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Hillcrest Business Association  
**Board of Directors Meeting**  
Public Meeting ~ May 12, 2015, 5pm  
Joyce Beers Community Center  
1230 Cleveland Ave., San Diego CA 92103

Agenda

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|---|-------------|------------|
| 1. Call to order and introductions  | J. Hale     | 2 minutes  |
| 2. Public comment (2 minutes per speaker)   |             | 8 minutes  |
| 3. President's reports  | J. Hale     | 5 minutes  |
| 4. Executive Director's report  | B. Nicholls | 5 minutes  |
| 5. Consent agenda (action) <ul style="list-style-type: none"><li>• Approval of minutes (April 2015) <sup>1</sup></li><li>• Approval of financials (March 2015)<sup>2</sup></li><li>• Letter of support for Race for the Cure <sup>3</sup></li></ul> | T. Daiber   | 2 minutes  |
| 6. Joint statement with Circulate San Diego Concerning SANDAG bike plan and Vizion Zero (action)  | B. Nicholls | 10 minutes |
| 7. Pride of Hillcrest Block Party changes (action)  | B. Nicholls | 10 minutes |
| 8. Partnership with Escuela Libre de Arquitectura (action) <sup>4</sup>   | B. Nicholls | 10 minutes |
| 9. Appointment of new board members (action)  | T. Daiber   | 5 minutes  |
| 10. Appointment of new representative to Uptown Community Parking District Board (action)   | J. Hale     | 5 minutes  |
| 11. Adjourn   |             |            |
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Attachments:

1. Board minutes April, 2015
2. Board financial documents March, 2015

3. Letter of support for Race for the Cure
  4. MOU with Escuela Libre de Arquitectura
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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.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, 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.

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Hillcrest Business Association  
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Hillcrest Business Association  
Board of Directors Meeting  
Public Meeting ~ April 14, 2015, 5pm  
Joyce Beers Community Center  
1230 Cleveland Ave., San Diego CA 92103

### Meeting Minutes

Board members in attendance: Michael Brennan, Charles Kauffman, Maggie Roland, Brett Serwalt, Glenn Younger, Delour Younnan.

HBA Staff in attendance: Mary Joseph, Ben Nicholls, Megan Gamwell

Public in attendance: Julio De Guzman, Matt Wahlstrom, Kara Kong, Evan Jones, Ian Johnson, Toni Duran, Nerea Urtasun, Elizabeth Studabaker, Lukas Volk.

### **Public comment (2 minutes per speaker)**

G. Younger asked the audience and the Board if there were any changes to the agenda.

J. De Guzman spoke about the city's new Community Court.

N. Urtasun from Ron Roberts office updated the Board.

T. Duran with speaker Toni Atkin's office gave an update.

K. Kong updated the Board on the progress of Rock and Roll Marathon. There is a new route to be aware of. On Saturday May 30, 2015 a 5k will be introduced to the race. K. Kong extended an opportunity to the Hillcrest Business community to get involved in the event.

E. Jones of Table Top Commons, a new gaming bar and kitchen in Hillcrest, introduced himself to the Board.

M. Wahlstrom updated the board on the bylaws which state the requirements to have quorum. M. Wahlstrom also informed the board about a law passed on voting and expressed concern on voting practices of the HBA. M. Wahlstrom also stated that the board must be comprised of at least 15 -20 members.

E. Studabaker announced that BID Budgets will be presented at City Council in April.

### **President's report**

**G. Younger** Updated the board on the success of the community clean up day, movie night and the new Hillcrest Homeless Outreach Program.

B. Serwalt asked if the Hillcrest Homeless Outreach Program was in effect.

B. Nicholls offered to send around hotline number to businesses.



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## **Executive Director's report**

B. Nicholls gave an update on Taste of Hillcrest the Hillcrest Mission Hills Lion Club acknowledgement, the upcoming Open House and Mixer and the progress of the East MAD expansion survey. Currently, there are two MAD's in Hillcrest. A MAD is a special assessment on property owners. The core is run by the HBA and the east end is run by the city, but the HBA hopes to tie all those efforts together. The goal is to tie the inclusion of the East MAD expansion into the October HBA elections.

### **Consent Agenda**

G. Younger presented the consent agenda.

Motion to approve the consent agenda (M. Roland/ D. Younan) 7/0/0.

