51000 · Neighborhood/Promotion	19,833.79	14,775.00	5,058.79	218,091.20	159,375.00	58,716.20
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	51.36	67.00	-15.64	260.11	335.00	-74.89
53130 · Security	3,165.40	3,000.00	165.40	15,827.00	15,000.00	827.00
53135 · Street Cleaning	8,275.29	4,167.00	4,108.29	18,372.29	20,835.00	-2,462.71
53137 · Pressure Washing	3,998.00	1,321.00	2,677.00	9,697.00	12,571.00	-2,874.00
53150 · Dumpsters	354.28	301.00	53.28	1,915.40	1,505.00	410.40
53152 · Flower Baskets (Purchase)	173.00	1,274.00	-1,101.00	12,896.00	14,274.00	-1,378.00

HBIA
Profit & Loss Budget vs. Actual
 July through November 2012

				TOTAL		
	Nov 12	Budget	Variance	Jul - Nov 12	Budget	Variance
53155 · Tree Trimming & Maintenance	5,930.00	1,880.00	4,050.00	12,730.00	10,206.00	2,524.00
53160 · Capital Projects	0.00	2,085.00	-2,085.00	0.00	10,425.00	-10,425.00
53161 · Special Projects	3,267.00	7,100.00	-3,833.00	5,357.39	35,500.00	-30,142.61
53165 · Contingency	0.00	4,314.00	-4,314.00	1,298.00	21,570.00	-20,272.00
Total 53000 · Physical Improvements	25,214.33	25,509.00	-294.67	78,353.19	142,221.00	-63,867.81
Total Expense	64,074.48	62,724.00	1,350.48	515,469.28	415,622.00	99,847.28
	<u>-12,820.26</u>	<u>-11,951.00</u>	<u>-869.26</u>	<u>-27,299.98</u>	<u>-35,404.00</u>	<u>8,104.02</u>

HBIA
Profit & Loss by Class
 July through November 2012

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
Income						
40010 - City Fest Income						
Beer & Wine	0.00	28,023.90	0.00	0.00	0.00	28,023.90
Booth	0.00	77,087.70	0.00	0.00	0.00	77,087.70
Grants						
Commission for Arts & Culture	0.00	12,459.00	0.00	0.00	0.00	12,459.00
SBEP City Services	0.00	1,435.10	0.00	0.00	0.00	1,435.10
TOT City & County	0.00	10,000.00	0.00	0.00	0.00	10,000.00
Total Grants	0.00	23,894.10	0.00	0.00	0.00	23,894.10
Sponsorship						
ATM	0.00	175.50	0.00	0.00	0.00	175.50
Coors	0.00	7,000.00	0.00	0.00	0.00	7,000.00
Starbucks	0.00	3,000.00	0.00	0.00	0.00	3,000.00
William Grant & Sons	0.00	5,000.00	0.00	0.00	0.00	5,000.00
Total Sponsorship	0.00	15,175.50	0.00	0.00	0.00	15,175.50
Total 40010 - City Fest Income	0.00	144,181.20	0.00	0.00	0.00	144,181.20
40020 - Farmers Market	79,621.89	0.00	0.00	0.00	0.00	79,621.89
40030 - SBEP	0.00	0.00	0.00	0.00	5,055.26	5,055.26
40040 - MAD	0.00	0.00	0.00	38,138.72	0.00	38,138.72
40050 - BID	0.00	0.00	48,190.53	0.00	0.00	48,190.53
40090 - Mardi Gras	0.00	4,500.00	0.00	0.00	0.00	4,500.00
40115 - Taste 'N Tinis	0.00	200.00	0.00	0.00	0.00	200.00
40120 - Interest	80.64	0.00	0.00	0.00	0.00	80.64
40135 - Hillcrest Hoedown	275.00	35,533.92	0.00	0.00	0.00	35,808.92
40140 - Banner Space	600.00	0.00	0.00	0.00	0.00	600.00
40145 - Pride Flag	7,750.00	0.00	0.00	0.00	0.00	7,750.00
40155 - Pride of Hillcrest	0.00	123,390.14	0.00	0.00	0.00	123,390.14
40160 - Hillcrest Map.	600.00	0.00	0.00	0.00	0.00	600.00
40180 - Other Income	52.00	0.00	0.00	0.00	0.00	52.00
Total Income	88,979.53	307,805.26	48,190.53	38,138.72	5,055.26	488,169.30
Expense						
50000 - Personnel						

