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Hillcrest Business Association  
**Board of Directors Meeting**  
Public Meeting ~ November 8, 2016, 4pm  
Joyce Beers Community Center  
1230 Cleveland Ave., San Diego CA 92103

### Minutes

#### Board in attendance:

Bryan Lovering, Maggie Roland, Jeff Jackson, Tami Daiber, Pete Katz, Jessica Baro, Glenn Younger, Paul Smith and Charles Kauffman.

#### Staff in attendance:

Marisa Romero, Mary Joseph and Michael Cox.

#### Public in attendance

Monica Munoz, Claudia Mejia, Alejandra Zaragoza, Ian Epley, Elizabeth Hannon.

- T. Daiber called the meeting to order.
- T. Daiber gave the president's report and announced that the HBA had completed the audit. The final report will be presented in December.
- T. Daiber gave an update on the success of Nightmare on Normal Street. Financial reports will be available in December.
- T. Daiber announced to the Board that she and Maggie Roland will be representing the organization with City Council upon the approval of the Uptown Community Plan.
- T. Daiber reported that the HBA signed a new lease on the DMV lot for the monthly dues of \$500. The cost will be split with the HBA and HFM market manager.
- The Board decided to table the annual plan until December.
- M. Roland presented the consent agenda.
  - Approval of minutes (September and October 2016)
  - Approval of financials (August and September 2016)
  - T. Daiber/ G. Younger 8/0/0
- The Board adjourned to Closed Session for conference with legal counsel. Attorneys reported no longer an action item.
- T. Daiber introduced representatives of the University Avenue Pipeline Project.
- A. Zaragoza presented updates on project and opportunity to receive informational newsletters.
- J. Jackson arrival to meeting.
- J. Jackson gave an update on the 1000<sup>th</sup> block and announced monetary pledge of the businesses to help pay for half of cost for tree well materials and requested HBA match payment.
- P. Katz discussed alternative materials for use of project.



- T. Daiber made a motion to move to Beautification Committee to determine budgets and planning.
  - T. Daiber/ M. Roland 9/0/0
- E.Hannon gave a presentation on parking plan to modify meter rates in Hillcrest. Requested Board support.
- Board members discuss planning options and recommend E. Hannon conduct outreach to business community and final solutions for hours and employee parking issues.
- Board decides to table parking plan to December meeting.

**Meeting Adjourned**

**Hillcrest Business Improvement Association, Inc.**

**A/R Aging Summary**

**As of October 31, 2016**

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Anheuser-Busch	0.00	0.00	0.00	0.00	10,000.00	10,000.00
Beam Suntory	0.00	0.00	0.00	0.00	6,000.00	6,000.00
Busalacchi's A Modo Mio	0.00	0.00	0.00	0.00	1,000.00	1,000.00
Campari America	0.00	0.00	0.00	0.00	3,500.00	3,500.00
Comerica Bank	0.00	0.00	0.00	0.00	1,500.00	1,500.00
Flick's	0.00	0.00	0.00	0.00	1,000.00	1,000.00
Heineken USA	0.00	0.00	3,000.00	0.00	0.00	3,000.00
Luigi Vera, Buy, Trade & Sell	0.00	0.00	0.00	0.00	250.00	250.00
Phildaelphia Insurance	0.00	4,212.96	0.00	0.00	13,769.50	17,982.46
San Diego Pride	0.00	0.00	0.00	0.00	0.00	0.00
San Ysidro Health Center-CASA	0.00	0.00	0.00	0.00	370.00	370.00
Scripps Health	3,000.00	0.00	0.00	0.00	0.00	3,000.00
UCSD	0.00	0.00	0.00	0.00	2,000.00	2,000.00
<b>TOTAL</b>	<b>3,000.00</b>	<b>4,212.96</b>	<b>3,000.00</b>	<b>0.00</b>	<b>39,389.50</b>	<b>49,602.46</b>