### **SanDag Bike Plan**

B. Nicholls gave a report on the progress of the SanDag bike plan. The HBA continues to seek advice from a private consultant to work with SanDag and the City. The HBA advocated for the preservation of the ramp and has been working to find alternatives to the placement of bikes lines on 5<sup>th</sup> ave.

SanDag has agreed to analyze Transform Hillcrest and examine the feasibility of the proposal.

B. Nicholls was informed that SanDag was analyzing Transform Hillcrest and that SanDag has delivered their analysis to the city. ( refer to annotated agenda)

M. Brennan stated that SanDag has taken the main issues of contention and are negotiating through them.

### **Discussion and approval of Night Market Road trip**

G. Younger proposed the idea of instating an HBA night market. The HBA is working to make sure the night market would not compete with the Sunday market.

G. Younger stated that there are a number of cities who are successfully running day time and night time markets. G. Younger proposed a road trip to visit successful night markets in California like the Davis farmers market and the San Luis Obispo farmers market.

B. Nicholls researched a road trip that would take place on 5/19- 5/21 . B. Nicholls anticipates the cost for the trip to be \$2,000 for ( B. Nicholls, D. Larson, G. Younger and C. Moreno).

E. Studabaker suggested flying.

B. Serwalt inquired about the agenda of the trip.

C. Kauffman suggested visiting the day markets as well.

E. Studabaker gave insight on her experience at the Davis Market. The Sunday market is strictly farm related and the Saturday market allows for more diversity. Suggested seeing the Saturday morning Davis Market and the Sunday Sacramento Market .

D. Younan suggested that two HBA representatives fly to Sacramento and two HBA representative drive to San Luis Obispo.



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Motion to approve upto \$3,500 to research day and night markets in northern California and central California (D/ Younan C/ Kauffman) 7/0/0.

**Discussion and approval of agreement with San Diego Pride concerning Block Party**

B. Nicholls stated the agreement defines the date and the splitting of profit and losses. Page four includes scope of work that has been changed to reflect the changes and movement of the Stonewall Rally and flag raising. The agreement was also modified to state there would be no conflict of interest planned by Pride on the same day as the Pride of Hillcrest Block Party.

Motion to approve agreement with San Diego Pride (A. Tsang M. Roland) 7/0/0.

**Discussion and approval of partnership relating to Hillcrest Craft Beer Crawl**

B. Nicholls updated the board of the HBA's participation in an upcoming self guided beer crawl on May 9<sup>th</sup> from 3pm-6pm. Tickets are \$20 pre sale and \$25 day of and is being produced by Mos Universe. Last meeting the Board asked for ticket prices to be listed in agreement as well as the scope of work of both parties. The agreement in the board packet reflects these changes.

C. Kauffman expressed concern about liability.

B. Nicholls stated that both parties will be listed on the insurance.

L. Volk updated the Board that twelve businesses will be participating in the beer crawl and he is expecting at least 200-300 crawlers . 3oz sampler mugs will be given to moderate drinking and the Hillcrest Trolley will be in service.

Motion to approve the partnership of the HBA and the Hillcrest Craft Beer Crawl (M. Roland/ D. Younan) 7/0/0

**Preliminary review of FY16 HBA organizational budget**

B. Nicholls walked through the current budget and the proposed changes for the FY16 budget. The Budget identifies the income source for each expenditure. B. Nicholls requested that board members review the proposed budget to be discussed on the committee level. A few changes to the budget include

- Changes under physical improvements like the EMAD Expansion up to \$10,000
- \$17,000 for the Hillcrest Homeless Outreach Programs.
- \$20,000 allocated towards a special projects.

Meeting Adjourned 6:20 pm

# Hillcrest Business Improvement Association, Inc.

## Balance Sheet

As of March 31, 2015

	<u>Mar 31, 15</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
10035 · Comerica - Checking	187,402.34
<b>Total Checking/Savings</b>	<u>187,402.34</u>
<b>Accounts Receivable</b>	
12000 · Accounts Receivable	21,142.00
<b>Total Accounts Receivable</b>	<u>21,142.00</u>
<b>Other Current Assets</b>	
10110 · Block Party Prepaid Expense	1,077.34
10115 · SBEP City Fees & Services	25,286.72
10120 · BID Receivable	77.78
10125 · MAD Receivable	30,815.89
10145 · Farmers Market Receivable	8,002.58
10155 · Prepaid Expense	5,607.20
10160 · Prepaid CityFest	1,077.34
10165 · Workers Compensation Deposit	842.00
10175 · Commission for Arts Grant Rcvbl	27,671.00
<b>Total Other Current Assets</b>	<u>100,457.85</u>
<b>Total Current Assets</b>	309,002.19
<b>Fixed Assets</b>	
10200 · Office Furniture & Equipment	19,273.93
10220 · Accumulated Depreciation	-14,178.80
<b>Total Fixed Assets</b>	<u>5,095.13</u>
<b>TOTAL ASSETS</b>	<u><u>314,097.32</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
20210 · Accrued Expenses	180.24