HBIA
Profit & Loss by Class
 July through November 2012

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50005 - Salaries	32,531.90	17,227.74	13,299.75	0.00	4,696.06	67,755.45
50025 - Employer Taxes - Federal	2,488.62	1,318.02	1,017.44	0.00	359.20	5,183.28
50035 - Health Insurance	1,853.79	729.93	0.00	0.00	0.00	2,583.72
50040 - Workers Comp Insurance	389.08	0.00	309.10	0.00	0.00	698.18
Total 50000 - Personnel	<u>37,263.39</u>	<u>19,275.69</u>	<u>14,626.29</u>	0.00	<u>5,055.26</u>	<u>76,220.63</u>
50045 - Operating						
50050 - Rent Office Space	2,652.00	0.00	1,686.00	0.00	0.00	4,338.00
50055 - Storage	1,175.00	0.00	0.00	0.00	0.00	1,175.00
50060 - Accounting	5,058.15	1,649.74	2,474.51	0.00	0.00	9,182.40
50065 - Audit	0.00	0.00	1,125.00	3,375.00	0.00	4,500.00
50070 - Equipment Purchase	2,701.08	0.00	0.00	0.00	0.00	2,701.08
50075 - Intern/Consultant	3,545.00	0.00	0.00	0.00	0.00	3,545.00
50080 - Bank & Credit Card Charges	194.17	0.00	0.00	0.00	0.00	194.17
50085 - Repair and Maintenance	600.00	0.00	0.00	0.00	0.00	600.00
50090 - Office Supplies	1,013.85	0.00	301.28	0.00	0.00	1,315.13
50095 - Postage and Delivery	338.72	0.00	0.00	0.00	0.00	338.72
50100 - Printing/Photocopy	371.46	0.00	0.00	0.00	0.00	371.46
50120 - Meetings	1,670.57	0.00	0.00	0.00	0.00	1,670.57
50125 - Legal	331.00	0.00	0.00	0.00	0.00	331.00
50130 - Telephone & Internet	1,825.73	0.00	812.00	0.00	0.00	2,637.73
50135 - Parking/Mileage	1,000.00	0.00	0.00	0.00	0.00	1,000.00
50140 - Depreciation	173.30	0.00	0.00	0.00	0.00	173.30
50330 - D & O / Liability Insurance	5,906.97	0.00	1,916.20	0.00	0.00	7,823.17
Total 50045 - Operating	<u>28,557.00</u>	<u>1,649.74</u>	<u>8,314.99</u>	<u>3,375.00</u>	<u>0.00</u>	<u>41,896.73</u>
51000 - Neighborhood/Promotion						
51525 - Promotion/Marketing	3,741.61	3,375.00	3,596.14	0.00	0.00	10,712.75
51527 - Taste 'N Tinis	0.00	828.00	0.00	0.00	0.00	828.00
51530 - Banners	3,989.95	0.00	0.00	0.00	0.00	3,989.95
51535 - Web Site Communications	935.85	0.00	0.00	0.00	0.00	935.85
51540 - Business Mixers/Open House	886.52	0.00	889.11	0.00	0.00	1,775.63
51555 - Farmer's Market	11,764.14	0.00	0.00	0.00	0.00	11,764.14
51565 - Hillcrest Map	1,962.00	0.00	0.00	0.00	0.00	1,962.00
51570 - Hillcrest Hoedown.	0.00	44,794.26	0.00	0.00	0.00	44,794.26
51575 - Pride Flag Project	34,530.67	0.00	0.00	0.00	0.00	34,530.67