# Hillcrest Business Improvement Association, Inc.

## Balance Sheet

As of October 31, 2016

Oct 31, 16

### ASSETS

#### Current Assets

##### Checking/Savings

10035 · Comerica - Checking 82,745.66

10045 · PayPal 656.20

**Total Checking/Savings 83,401.86**

##### Accounts Receivable

12000 · Accounts Receivable 49,602.46

**Total Accounts Receivable 49,602.46**

##### Other Current Assets

10110 · Block Party Prepaid/Rcvbl. 1,800.00

10115 · SBEP City Fees & Services 20,000.00

10125 · MAD Receivable 29,688.56

10145 · Farmers Market Receivable 11,050.76

10155 · Prepaid Expense 5,639.13

**Total Other Current Assets 68,178.45**

**Total Current Assets 201,182.77**

#### Fixed Assets

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -16,258.40

**Total Fixed Assets 5,106.41**

**TOTAL ASSETS 206,289.18**

### LIABILITIES & EQUITY

#### Liabilities

##### Current Liabilities

##### Other Current Liabilities

20225 · SBEP Advance 22,212.00

20230 · Sales Tax Payable 1,622.00

##### 21000 · Payroll Liabilities

FUTA Payable 19.61

Vacation Payable 5,036.62

**Total 21000 · Payroll Liabilities 5,056.23**

**Hillcrest Business Improvement Association, Inc.**

**Balance Sheet**

**As of October 31, 2016**

	<b>Oct 31, 16</b>
<b>Total Other Current Liabilities</b>	<u>28,890.23</u>
<b>Total Current Liabilities</b>	<u>28,890.23</u>
<b>Total Liabilities</b>	28,890.23
<b>Equity</b>	
<b>31100 · Unrestricted Net Assets</b>	167,008.33
<b>Net Income</b>	<u>10,390.62</u>
<b>Total Equity</b>	<u>177,398.95</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>206,289.18</u></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through October 2016

	TOTAL					
	Oct 16	Budget	Variance	Jul - Oct 16	Budget	Variance
<b>Income</b>						
40015 · CityFest	2,999.00	35,000.00	-32,001.00	119,713.25	150,000.00	-30,286.75
40020 · Farmers Market	18,403.60	17,500.00	903.60	76,947.19	70,000.00	6,947.19
40030 · SBEP	0.00	2,153.00	-2,153.00	0.00	4,306.00	-4,306.00
40040 · MAD	3,918.51	9,325.00	-5,406.49	29,687.71	28,942.00	745.71
40050 · BID	6,709.00	10,008.00	-3,299.00	33,375.25	35,012.00	-1,636.75
40080 · Newsletter/Advertising	0.00	500.00	-500.00	0.00	1,000.00	-1,000.00
40085 · Technical Assistance/Acctg.	0.00	300.00	-300.00	0.00	600.00	-600.00
40100 · Nightmare on Normal Street	38,870.75	35,000.00	3,870.75	48,505.75	45,000.00	3,505.75
40140 · Banner Space	0.00	208.00	-208.00	6,500.00	832.00	5,668.00
40145 · Pride Flag	0.00			1,261.40		
40155 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	88,639.65	110,000.00	-21,360.35
40160 · Hillcrest Map.	0.00	500.00	-500.00	0.00	1,000.00	-1,000.00
40180 · Other Income	4,212.96	133.00	4,079.96	4,212.96	532.00	3,680.96
<b>Total Income</b>	<b>75,113.82</b>	<b>110,627.00</b>	<b>-35,513.18</b>	<b>408,843.16</b>	<b>447,224.00</b>	<b>-38,380.84</b>
<b>Expense</b>						
<b>50000 · Personnel</b>						
50005 · Salaries	15,870.72	14,523.00	1,347.72	61,331.15	54,092.00	7,239.15
50025 · Employer Taxes - Federal	1,233.72	1,786.00	-552.28	4,722.72	6,838.00	-2,115.28
50030 · Employer Taxes - State	202.69	100.00	102.69	319.23	200.00	119.23
50035 · Health Insurance	155.67	841.00	-685.33	3,889.56	3,364.00	525.56
50040 · Workers Comp Insurance	0.00	144.00	-144.00	1,458.80	576.00	882.80
<b>Total 50000 · Personnel</b>	<b>17,462.80</b>	<b>17,394.00</b>	<b>68.80</b>	<b>71,721.46</b>	<b>65,070.00</b>	<b>6,651.46</b>
<b>50045 · Operating</b>						
50050 · Rent Office Space	940.80	803.00	137.80	3,708.00	3,212.00	496.00
50060 · Accounting	1,843.50	1,891.00	-47.50	7,368.75	6,964.00	404.75
50065 · Audit	0.00	0.00	0.00	0.00	4,000.00	-4,000.00
50070 · Equipment Purchase	1,254.11	175.00	1,079.11	3,421.28	700.00	2,721.28
50075 · Intern/Consultant	0.00	832.00	-832.00	0.00	3,328.00	-3,328.00
50080 · Bank & Credit Card Charges	112.51	50.00	62.51	284.20	200.00	84.20
50085 · Repair/Maintenance/Cleaning	755.16	233.00	522.16	1,475.16	932.00	543.16
50090 · Office Supplies	456.93	266.00	190.93	1,815.21	1,064.00	751.21
50095 · Postage and Delivery	0.00	29.00	-29.00	94.00	116.00	-22.00
50100 · Printing/Photocopy	0.00	107.00	-107.00	77.83	428.00	-350.17
50110 · Dues/Subscriptions	20.00	50.00	-30.00	640.00	600.00	40.00
50115 · Staff Development	0.00	100.00	-100.00	0.00	400.00	-400.00
50120 · Meetings	136.19	291.00	-154.81	175.54	1,164.00	-988.46