# Hillcrest Business Improvement Association, Inc.

## Balance Sheet

As of March 31, 2015

	<b>Mar 31, 15</b>
20225 · SBEP Advance	5,084.36
20230 · Sales Tax Payable	1,645.00
20235 · City Fest Deferred Revenue	8,000.00
20255 · Pride Block Party Deferred	2,000.00
21000 · Payroll Liabilities	
Vacation Payable	1,616.60
<b>Total 21000 · Payroll Liabilities</b>	<b>1,616.60</b>
<b>Total Other Current Liabilities</b>	<b>18,526.20</b>
<b>Total Current Liabilities</b>	<b>18,526.20</b>
<b>Total Liabilities</b>	<b>18,526.20</b>
<b>Equity</b>	
31100 · Unrestricted Net Assets	323,926.49
Net Income	-28,355.37
<b>Total Equity</b>	<b>295,571.12</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>314,097.32</b>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2014 through March 2015

				TOTAL		
	Mar 15	Budget	Variance	Jul '14 - Mar 15	Budget	Variance
<b>Income</b>						
40015 · CityFest	0.00			164,347.59	163,919.00	428.59
40020 · Farmers Market	18,443.48	18,334.00	109.48	166,190.01	165,006.00	1,184.01
40030 · SBEP	3,216.44	2,826.00	390.44	17,584.66	19,442.00	-1,857.34
40040 · MAD	7,433.05	7,238.00	195.05	72,351.78	68,517.00	3,834.78
40045 · MAD Reserve	0.00	2,083.00	-2,083.00	0.00	18,747.00	-18,747.00
40050 · BID	8,146.84	9,347.00	-1,200.16	85,748.60	86,387.00	-638.40
40055 · BID Carry Forward	0.00	84.00	-84.00	77.78	756.00	-678.22
40065 · Hillcrest Fat Tuesday	7,900.00	26,084.00	-18,184.00	47,654.80	63,253.00	-15,598.20
40080 · Newsletter/Advertising	0.00	84.00	-84.00	0.00	756.00	-756.00
40090 · Mardi Gras	265.43			265.43		
40095 · Movie Night	74.00			74.00		
40100 · Nightmare on Normal Street	0.00			38,366.25		
40110 · Taste	0.00	11,166.00	-11,166.00	0.00	22,332.00	-22,332.00
40115 · Taste 'N Tinis	11,309.19			16,674.99	19,847.00	-3,172.01
40130 · Advocacy	1,500.00			9,000.00		
40135 · Hillcrest Hoedown	0.00			0.00	37,583.00	-37,583.00
40140 · Banner Space	0.00	417.00	-417.00	0.00	3,753.00	-3,753.00
40145 · Pride Flag	0.00			3,200.00		
40155 · Pride of Hillcrest/Block Party	-1,130.00			108,192.58	129,971.00	-21,778.42
40160 · Hillcrest Map.	0.00	250.00	-250.00	0.00	2,250.00	-2,250.00
40165 · Shop Hillcrest for the Holidays	0.00			2,000.00		
40180 · Other Income	100.00	130.00	-30.00	758.49	1,170.00	-411.51
<b>Total Income</b>	<b>57,258.43</b>	<b>78,043.00</b>	<b>-20,784.57</b>	<b>732,486.96</b>	<b>803,689.00</b>	<b>-71,202.04</b>
<b>Expense</b>						
<b>50000 · Personnel</b>						
50005 · Salaries	13,819.79	14,259.00	-439.21	125,607.63	123,231.00	2,376.63
50025 · Employer Taxes - Federal	1,059.89	1,139.00	-79.11	10,276.36	9,859.00	417.36
50030 · Employer Taxes - State	27.58	833.00	-805.42	2,206.09	2,485.00	-278.91
50035 · Health Insurance	1,712.00	746.00	966.00	8,523.50	6,714.00	1,809.50
50040 · Workers Comp Insurance	0.00	256.00	-256.00	1,218.00	2,304.00	-1,086.00
<b>Total 50000 · Personnel</b>	<b>16,619.26</b>	<b>17,233.00</b>	<b>-613.74</b>	<b>147,831.58</b>	<b>144,593.00</b>	<b>3,238.58</b>
<b>50045 · Operating</b>						