HBIA
Profit & Loss by Class
 July through November 2012

	<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>
51800 - Pride of Hillcrest	0.00	104,927.69	0.00	0.00	0.00	104,927.69
51870 - Mardi Gras	0.00	336.10	0.00	0.00	0.00	336.10
Total 51000 - Neighborhood/Promotion	57,810.74	154,261.05	4,485.25	0.00	0.00	216,557.04
51520 - City Fest						
Advertising	0.00	6,206.02	0.00	0.00	0.00	6,206.02
Ambulance	0.00	800.00	0.00	0.00	0.00	800.00
BID Crew & Equipment	0.00	3,055.18	0.00	0.00	0.00	3,055.18
City Fees (SDPD/Fire)	0.00	16,027.10	0.00	0.00	0.00	16,027.10
Cleaning Fees	0.00	658.57	0.00	0.00	0.00	658.57
Concessions	0.00	6,156.09	0.00	0.00	0.00	6,156.09
Entertainment	0.00	10,049.00	0.00	0.00	0.00	10,049.00
Equipment Rental	0.00	506.43	0.00	0.00	0.00	506.43
Event Management	0.00	10,545.00	0.00	0.00	0.00	10,545.00
Ice Trailer	0.00	654.50	0.00	0.00	0.00	654.50
Power	0.00	8,035.96	0.00	0.00	0.00	8,035.96
Promotions	0.00	1,730.02	0.00	0.00	0.00	1,730.02
Radios	0.00	285.00	0.00	0.00	0.00	285.00
Rentals	0.00	150.00	0.00	0.00	0.00	150.00
Safety Equipment	0.00	3,591.30	0.00	0.00	0.00	3,591.30
Security	0.00	6,170.17	0.00	0.00	0.00	6,170.17
Shuttle Services	0.00	1,733.22	0.00	0.00	0.00	1,733.22
Sound & Lights	0.00	10,900.00	0.00	0.00	0.00	10,900.00
Staging	0.00	10,868.43	0.00	0.00	0.00	10,868.43
Supplies/Printing	0.00	806.98	0.00	0.00	0.00	806.98
Toilets/Sinks	0.00	3,512.72	0.00	0.00	0.00	3,512.72
Total 51520 - City Fest	0.00	102,441.69	0.00	0.00	0.00	102,441.69
53000 - Physical Improvements						
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	260.11	0.00	260.11
53130 - Security	0.00	0.00	0.00	15,827.00	0.00	15,827.00
53135 - Street Cleaning	4,130.04	0.00	7,928.69	6,313.56	0.00	18,372.29
53137 - Pressure Washing	831.52	0.00	4,372.79	4,492.69	0.00	9,697.00
53150 - Dumpsters	324.00	0.00	790.20	801.20	0.00	1,915.40
53152 - Flower Baskets (Purchase)	10,748.00	0.00	2,148.00	0.00	0.00	12,896.00
53155 - Tree Trimming & Maintenance	136.52	0.00	5,524.32	7,069.16	0.00	12,730.00

HBIA
Profit & Loss by Class
 July through November 2012

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
53161 - Special Projects	5,357.39	0.00	0.00	0.00	0.00	5,357.39
53165 - Contingency	1,298.00	0.00	0.00	0.00	0.00	1,298.00
Total 53000 - Physical Improvements	22,825.47	0.00	20,764.00	34,763.72	0.00	78,353.19
Total Expense	146,456.60	277,628.17	48,190.53	38,138.72	5,055.26	515,469.28
	-57,477.07	30,177.09	0.00	0.00	0.00	-27,299.98

Hillcrest 2.0 Policy Memorandum

Introduction

The Hillcrest Business Association is an active partner in the City of San Diego's Uptown Community Plan update process. The HBA has hosted the most comprehensive outreach and engagement campaign of any neighborhood. This campaign, entitled Hillcrest 2.0, seeks to engage business people and those who appreciate the Hillcrest business community. The HBA has sponsored the following activities as part of our campaign:

- Hosted five community forums in a 'mixer' setting at local restaurants. Over 450 hours of neighborhood volunteer time was spent at the forums with over 150 individual neighbors attending one or more of the forums. Each forum featured a distinguished speaker who informed our discussion. Speakers included Dr. Mirle Bussell from UCSD, Dr. Sherry Ryan from SDSU, Howard Blackson of Place Makers, and Mark Steele, founder of MW Steele Group.
- Partnered with the University of California San Diego's Planning Department to host seven student research groups on topics including public art, pedestrian alleyways, environmentalism, a business survey, a highway lid over SR 163, streetcars, and design guidelines.
- Invited nationally recognized speaker on urban renewal and community economics Charles Marohn of Strong Towns to speak in Hillcrest. The event, held at a local restaurant, was attended by over sixty neighborhood business people and residents.