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July through October 2016

	TOTAL					
	Oct 16	Budget	Variance	Jul - Oct 16	Budget	Variance
50125 · Legal	4,212.96	625.00	3,587.96	7,592.25	2,500.00	5,092.25
50130 · Telephone & Internet	1,484.00	625.00	859.00	3,090.12	2,500.00	590.12
50135 · Parking/Mileage	291.00	199.00	92.00	972.25	796.00	176.25
50330 · D & O / Liability Insurance	1,332.45	791.00	541.45	5,232.60	3,164.00	2,068.60
<b>Total 50045 · Operating</b>	<b>12,839.61</b>	<b>7,067.00</b>	<b>5,772.61</b>	<b>35,947.19</b>	<b>32,068.00</b>	<b>3,879.19</b>
<b>51000 · Neighborhood/Outreach Promotion</b>						
51515 · CityFest	487.04	10,000.00	-9,512.96	89,236.34	95,000.00	-5,763.66
51525 · Promotion/Marketing/Campaigns	624.88	2,083.00	-1,458.12	6,664.96	8,332.00	-1,667.04
51527 · Taste 'N Tinis	0.00	1,000.00	-1,000.00	0.00	1,000.00	-1,000.00
51530 · Banners	0.00	375.00	-375.00	660.00	1,500.00	-840.00
51535 · Web Site Communications	191.95	126.00	65.95	677.43	504.00	173.43
51540 · Business Mixers/Open House	663.29	780.00	-116.71	1,332.25	1,660.00	-327.75
51545 · Newsletter	0.00	625.00	-625.00	844.96	1,650.00	-805.04
51555 · Farmer's Market	500.00	0.00	500.00	500.00	0.00	500.00
51556 · Farmer's Market Trolley	2,010.00	1,292.00	718.00	5,632.50	5,168.00	464.50
51565 · Hillcrest Map	0.00	416.00	-416.00	0.00	1,664.00	-1,664.00
51575 · Pride Flag Project	1,181.25			1,966.71		
51800 · Pride of Hillcrest/Block Party	3,309.84	0.00	3,309.84	80,410.81	75,000.00	5,410.81
51880 · Nightmare on Normal	27,125.66	25,000.00	2,125.66	28,104.20	26,000.00	2,104.20
<b>Total 51000 · Neighborhood/Outreach Promotion</b>	<b>36,093.91</b>	<b>41,697.00</b>	<b>-5,603.09</b>	<b>216,030.16</b>	<b>217,478.00</b>	<b>-1,447.84</b>
<b>53000 · Physical Improvements</b>						
53125 · Hillcrest Sign Utilities/Maint.	54.93	66.00	-11.07	191.94	264.00	-72.06
53130 · Security	7,180.00	6,140.00	1,040.00	26,596.95	24,560.00	2,036.95
53135 · Street Cleaning	0.00	3,666.00	-3,666.00	11,724.00	14,664.00	-2,940.00
53137 · Pressure Washing	2,094.50	2,000.00	94.50	8,808.00	8,000.00	808.00
53150 · Dumpsters	350.74	375.00	-24.26	1,052.22	1,500.00	-447.78
53155 · Tree & Flower Maintenance	0.00	1,834.00	-1,834.00	7,386.00	7,336.00	50.00
53156 · Tree Trimming Large Trees	0.00	1,000.00	-1,000.00	0.00	1,750.00	-1,750.00
53159 · EMAD Expansion	0.00	0.00	0.00	16,250.00	16,500.00	-250.00
53161 · Special Projects	0.00	364.00	-364.00	2,421.01	1,914.00	507.01
53165 · Contingency	323.61	4,491.00	-4,167.39	323.61	4,491.00	-4,167.39