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2014 through March 2015

				TOTAL		
	Mar 15	Budget	Variance	Jul '14 - Mar 15	Budget	Variance
50050 · Rent Office Space	904.00	804.00	100.00	8,136.00	7,236.00	900.00
50055 · Storage	550.00	300.00	250.00	3,575.00	2,700.00	875.00
50060 · Accounting	1,842.60	1,843.00	-0.40	16,596.60	16,587.00	9.60
50065 · Audit	0.00	0.00	0.00	5,000.00	7,375.00	-2,375.00
50070 · Equipment Purchase	240.42	225.00	15.42	489.42	2,025.00	-1,535.58
50075 · Intern/Consultant	290.00	417.00	-127.00	4,772.00	3,753.00	1,019.00
50080 · Bank & Credit Card Charges	32.03	50.00	-17.97	285.14	450.00	-164.86
50085 · Repair/Maintenance/Cleaning	109.58	175.00	-65.42	2,820.03	1,575.00	1,245.03
50090 · Office Supplies	582.85	267.00	315.85	2,641.20	2,403.00	238.20
50095 · Postage and Delivery	0.00	42.00	-42.00	249.84	378.00	-128.16
50100 · Printing/Photocopy	92.46	167.00	-74.54	1,049.10	1,503.00	-453.90
50110 · Dues/Subscriptions	16.76	167.00	-150.24	1,766.76	1,503.00	263.76
50115 · Staff Development	0.00	209.00	-209.00	465.75	1,881.00	-1,415.25
50120 · Meetings	262.08	333.00	-70.92	1,756.19	2,997.00	-1,240.81
50125 · Legal	810.00			20,283.32	8,500.00	11,783.32
50130 · Telephone & Internet	1,060.40	737.00	323.40	7,451.63	6,633.00	818.63
50135 · Parking/Mileage	200.00	200.00	0.00	1,810.00	1,800.00	10.00
50140 · Depreciation	0.00	25.00	-25.00	0.00	225.00	-225.00
50330 · D & O / Liability Insurance	1,459.00	667.00	792.00	9,707.00	6,003.00	3,704.00
<b>Total 50045 · Operating</b>	<b>8,452.18</b>	<b>6,628.00</b>	<b>1,824.18</b>	<b>88,854.98</b>	<b>75,527.00</b>	<b>13,327.98</b>
<b>51000 · Neighborhood/Outreach Promotion</b>						
51515 · CityFest	1,050.00			120,116.93	119,753.00	363.93
51525 · Promotion/Marketing/Campaigns	4,527.21	2,980.00	1,547.21	20,528.25	26,820.00	-6,291.75
51526 · Taste	27.54	4,567.00	-4,539.46	3,965.71	4,567.00	-601.29
51527 · Taste 'N Tinis	0.00			12,205.04	14,351.00	-2,145.96
51530 · Banners	800.00	300.00	500.00	3,435.04	2,700.00	735.04
51535 · Web Site Communications	0.00	84.00	-84.00	0.00	756.00	-756.00
51540 · Business Mixers/Open House	1,412.24	117.00	1,295.24	3,855.81	1,053.00	2,802.81
51545 · Newsletter	0.00	225.00	-225.00	2,435.29	2,025.00	410.29
51555 · Farmer's Market	2,463.32	2,500.00	-36.68	19,402.34	22,500.00	-3,097.66
51565 · Hillcrest Map	0.00	417.00	-417.00	0.00	3,753.00	-3,753.00
51570 · Hillcrest Hoedown.	0.00			0.00	42,173.00	-42,173.00
51575 · Pride Flag Project	0.00			1,361.29		
51800 · Pride of Hillcrest/Block Party	0.00			100,543.06	90,000.00	10,543.06



Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2014 through March 2015

				TOTAL		
	Mar 15	Budget	Variance	Jul '14 - Mar 15	Budget	Variance
51810 · Movie Night	1,138.91			1,714.91		
51820 · Hillcrest Fat Tuesday	28,688.71	20,364.00	8,324.71	46,553.12	61,090.00	-14,536.88
51880 · Nightmare on Normal	0.00			35,821.88		
51885 · Bike Advocacy	10,000.00			10,000.00		
<b>Total 51000 · Neighborhood/Outreach Promotion</b>	<b>51,157.93</b>	<b>31,554.00</b>	<b>19,603.93</b>	<b>384,038.67</b>	<b>391,541.00</b>	<b>-7,502.33</b>
<b>53000 · Physical Improvements</b>						
53125 · Hillcrest Sign Utilities/Maint.	60.01	67.00	-6.99	580.48	603.00	-22.52
53130 · Security	3,165.40	3,167.00	-1.60	28,488.60	28,503.00	-14.40
53135 · Street Cleaning	3,908.00	4,477.00	-569.00	35,172.00	40,293.00	-5,121.00
53137 · Pressure Washing	1,999.00	2,001.00	-2.00	17,991.00	18,009.00	-18.00
53138 · Utility Box Wraps	0.00	417.00	-417.00	0.00	3,753.00	-3,753.00
53150 · Dumpsters	1,056.74	359.00	697.74	3,070.18	3,231.00	-160.82
53155 · Tree & Flower Maintenance	3,733.00	2,918.00	815.00	34,084.00	26,262.00	7,822.00
53156 · Tree Trimming Large Trees	0.00	1,084.00	-1,084.00	3,910.00	9,756.00	-5,846.00
53161 · Special Projects	0.00	2,084.00	-2,084.00	6,732.96	18,756.00	-12,023.04
53165 · Contingency	0.00	4,100.00	-4,100.00	12,187.88	36,900.00	-24,712.12
<b>Total 53000 · Physical Improvements</b>	<b>13,922.15</b>	<b>20,674.00</b>	<b>-6,751.85</b>	<b>142,217.10</b>	<b>186,066.00</b>	<b>-43,848.90</b>
<b>Total Expense</b>	<b>89,101.52</b>	<b>76,089.00</b>	<b>13,012.52</b>	<b>760,842.33</b>	<b>797,727.00</b>	<b>-36,884.67</b>
	<b><u>-31,843.09</u></b>	<b><u>1,954.00</u></b>	<b><u>-33,797.09</u></b>	<b><u>-28,355.37</u></b>	<b><u>5,962.00</u></b>	<b><u>-34,317.37</u></b>

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2014 through March 2015

	<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>
<b>Income</b>						
<b>40010 - City Fest Income</b>						
Beer & Wine	0.00	31,100.00	0.00	0.00	0.00	31,100.00
Booth	0.00	62,958.02	0.00	0.00	0.00	62,958.02
<b>Grants</b>						
Commission for Arts & Culture	0.00	18,539.57	0.00	0.00	0.00	18,539.57
County of San Diego	0.00	6,000.00	0.00	0.00	0.00	6,000.00
SBEP City Fees & Services	0.00	15,040.00	0.00	0.00	0.00	15,040.00
<b>Total Grants</b>	<b>0.00</b>	<b>39,579.57</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>39,579.57</b>
<b>Sponsorship</b>						
Wyndham Worldwide	0.00	1,280.00	0.00	0.00	0.00	1,280.00
Sponsorship - Other	0.00	29,430.00	0.00	0.00	0.00	29,430.00
<b>Total Sponsorship</b>	<b>0.00</b>	<b>30,710.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>30,710.00</b>
<b>Total 40010 - City Fest Income</b>	<b>0.00</b>	<b>164,347.59</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>164,347.59</b>
<b>40020 - Farmers Market</b>	<b>0.00</b>	<b>166,190.01</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>166,190.01</b>
<b>40030 - SBEP</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>17,584.66</b>	<b>17,584.66</b>
<b>40040 - MAD</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>72,351.78</b>	<b>0.00</b>	<b>72,351.78</b>
<b>40050 - BID</b>	<b>0.00</b>	<b>0.00</b>	<b>82,612.62</b>	<b>0.00</b>	<b>3,135.98</b>	<b>85,748.60</b>
<b>40055 - BID Carry Forward</b>	<b>0.00</b>	<b>0.00</b>	<b>77.78</b>	<b>0.00</b>	<b>0.00</b>	<b>77.78</b>
<b>40065 - Hillcrest Fat Tuesday</b>	<b>0.00</b>	<b>47,654.80</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>47,654.80</b>
<b>40090 - Mardi Gras</b>	<b>0.00</b>	<b>265.43</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>265.43</b>
<b>40095 - Movie Night</b>	<b>0.00</b>	<b>74.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>74.00</b>
<b>40100 - Nightmare on Normal Street</b>	<b>0.00</b>	<b>38,366.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>38,366.25</b>
<b>40115 - Taste 'N Tinis</b>	<b>0.00</b>	<b>16,674.99</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>16,674.99</b>
<b>40130 - Advocacy</b>	<b>8,000.00</b>	<b>1,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>9,000.00</b>
<b>40145 - Pride Flag</b>	<b>3,200.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>3,200.00</b>
<b>40155 - Pride of Hillcrest/Block Party</b>	<b>0.00</b>	<b>108,192.58</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>108,192.58</b>
<b>40165 - Shop Hillcrest for the Holidays</b>	<b>0.00</b>	<b>2,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,000.00</b>
<b>40180 - Other Income</b>	<b>504.49</b>	<b>254.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>758.49</b>
<b>Total Income</b>	<b>11,704.49</b>	<b>545,019.65</b>	<b>82,690.40</b>	<b>72,351.78</b>	<b>20,720.64</b>	<b>732,486.96</b>
<b>Expense</b>						
<b>50000 - Personnel</b>						