As the community plan takes shape, the Hillcrest Business Association is eager to contribute and respond to the work product of the City Planning Department and its consultants. As new elements of the plan are developed the HBA will provide ongoing feedback. This will be conducted through a special ad hoc committee that will discuss proposals and documents from the Planning Department. Suggestions from this group will be endorsed or modified by the HBA Board of directors.

The feedback below was approved by the HBA, representing the businesses of Hillcrest, on November 13:

As a general concept, HBA supports Smart Growth in Hillcrest. The HBA supports compact, transit-oriented, walkable, bicycle-friendly land use ideas, including concepts such as complete streets theory, mixed-use development, and a range of housing choices.

The HBA supports the height proposals but believes the proposed base heights are too low. The Hillcrest Business Association supports the concept of base height limits, allowing for additional height through discretionary review, allowing for bonus height with appropriate amenities and identifying locations for unlimited height in certain areas. The HBA is disappointed at the proposed base height limits. The current IHO is a compromise between various groups in the neighborhood. At minimum the IHO limit of 65' should be the base for both the heart of Hillcrest and the east end.

The HBA also supports the additional design proposals described including providing height for

appropriate retail and commercial uses in addition to base height limit and height transitions based on the surrounding context.

The height of the buildings must be based on the pedestrian experience. As is stated in our Hillcrest 2.0 recommendations the height of buildings in the neighborhood should be based on the pedestrian experience. The street width is a good guide as to the appropriate height of buildings. The HBA recommends a 1:1 ratio of street width to the height of the “street wall”. Individual building heights may vary based on incentives described above.

There are two centers in Hillcrest. The HBA believes that there must be recognition of two centers of Hillcrest. When the 1988 community plan was written, the historic core at Fifth and University served as the heart of our neighborhood. Now, almost twenty five years later, the City must recognize that the east end of Hillcrest is at least as important as the historic heart of the neighborhood. The Uptown District, the LGBT Community Center, the Hillcrest Farmers Market and hundreds of new businesses have made the east end the “core” of Hillcrest too. Both areas should be seen as density hubs allowing for increased height and residential density.

Small business storefronts will not succeed without residential growth. The current proposals call for preserving small storefront businesses because they contribute to the street environment. The HBA agrees with this but believes that lowering the residential density range on the east end to 44du/ac and 74du/ac on the west end does not provide the opportunities for residential growth to accommodate small storefronts (especially in light of the fact that many of the parcels in Hillcrest are extremely narrow). Small storefronts and residential density go hand in hand. Storefronts will fail without residential density. The business community reserves its right to demand a level of residential density to provide continued customer growth.

Hillcrest’s diverse range of family types and sizes needs to continue to be accommodated through a mix of residential unit sizes. Calling out a number of dwelling units per acre does not envision a diversity of sizes.

Preserve and enhance the assets of the neighborhood. The HBA supports the proposed goals of preserving the character of the business district. Walkable neighborhoods, modern living spaces, small storefronts and intimate restaurants are all assets that the HBA encourages. However, the HBA also encourages city planners to recognize that because of its location on the crest of a hill other underutilized assets such as views of the bay, downtown, Balboa Park and the eastern mountains, and proximity to San Diego’s canyon spaces and Balboa Park should be emphasized in development proposals.

