



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ August 11, 2015, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Agenda

- | | | |
|---|-------------|------------|
| 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">• Approval of minutes (July 2015) ¹• Approval of financials (June 2015) ² | T. Daiber | 2 minutes |
| 1. Presentation of Hillcrest 2025 plan (information) | A. Hoffman | 10 minutes |
| 2. Approval of letter outlining HBA's comments concerning the Uptown Community Plan Update (action) | B. Nicholls | 5 minutes |
| 3. Approval of agreement to hire legal council concerning San Diegans for Open Government vs City of San Diego (action) | J. Hale | 5 minutes |
| 4. Approval of agreement to hire advocacy firm concerning SANDAG bicycle route (action) | B. Nicholls | 5 minutes |
| 5. Discussion of Board election process and approval of date for Annual Meeting and Election (action) ³ | B. Nicholls | 10 minutes |

Attachments:

- | | |
|---|---|
| 1. Board minutes July, 2015 | 3. Board election process memo |
| 2. Board financial documents June, 2015 | 4. Draft agreement with LGBT Community Center |
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Notices to the public:

Brown Act:

Government Code 54950 (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Accessibility:

The above indicated meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, please notify Benjamin Nicholls at (619) 299-3330 at least 48 hours prior to the meeting.

Public Comment:

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

Hillcrest Business Association
3737 Fifth Ave. #202, San Diego, CA 92103
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6. Approval of date and agreement with LGBT Community Center J. Hale 10 minutes
concerning Nightmare on Normal Street (action) ⁴

Adjourn

Attachments:

- | | |
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| 1. Board minutes July, 2015 | 3. Board election process memo |
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Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ July 14, 2015, 5pm
Meeting Minutes

Public in attendance: Anthony Bernal, Ann Garwood, Julio de Guzman, Katelyn Hailey, Elizabeth Hannon, Tina Martinez, David Mannis, Nancy Moors, Matt Wahlstrom, Chris Ward, Ken Williams, Mike Wright

Board in attendance: Ryan Bedrosian, Tami Daiber, Johnathn Hale, Charles Kaufman, Sam Korish, Cecilia Moreno, Maggie Roland, Glenn Younger.

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

- J. Hale called for modifications to the agenda.
- J Hale asked for any public comment for items that are not on the agenda.
- Napizza representatives introduced themselves to membership.
- A. Garwood expressed concern on HBA's stance on density bonuses of expansion programs.
- A representative from Sen. Marty Block's office stated DMV listed as high priority renovation project.
- M. Wright requested the Board work more with businesses on neighborhood, improvements.
- M. Wahlstrom stated his belief that the HBA has been in violation of the Brown Act. He requested the HBA report all comments from membership and that a voting record be recorded in the minutes.
- E. Hannon stated UCPD will launch a new parking program and would like it to be a collaborative project with the HBA Marketing Committee.
- C. Moreno would like to review the finances of the parking district campaign.
- C. Moreno requested to table item nine.
- G. Younger made a motion to pull agenda item from the agenda. The motion passes with J. Hale abstaining. (8/1/0)

- J. Hale expressed excitement about the Pride of Hillcrest Block Party on Friday. Ticket sales are very strong and have consistently been strong.

- B. Nicholls reported on the EMAD survey stating about 20% completion on a survey to increase the MAD. About 95% of current respondents are in support.
- He stated that he had continued communication with California Strategies. He stated that SANDAG currently has plans to remove over one hundred parking places on Fourth and Fifth Ave. between Upas and Washington Streets.



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- R. Bedrosian made a motion to approve the consent agenda which was endorsed by G. Younger. The motion passed 7/0/2 with M. Roland and C. Moreno opposing.
 - B. Nicholls reported that over the last few months HBA Staff and a subcommittee of the Beautification Committee vetted a number of bids for steam cleaning contract work. After a demonstration event, the firm that was selected was called In & Out pressure washing.
 - Steve Graham stated he had two machines used for services. C. Moreno reported that In and Out provides services for Crest Café. She had expressed a positive opinion of their work.
 - There were several questions concerning details in the contract. The questions were addressed.
 - M. Wahlstrom requested the contractor's company names and the project RFQs.
 - T. Daiber requested membership attends beautification committee to participate in community projects.
 - G. Younger made a motion to approve the contract. The motion was endorsed by D. Younan. It passed (9/0/0) with all hands in favor.
 - Nicholls reported HBA was sued late last month by San Diego for Open Government, along with a number of other BIDs and the City of San Diego.
 - He briefed the board on the suit and stated that HBA's D&O policy will cover the defense.
 - He stated the BIDC is working with the City Attorney to coordinate the organizations' efforts.
 - J. Hale requested the complaint be provided as a PDF file to membership.
 - B. Nicholls reported that last month the City notified HBA that the account with the MAD is depleted as of April 1. This is startling because the HBA has been spending based on the budget approved by the City. The budget is based on assessments rolls and previous assessment years.
 - He reported that the unfortunate part of this issue is that by the time HBA was notified of this problem the service for April, May and June had already been provided.
 - The city is reporting about \$20,000 in expenditures more than we have received.
 - Staff are looking for guidance concerning continuing to provide these services.
 - J. Hale requested resolution before August 1.
 - A. Bernal offered to organize a meeting with City staff.
 - M. Gamwell reported that Marketing Committee has decided to create a two minute video marketing campaign with The Travelers Channel. They proposed that the HBA would run two separate campaigns for a total of six months during the peak tourism seasons in San Diego for a total of \$6,000 (\$1,000 a month)
 - The marketing committee has selected Miguel Buenrostro an independent videographer to film the marketing campaign.