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2014 through March 2015

	<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>
50005 · Salaries	49,712.14	33,571.17	23,822.80	0.00	18,501.52	125,607.63
50025 · Employer Taxes - Federal	4,377.49	2,607.08	1,858.43	0.00	1,433.36	10,276.36
50030 · Employer Taxes - State	1,246.31	401.82	372.20	0.00	185.76	2,206.09
50035 · Health Insurance	8,027.09	496.41	0.00	0.00	0.00	8,523.50
50040 · Workers Comp Insurance	913.50	304.50	0.00	0.00	0.00	1,218.00
<b>Total 50000 · Personnel</b>	<b>64,276.53</b>	<b>37,380.98</b>	<b>26,053.43</b>	<b>0.00</b>	<b>20,120.64</b>	<b>147,831.58</b>
<b>50045 · Operating</b>						
50050 · Rent Office Space	4,739.45	0.00	3,396.55	0.00	0.00	8,136.00
50055 · Storage	3,575.00	0.00	0.00	0.00	0.00	3,575.00
50060 · Accounting	12,317.54	3,446.12	0.00	232.94	600.00	16,596.60
50065 · Audit	0.00	0.00	1,625.00	3,375.00	0.00	5,000.00
50070 · Equipment Purchase	489.42	0.00	0.00	0.00	0.00	489.42
50075 · Intern/Consultant	4,772.00	0.00	0.00	0.00	0.00	4,772.00
50080 · Bank & Credit Card Charges	285.14	0.00	0.00	0.00	0.00	285.14
50085 · Repair/Maintenance/Cleaning	2,820.03	0.00	0.00	0.00	0.00	2,820.03
50090 · Office Supplies	2,641.20	0.00	0.00	0.00	0.00	2,641.20
50095 · Postage and Delivery	249.84	0.00	0.00	0.00	0.00	249.84
50100 · Printing/Photocopy	656.47	0.00	392.63	0.00	0.00	1,049.10
50110 · Dues/Subscriptions	1,766.76	0.00	0.00	0.00	0.00	1,766.76
50115 · Staff Development	465.75	0.00	0.00	0.00	0.00	465.75
50120 · Meetings	1,756.19	0.00	0.00	0.00	0.00	1,756.19
50125 · Legal	20,283.32	0.00	0.00	0.00	0.00	20,283.32
50130 · Telephone & Internet	6,306.82	0.00	1,144.81	0.00	0.00	7,451.63
50135 · Parking/Mileage	1,810.00	0.00	0.00	0.00	0.00	1,810.00
50330 · D & O / Liability Insurance	6,315.68	0.00	3,391.32	0.00	0.00	9,707.00
<b>Total 50045 · Operating</b>	<b>71,250.61</b>	<b>3,446.12</b>	<b>9,950.31</b>	<b>3,607.94</b>	<b>600.00</b>	<b>88,854.98</b>
<b>51000 · Neighborhood/Outreach Promotion</b>						
51525 · Promotion/Marketing/Campaigns	7,171.23	5,183.19	8,173.83	0.00	0.00	20,528.25
51526 · Taste	0.00	3,965.71	0.00	0.00	0.00	3,965.71
51527 · Taste 'N Tinis	428.90	11,776.14	0.00	0.00	0.00	12,205.04
51530 · Banners	3,435.04	0.00	0.00	0.00	0.00	3,435.04
51540 · Business Mixers/Open House	2,387.71	6.00	1,462.10	0.00	0.00	3,855.81
51545 · Newsletter	105.00	0.00	2,330.29	0.00	0.00	2,435.29
51555 · Farmer's Market	275.00	19,127.34	0.00	0.00	0.00	19,402.34