	Total budgeted FY 13	FY 14	110 GENERAL	510 MAD	210 Special Events	BID Detail	610 SBEP	Notes
Income								
40010 · City Fest	\$ 130,000.00	\$ 130,000.00			\$ 130,000.00			
40020 · Farmers Market	\$ 160,000.00	\$ 160,000.00	\$ 160,000.00					
40030 · SBEP	\$ 21,400.00	\$ 21,400.00					\$ 21,400.00	
40040 · MAD	\$ 90,183.00	\$ 90,183.00		\$ 90,183.00				
MAD Reserve	\$ 25,000.00	\$ 25,000.00		\$ 25,000.00				
40050 · BID	\$ 114,000.00	\$ 114,000.00				\$ 114,000.00		
BID carry forward	\$ 28,000.00	\$ 28,000.00				\$ 28,000.00		
40080 · Newsletter/Advertising	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00					
40110 · Taste	\$ 34,500.00	\$ 34,500.00			\$ 34,500.00			
Mardi Gras	\$ 75,000.00							
Taste 'n Tinis	\$ 17,000.00	\$ 17,000.00			\$ 17,000.00			
Pride of Hillcrest Blockparty		\$ 140,000.00			\$ 140,000.00			
Hillcrest Hoedown	\$ 38,700.00	\$ 38,700.00			\$ 38,700.00			
High Heel Race	\$ 7,000.00	\$ 7,000.00			\$ 7,000.00			
40120 · Interest	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00					
40140 · Banner space rental	\$ 8,000.00	\$ 8,000.00	\$ 8,000.00					
Hillcrest Map	\$ 4,300.00	\$ 4,300.00	\$ 4,300.00					
40180 · Other Income	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00					
Total Income	\$ 757,283.00	\$ 822,283.00	\$ 176,500.00	\$ 115,183.00	\$ 367,200.00	\$ 142,000.00	\$ 21,400.00	
Expense								
50000 · Personnel								
50005 · Salaries	\$ 157,000.00	\$ 164,000.00	\$ 64,100.00		\$ 43,000.00	\$ 35,500.00	\$ 21,400.00	1
50025 · Employer Taxes - Federal	\$ 17,023.50	\$ 17,023.50	\$ 8,633.00		\$ 5,674.00	\$ 2,716.00		
50030 · Employer Taxes - State	\$ 2,281.00	\$ 2,281.00	\$ 1,141.00		\$ 760.00	\$ 380.00		
50035 · Health Insurance	\$ 9,450.00	\$ 9,450.00	\$ 6,300.00		\$ 3,150.00			
50040 · Workers Comp Insurance	\$ 2,310.00	\$ 2,310.00	\$ 1,160.00		\$ 770.00	\$ 380.00		
50045 · Operating								
50050 · Rent Office Space	\$ 8,700.00	\$ 8,700.00	\$ 4,700.00			\$ 4,000.00		2
50055 · Storage	\$ 1,800.00	\$ 1,800.00	\$ 1,800.00					5
50060 · Accounting	\$ 22,000.00	\$ 22,000.00	\$ 11,000.00	\$ 1,000.00	\$ 4,000.00	\$ 6,000.00		
50065 · Audit	\$ 7,500.00	\$ 7,500.00	\$ 1,125.00	\$ 3,375.00		\$ 3,000.00		
50070 · Equipment Purchase	\$ 2,700.00	\$ 2,700.00	\$ 2,700.00					
50075 · Consultants/Interns	\$ 5,000.00	\$ 5,000.00			\$ 5,000.00			
50080 · Bank & Credit Card Charge	\$ 600.00	\$ 600.00	\$ 600.00					
50085 · Repair / Maintenance / Clean	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00					
50090 · Office Supplies	\$ 3,200.00	\$ 3,200.00	\$ 1,800.00			\$ 1,400.00		
50095 · Postage and Delivery	\$ 500.00	\$ 500.00	\$ 500.00					
50100 · Printing/Photocopy	\$ 4,080.00	\$ 4,080.00	\$ 2,280.00			\$ 1,800.00		
50105 · Permits								
50110 · Dues/Subscriptions								
50115 · Staff Development			\$ -					
50120 · Meetings	\$ 3,000.00	\$ 3,000.00	\$ 2,180.00			\$ 820.00		
50125 · Legal	\$ 2,000.00	\$ 2,000.00	\$ 2,000.00					
50130 · Telephone & Internet	\$ 5,350.00	\$ 5,350.00	\$ 3,350.00			\$ 2,000.00		
50135 · Parking/Mileage	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00					
50140 · Depreciation	\$ 1,200.00	\$ 1,200.00	\$ 1,200.00					
50220 · Insurance	\$ 7,062.00	\$ 7,062.00	\$ 3,158.00			\$ 3,904.00		