<b>Total 53000 · Physical Improvements</b>	<b>10,003.78</b>	<b>19,936.00</b>	<b>-9,932.22</b>	<b>74,753.73</b>	<b>80,979.00</b>	<b>-6,225.27</b>
<b>Total Expense</b>	<b>76,400.10</b>	<b>86,094.00</b>	<b>-9,693.90</b>	<b>398,452.54</b>	<b>395,595.00</b>	<b>2,857.54</b>
	<b>-1,286.28</b>	<b>24,533.00</b>	<b>-25,819.28</b>	<b>10,390.62</b>	<b>51,629.00</b>	<b>-41,238.38</b>

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July through October 2016

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	TOTAL
<b>Income</b>					
40015 · CityFest	0.00	119,713.25	0.00	0.00	119,713.25
40020 · Farmers Market	76,947.19	0.00	0.00	0.00	76,947.19
40040 · MAD	0.00	0.00	0.00	29,687.71	29,687.71
40050 · BID	0.00	0.00	33,375.25	0.00	33,375.25
40100 · Nightmare on Normal Street	0.00	48,505.75	0.00	0.00	48,505.75
40140 · Banner Space	6,500.00	0.00	0.00	0.00	6,500.00
40145 · Pride Flag	1,261.40	0.00	0.00	0.00	1,261.40
40155 · Pride of Hillcrest/Block Party	0.00	88,639.65	0.00	0.00	88,639.65
40180 · Other Income	4,212.96	0.00	0.00	0.00	4,212.96
<b>Total Income</b>	<b>88,921.55</b>	<b>256,858.65</b>	<b>33,375.25</b>	<b>29,687.71</b>	<b>408,843.16</b>
<b>Expense</b>					
<b>50000 · Personnel</b>					
50005 · Salaries	28,026.99	22,709.45	10,594.71	0.00	61,331.15
50025 · Employer Taxes - Federal	2,144.07	1,737.26	841.39	0.00	4,722.72
50030 · Employer Taxes - State	0.00	0.00	319.23	0.00	319.23
50035 · Health Insurance	3,889.56	0.00	0.00	0.00	3,889.56
50040 · Workers Comp Insurance	1,458.80	0.00	0.00	0.00	1,458.80
<b>Total 50000 · Personnel</b>	<b>35,519.42</b>	<b>24,446.71</b>	<b>11,755.33</b>	<b>0.00</b>	<b>71,721.46</b>
<b>50045 · Operating</b>					
50050 · Rent Office Space	3,708.00	0.00	0.00	0.00	3,708.00
50060 · Accounting	4,708.75	2,660.00	0.00	0.00	7,368.75
50070 · Equipment Purchase	3,421.28	0.00	0.00	0.00	3,421.28
50080 · Bank & Credit Card Charges	284.20	0.00	0.00	0.00	284.20
50085 · Repair/Maintenance/Cleaning	1,475.16	0.00	0.00	0.00	1,475.16
50090 · Office Supplies	1,815.21	0.00	0.00	0.00	1,815.21
50095 · Postage and Delivery	94.00	0.00	0.00	0.00	94.00
50100 · Printing/Photocopy	77.83	0.00	0.00	0.00	77.83
50110 · Dues/Subscriptions	640.00	0.00	0.00	0.00	640.00
50120 · Meetings	175.54	0.00	0.00	0.00	175.54
50125 · Legal	7,592.25	0.00	0.00	0.00	7,592.25
50130 · Telephone & Internet	3,090.12	0.00	0.00	0.00	3,090.12
50135 · Parking/Mileage	972.25	0.00	0.00	0.00	972.25
50330 · D & O / Liability Insurance	3,900.15	1,332.45	0.00	0.00	5,232.60