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- A total of \$2,000 for his work from the marketing budget.
 - The Marketing committee is asking for the board to approve a total of \$8,000 for this campaign.
 - G. Younger made a motion to approve the agreement provided that it be amended to include the ownership of the raw footage and rights to video. The motion was endorsed by S. Korish and carried with all souls in favor.

 - After a few comments the board adjourned to Closed Session to consider the evaluation of employee performance, pursuant to section 54957 (b) of the Ralph M. Brown Act
 - J Hale reported on the actions taken during the closed session stating that the board had discussed B. Nicholls performance.

 - J Hale reported on all the successful projects undertaken in the last year and proposed that in recognition of the work that B. Nicholls has completed over the last year that we consider at 10% bonus of \$8,000.
 - G. Younger made the motion to approve the bonus. The motion was endorsed by T. Daiber and passed unanimously (9/0/0) with all hands in favor.
 - M. Wahlstrom requested the proposed compensation.

The meeting adjourned.

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of June 30, 2015

	<u>Jun 30, 15</u>
ASSETS	
Current Assets	
Checking/Savings	
10035 · Comerica - Checking	212,521.63
10045 · PayPal	656.20
Total Checking/Savings	<u>213,177.83</u>
Accounts Receivable	
12000 · Accounts Receivable	18,742.00
Total Accounts Receivable	<u>18,742.00</u>
Other Current Assets	
10110 · Block Party Prepaid Expense	2,462.34
10115 · SBEP City Fees & Services	25,286.72
10125 · MAD Receivable	5,229.92
10145 · Farmers Market Receivable	12,774.18
10155 · Prepaid Expense	6,391.20
10160 · Prepaid CityFest	1,802.34
10165 · Workers Compensation Deposit	842.00
Total Other Current Assets	<u>54,788.70</u>
Total Current Assets	286,708.53
Fixed Assets	
10200 · Office Furniture & Equipment	19,273.93
10220 · Accumulated Depreciation	-15,218.60
Total Fixed Assets	<u>4,055.33</u>
TOTAL ASSETS	<u><u>290,763.86</u></u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of June 30, 2015

	<u>Jun 30, 15</u>
Accounts Payable	
20000 · Accounts Payable	1,351.02
Total Accounts Payable	<u>1,351.02</u>
Other Current Liabilities	
20210 · Accrued Expenses	250.00
20235 · City Fest Deferred Revenue	9,115.00
20255 · Pride Block Party Deferred	2,656.20
21000 · Payroll Liabilities	
Vacation Payable	3,797.79
Total 21000 · Payroll Liabilities	<u>3,797.79</u>
Total Other Current Liabilities	<u>15,818.99</u>
Total Current Liabilities	<u>17,170.01</u>
Total Liabilities	17,170.01
Equity	
31100 · Unrestricted Net Assets	323,926.49
Net Income	-50,332.64
Total Equity	<u>273,593.85</u>
TOTAL LIABILITIES & EQUITY	<u><u>290,763.86</u></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2014 through June 2015