51000 - Outreach/Promotion									3
Promotion/Marketing/Campaigns	\$ 24,400.00	\$ 24,400.00	\$ 7,800.00			\$ 16,600.00			7
Banners	\$ 3,600.00	\$ 3,600.00	\$ 3,600.00						
Web communications	\$ 1,000.00	\$ 1,000.00	\$ 200.00			\$ 800.00			
Hillcrest Map	\$ 4,300.00	\$ 4,300.00	\$ 4,300.00						
Pride of Hillcrest Block Party		\$ 90,000.00			\$ 90,000.00				
Farmers Market	\$ 14,800.00	\$ 20,000.00	\$ 14,800.00						
Mardi Gras	\$ 60,000.00								
Hillcrest Hoedown	\$ 36,500.00	\$ 36,500.00			\$ 36,500.00				
High Heel Race	\$ 2,000.00	\$ 2,000.00			\$ 2,000.00				
Taste 'n Tinis	\$ 15,000.00	\$ 15,000.00	\$ 15,000.00						
City Fest	\$ 85,000.00	\$ 85,000.00			\$ 85,000.00				
Taste	\$ 7,700.00	\$ 7,700.00	\$ 7,700.00						
Business Open House	\$ 1,400.00	\$ 1,400.00				\$ 1,400.00			
Newsletter	\$ 2,700.00	\$ 2,700.00				\$ 2,700.00			
53000 - Physical Improvements									4
Hillcrest Sign Utilities/Maint.	\$ 800.00	\$ 800.00		\$ 800.00					
Security	\$ 36,000.00	\$ 36,000.00		\$ 36,000.00					
Street Cleaning	\$ 46,908.00	\$ 46,908.00	\$ 12,000.00	\$ 14,908.00		\$ 20,000.00			
Pressure washing	\$ 24,000.00	\$ 24,000.00	\$ 3,850.00	\$ 11,200.00		\$ 8,950.00			
Dumpsters	\$ 3,600.00	\$ 3,600.00	\$ 700.00	\$ 900.00		\$ 2,000.00			
Flower Baskets	\$ 26,000.00	\$ 14,000.00	\$ 8,904.00			\$ 5,096.00			
Tree Trimming & Maintenance	\$ 23,360.00	\$ 23,360.00	\$ 806.00	\$ 13,000.00		\$ 9,554.00			
Capital Projects	\$ 25,000.00	\$ 25,000.00		\$ 25,000.00					
Special Projects	\$ 85,000.00	\$ 85,000.00	\$ 75,000.00	\$ 10,000.00					8
Contingency	\$ 51,757.50	\$ 51,757.50	\$ 38,757.50			\$ 13,000.00			6
Total Expense	\$ 847,182.00	\$ 877,382.00	\$ 316,744.50	\$ 116,183.00	\$ 275,854.00	\$ 142,000.00	\$ 21,400.00		
Net Income	\$ (89,899.00)	\$ (55,099.00)	\$ (140,244.50)	\$ (1,000.00)	\$ 91,346.00	\$ -	\$ -		

Budget Notes:

- 1 Salaries
- 2 Operations
- 3 Promotions and Marketing
- 4 Beautification
- 5 Note: 46% of the organization's rent is funded by the BID
- 6 Overall organizational reserve set at three months of operating
- 7 Includes: Shop Hillcrest, Fabulous Hillcrest, & business recruitment campaigns
- 8 MAD funds to be used for light canopy project

Statement of Operating Procedures:

8. Purchasing

In order to ensure fairness in our purchasing actions and comply with City contracts the following steps will be taken when making purchasing decisions or bidding out projects:

Soliciting proposals:

All purchasing decisions shall conform with the budget approved by the HBA Board of Directors.

Expenditures less than \$5,000 from a single contractor in a 12 month period shall require committee review (see below).

When a *contract* provides for an expenditure greater than \$5,000, but equal to or less than \$10,000, the Nonprofit Corporation may award the *contract* but shall first seek competitive prices either orally or in writing.

When a *contract* provides for an expenditure greater than \$10,000 but equal to or less than \$50,000, the Nonprofit Corporation may award the *contract* but shall:

1. Develop a Request for Quote (RFQ) that shall describe the services or goods required.
2. The RFQ will be reviewed by the relevant committee.
3. The RFQ shall request information from prospective contractors regarding relevant qualifications and their price proposal for the work described in the FRP.
4. Solicit written price quotations from at least five potential sources by posting on the HBA's website and distributing to relevant members of the HBA and sending to other relevant local groups.