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2014 through March 2015

	<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>
51575 · Pride Flag Project	1,361.29	0.00	0.00	0.00	0.00	1,361.29
51800 · Pride of Hillcrest/Block Party	0.00	100,543.06	0.00	0.00	0.00	100,543.06
51810 · Movie Night	0.00	1,714.91	0.00	0.00	0.00	1,714.91
51820 · Hillcrest Fat Tuesday	0.00	46,553.12	0.00	0.00	0.00	46,553.12
51880 · Nightmare on Normal	0.00	35,821.88	0.00	0.00	0.00	35,821.88
51885 · Bike Advocacy	10,000.00	0.00	0.00	0.00	0.00	10,000.00
<b>Total 51000 · Neighborhood/Outreach Promotion</b>	<b>25,164.17</b>	<b>224,691.35</b>	<b>11,966.22</b>	<b>0.00</b>	<b>0.00</b>	<b>261,821.74</b>
<b>51520 · City Fest</b>						
Advertising	0.00	9,137.07	0.00	0.00	0.00	9,137.07
Ambulance	0.00	1,640.00	0.00	0.00	0.00	1,640.00
BID Crew & Equipment	0.00	5,153.78	0.00	0.00	0.00	5,153.78
City Fees (SDPD/Fire)	0.00	16,314.10	0.00	0.00	0.00	16,314.10
Concessions	0.00	5,065.29	0.00	0.00	0.00	5,065.29
Entertainment	0.00	11,681.72	0.00	0.00	0.00	11,681.72
Equipment Rental	0.00	43,292.69	0.00	0.00	0.00	43,292.69
Event Management	0.00	3,397.87	0.00	0.00	0.00	3,397.87
Ice Trailer	0.00	437.40	0.00	0.00	0.00	437.40
Permits	0.00	25.00	0.00	0.00	0.00	25.00
Promotions	0.00	1,280.00	0.00	0.00	0.00	1,280.00
Security	0.00	6,984.75	0.00	0.00	0.00	6,984.75
Shuttle Services	0.00	1,635.68	0.00	0.00	0.00	1,635.68
Spirits	0.00	9,895.80	0.00	0.00	0.00	9,895.80
Supplies/Printing	0.00	3,675.78	0.00	0.00	0.00	3,675.78
Trash Management	0.00	500.00	0.00	0.00	0.00	500.00
<b>Total 51520 · City Fest</b>	<b>0.00</b>	<b>120,116.93</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>120,116.93</b>
<b>53000 · Physical Improvements</b>						
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	580.48	0.00	580.48
53130 · Security	0.00	0.00	0.00	28,488.60	0.00	28,488.60
53135 · Street Cleaning	8,040.56	0.00	15,876.40	11,255.04	0.00	35,172.00
53137 · Pressure Washing	0.00	0.00	5,912.00	12,079.00	0.00	17,991.00
53150 · Dumpsters	1,140.00	0.00	1,930.18	0.00	0.00	3,070.18
53155 · Tree & Flower Maintenance	9,941.42	0.00	8,868.86	15,273.72	0.00	34,084.00
53156 · Tree Trimming Large Trees	3,910.00	0.00	0.00	0.00	0.00	3,910.00
53161 · Special Projects	5,665.96	0.00	0.00	1,067.00	0.00	6,732.96

Hillcrest Business Improvement Association, Inc.

**Profit & Loss by Class**

July 2014 through March 2015

	<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>
53165 - Contingency	10,054.88	0.00	2,133.00	0.00	0.00	12,187.88
Total 53000 - Physical Improvements	<u>38,752.82</u>	<u>0.00</u>	<u>34,720.44</u>	<u>68,743.84</u>	<u>0.00</u>	<u>142,217.10</u>
<b>Total Expense</b>	<u>199,444.13</u>	<u>385,635.38</u>	<u>82,690.40</u>	<u>72,351.78</u>	<u>20,720.64</u>	<u>760,842.33</u>
	<u><b>-187,739.64</b></u>	<u><b>159,384.27</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>-28,355.37</b></u>

Hillcrest Business Improvement Association, Inc.