Hillcrest Business Improvement Association, Inc.

**Profit & Loss by Class**

July through October 2016

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	TOTAL
<b>Total 50045 · Operating</b>	31,954.74	3,992.45	0.00	0.00	35,947.19
<b>51000 · Neighborhood/Outreach Promotion</b>					
51515 · CityFest	0.00	89,236.34	0.00	0.00	89,236.34
51525 · Promotion/Marketing/Campaigns	3,956.13	0.00	2,708.83	0.00	6,664.96
51530 · Banners	660.00	0.00	0.00	0.00	660.00
51535 · Web Site Communications	677.43	0.00	0.00	0.00	677.43
51540 · Business Mixers/Open House	0.00	668.96	663.29	0.00	1,332.25
51545 · Newsletter	844.96	0.00	0.00	0.00	844.96
51555 · Farmer's Market	500.00	0.00	0.00	0.00	500.00
51556 · Farmer's Market Trolley	0.00	5,632.50	0.00	0.00	5,632.50
51575 · Pride Flag Project	1,966.71	0.00	0.00	0.00	1,966.71
51800 · Pride of Hillcrest/Block Party	0.00	80,410.81	0.00	0.00	80,410.81
51880 · Nightmare on Normal	0.00	28,104.20	0.00	0.00	28,104.20
<b>Total 51000 · Neighborhood/Outreach Promotion</b>	8,605.23	204,052.81	3,372.12	0.00	216,030.16
<b>53000 · Physical Improvements</b>					
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	191.94	191.94
53130 · Security	3,696.92	0.00	0.00	22,900.03	26,596.95
53135 · Street Cleaning	2,049.71	0.00	7,722.61	1,951.68	11,724.00
53137 · Pressure Washing	430.00	0.00	4,740.05	3,637.95	8,808.00
53150 · Dumpsters	0.00	0.00	526.11	526.11	1,052.22
53155 · Tree & Flower Maintenance	1,646.97	0.00	5,259.03	480.00	7,386.00
53159 · EMAD Expansion	16,250.00	0.00	0.00	0.00	16,250.00
53161 · Special Projects	2,421.01	0.00	0.00	0.00	2,421.01
53165 · Contingency	323.61	0.00	0.00	0.00	323.61
<b>Total 53000 · Physical Improvements</b>	26,818.22	0.00	18,247.80	29,687.71	74,753.73
<b>Total Expense</b>	102,897.61	232,491.97	33,375.25	29,687.71	398,452.54
	<b>-13,976.06</b>	<b>24,366.68</b>	<b>0.00</b>	<b>0.00</b>	<b>10,390.62</b>