When a *contract* provides for an expenditure greater than \$50,000 but equal to or less than \$1,000,000, the Nonprofit Corporation may award the *contract* only after conducting the following:

1. A RFQ shall be created that describes the services or goods required.
1. The RFQ will be reviewed by the relevant committee.
2. The RFQ shall request information from prospective contractors regarding relevant qualifications and their price proposal for the work described in the RFQ.
3. The RFQ shall be posted on the HBA's website and distributed to relevant members of the HBA and sending to other relevant local groups.
4. The RFQ shall be advertised it for a minimum of one day in the City Official Newspaper.

Committee review:

1. Any required RFQ shall be presented to the relevant committee for review and approval before distribution. The RFQ presentation shall be noted in the committee minutes.
2. Price proposal information shall be presented to the responsible committee for approval of contract or transaction. Once approved by the responsible committee the successful proposal shall be presented to the Executive Committee. The presentation shall be noted in the committee minutes.

3. The actions taken will be recorded in the respective meeting minutes and the written price proposals shall be kept on file with the HBA procurement record sheet attached.

Board approval:

1. Once authorized by the Executive Committee a contract shall be presented to the Board for approval.
2. The contract will be included in the board packet allowing for a timely review.
3. A copy of the contract, once signed, shall be submitted to the City.
4. Ideally all contracts will be signed by the Board President however in their absence any officer or the Executive Director may sign Contracts.
5. All contracts shall be signed using the HBA Contract Template which shall be kept on file and updated as needed.

Approved: 12/14/10

Modified by staff: 12/6/12

Reviewed by Executive: 1/4/13

CONTRACTING AGREEMENT

December XX, 2012

This agreement is executed by Hillcrest Business Association, a California not for profit corporation (hereinafter referred to as "HBA") whose address is 3737 Fifth Avenue San Diego, CA 92103 and the San Diego LGBT Pride, a California not for profit corporation (hereinafter referred to as "SD Pride"), whose address is _____
_____. Collectively these two groups are referred to herein as "The Parties"

Though not a party to this agreement the City of San Diego is often referred to in this agreement as "The City".

The HBA is the steward of the Hillcrest Pride Flag Monument at Normal St. and University Ave. on behalf of the Hillcrest community. SD LGBT Pride promotes and advocates for the LGBT Community and partners with the HBA on various efforts in Hillcrest.

The HBA is seeking a partner to assist in the administration of the Hillcrest Pride Flag Monument concerning maintenance and retiring of the flag.

Agreement

Services to be provided:

The Parties to this agreement shall perform the actions described in Attachment #A.

Terms and termination:

This agreement may be canceled at any time by either party with thirty days written notice.

Insurance:

HBIA and SD LGBT Pride agree to maintain insurance policies event in the amount of \$1,000,000.00 per occurrence and \$2,000,000.00 in aggregate and shall name each other and The City as additional insured.

Agreements with third parties

Any and all agreements with third parties relating to this document must be disclosed by both parties. Any agreement entered into by either party must be approved by both parties prior to the signing of the agreement.

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.

Governing law

The construction, interpretation and application of this Agreement shall be governed by the law of the State of California.

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.

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.

The Parties have executed this Agreement on _____, at _____, California.

Hillcrest Business Association

San Diego LGBT Pride

By: _____

By: _____

Glenn Younger
President, HBA
3737 Fifth Avenue, #202
San Diego, CA 92103
(619) 299-3330 Tel.
(619) 299-4230 Fax.

Attachment A: Scope of Services

Attachment A: Scope of Work

SD LGBT Pride agrees to provide the following services concerning the management of the Hillcrest Pride Flag Monument:

- Donate \$3,200 annually for the maintenance and replacement of the pride flag that will fly at the monument.
- Over see the management of the retired flags including distributing on the following cycle: two flags will be given to principal donors, one flag will be auctioned off and the fourth flag will be awarded to a valued community volunteer. Once this cycle has occurred and all the principal donors have received a flag, they will then be auctioned and awarded in an alternating fashion.
- Work with HBA concerning events and activities on the site.

HBIA agrees to provide the following:

- Oversee overall maintenance of the flag pole and site and ongoing responsibility for flag pole and site including ongoing liaising with City of San Diego.
- Donate the retired flags to SD Pride.
- Work with SD LGBT Pride concerning events and activities on the site.