**A/R Aging Summary**

As of March 31, 2015

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Above & Beyond USA	0.00	0.00	0.00	0.00	52.00	52.00
Buffalo Exchange, LTD	0.00	0.00	0.00	0.00	52.00	52.00
Campari America	0.00	0.00	3,000.00	0.00	0.00	3,000.00
Cohabitat	0.00	0.00	0.00	0.00	52.00	52.00
Deli Lama	0.00	0.00	0.00	0.00	52.00	52.00
DINE CRG	0.00	500.00	0.00	0.00	0.00	500.00
E Cosway	0.00	0.00	0.00	0.00	52.00	52.00
Fastbiz	0.00	0.00	0.00	0.00	52.00	52.00
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
Obelisk, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
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 Pride	0.00	0.00	3,200.00	0.00	0.00	3,200.00
Scripps Health	0.00	0.00	0.00	0.00	10,000.00	10,000.00
Tammy's Beauty Salon	0.00	0.00	0.00	0.00	104.00	104.00
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
Urban Mo's	0.00	0.00	0.00	0.00	2,400.00	2,400.00
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
	<u>0.00</u>	<u>500.00</u>	<u>6,200.00</u>	<u>0.00</u>	<u>14,442.00</u>	<u>21,142.00</u>



May 12, 2015

Komen San Diego Race for the Cure  
c/o In Motion, Inc.  
Leisha Battles, Director of Operations  
6116 Innovation Way  
Carlsbad, CA 92008

Dear Ms. Battles:

The Hillcrest Association supports the Susan G. Komen Race for the Cure on November 1, 2015 through the uptown community. We appreciate your doing the proper notification of the businesses that are involved along the route of your event, and providing the proper signage listing the street closures – mitigation efforts that were done in past years of this event.

We support the efforts of this organization to raise funds to provide much needed services and research to find a cure for this terrible disease.

We would like to make sure that your event has a positive impact on the business community. To that end we would like you to provide our promotional materials for Hillcrest to your participants. Please let me know how we can accomplish this.

Sincerely,

Benjamin Nicholls  
Interim Executive Director



Business Association

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Memorandum Message

To: From: Benjamin Nicholls  
Date: 4/29/15 Fax:  
Subject: Normal Street Civic Space Phone:  
design project Number of pages (incl. cover): 2

For Review      ~~!Urgent!~~      ~~Please Discard~~      ~~Confidential~~

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**Background**

The Hillcrest Business Association (HBA) is undertaking an effort to design an urban space in Hillcrest. Hillcrest has few public gathering spaces and a limited number of options to add them. Normal Street, once a major travel route, has diminished in use and for several years has been proposed to be repurposed into a civic space. Normal Street is already a gathering space for civic events and is home to the LGBT pride flag and monument. Normal Street is also home to the Hillcrest Farmers Market.

The HBA staff have been conducting a community outreach process to gain feedback on three preliminary designs (attachment 1) with the goal of synthesizing the plans into one preferred design. This outreach has consisted of presentations to neighborhood groups and a “design booth” at the Hillcrest Farmers Market. Suggestions and input on the three designs were obtained through comments on white boards (attachment 2). Each week, market attendees would make their suggestions by “designing” the park by writing their comments directly onto the designs.

**Project**

Now that the first phase of the community input is complete, the HBA is seeking a team of students to synthesize the community input into one coherent design. The design should seek to amalgamate community ideas, accommodate available funding sources, incorporate proposed transportation alternatives and include existing events.

**Deliverables:**

- Attend a meeting of the Uptown Planners and solicit input from this key group of neighbors through the “design booth” device employed at the Hillcrest Farmers Market.
- Meet with staff and design volunteers at the HBA for an discussion concerning available funding sources and existing or proposed transportation and event uses.





## Business Association

- Using the input gained, create a preferred open space design and present the design to the community at an HBA Open House meeting.

### **Opportunities**

As part of this project, the HBA is planning to develop a temporary version of the park on the space as a way to continue dialogue about using a public street as a civic space. Because the permitting details of having this temporary park are uncertain, it would be premature to include this element in the student's project. However, if this element does come to fruition during the project, there will be opportunities for the students to participate.

The HBA staff are planning to showcase the students and their work as part of ongoing public relations. It is envisioned that the students be featured in any media stories generated concerning this issue.