	TOTAL					
	Jun 15	Budget	Variance	Jul '14 - Jun 15	Budget	Variance
Income						
40015 - CityFest	0.00			164,347.59	163,919.00	428.59
40020 - Farmers Market	19,021.44	18,326.00	695.44	228,239.74	220,000.00	8,239.74
40030 - SBEP	0.00	2,737.00	-2,737.00	22,669.02	27,671.00	-5,001.98
40040 - MAD	0.00	7,190.00	-7,190.00	77,580.85	90,183.00	-12,602.15
40045 - MAD Reserve	0.00	2,087.00	-2,087.00	0.00	25,000.00	-25,000.00
40050 - BID	7,437.00	9,167.00	-1,730.00	109,126.11	114,000.00	-4,873.89
40055 - BID Carry Forward	0.00	76.00	-76.00	77.78	1,000.00	-922.22
40065 - Hillcrest Fat Tuesday	0.00	0.00	0.00	47,920.23	63,253.00	-15,332.77
40080 - Newsletter/Advertising	0.00	76.00	-76.00	0.00	1,000.00	-1,000.00
40085 - Technical Assistance	-1,989.09			0.00		
40095 - Movie Night	0.00			74.00		
40100 - Nightmare on Normal Street	0.00			38,366.25		
40110 - Taste	0.00	0.00	0.00	36,030.14	44,665.00	-8,634.86
40115 - Taste 'N Tinis	0.00			16,674.99	19,847.00	-3,172.01
40125 - Amazing High Heel Race	0.00	6,000.00	-6,000.00	0.00	12,000.00	-12,000.00
40130 - Bike Advocacy	0.00			10,000.00		
40135 - Hillcrest Hoedown	0.00			0.00	37,583.00	-37,583.00
40140 - Banner Space	0.00	413.00	-413.00	0.00	5,000.00	-5,000.00
40145 - Pride Flag	0.00			3,200.00		
40150 - Grants	1,969.50			1,969.50		
40155 - Pride of Hillcrest/Block Party	0.00			105,792.58	129,971.00	-24,178.42
40160 - Hillcrest Map.	0.00	250.00	-250.00	0.00	3,000.00	-3,000.00
40165 - Shop Hillcrest for the Holidays	0.00			2,000.00		
40180 - Other Income	0.00	130.00	-130.00	810.49	1,560.00	-749.51
Total Income	26,438.85	46,452.00	-20,013.15	864,879.27	959,652.00	-94,772.73
Expense						
50000 - Personnel						
50005 - Salaries	16,252.69	14,242.00	2,010.69	171,390.13	165,991.00	5,399.13
50025 - Employer Taxes - Federal	1,076.48	1,117.00	-40.52	13,611.85	13,254.00	357.85

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2014 through June 2015

	TOTAL					
	Jun 15	Budget	Variance	Jul '14 - Jun 15	Budget	Variance
50030 - Employer Taxes - State	0.00	0.00	0.00	2,206.09	2,485.00	-278.91
50035 - Health Insurance	2,716.26	744.00	1,972.26	11,527.88	8,950.00	2,577.88
50040 - Workers Comp Insurance	0.00	257.00	-257.00	1,532.14	3,073.00	-1,540.86
Total 50000 - Personnel	20,045.43	16,360.00	3,685.43	200,268.09	193,753.00	6,515.09
50045 - Operating						
50050 - Rent Office Space	0.00	795.00	-795.00	9,824.00	9,639.00	185.00
50055 - Storage	275.00	300.00	-25.00	4,125.00	3,600.00	525.00
50060 - Accounting	1,842.60	1,827.00	15.60	22,126.00	22,100.00	26.00
50065 - Audit	0.00	0.00	0.00	11,000.00	7,375.00	3,625.00
50070 - Equipment Purchase	0.00	225.00	-225.00	3,040.25	2,700.00	340.25
50075 - Intern/Consultant	0.00	413.00	-413.00	6,338.00	5,000.00	1,338.00
50080 - Bank & Credit Card Charges	0.00	50.00	-50.00	361.45	600.00	-238.55
50085 - Repair/Maintenance/Cleaning	407.00	175.00	232.00	3,579.13	2,100.00	1,479.13
50090 - Office Supplies	150.10	263.00	-112.90	3,033.68	3,200.00	-166.32
50095 - Postage and Delivery	0.00	38.00	-38.00	317.03	500.00	-182.97
50100 - Printing/Photocopy	92.46	163.00	-70.54	1,434.78	2,000.00	-565.22
50110 - Dues/Subscriptions	0.00	163.00	-163.00	1,791.76	2,000.00	-208.24
50115 - Staff Development	339.26	201.00	138.26	983.00	2,500.00	-1,517.00
50120 - Meetings	707.86	337.00	370.86	2,969.60	4,000.00	-1,030.40
50125 - Legal	0.00			19,474.34	8,500.00	10,974.34
50130 - Telephone & Internet	597.26	735.00	-137.74	11,174.99	8,842.00	2,332.99
50135 - Parking/Mileage	200.00	200.00	0.00	2,410.00	2,400.00	10.00
50140 - Depreciation	1,039.80	25.00	1,014.80	1,039.80	300.00	739.80
50330 - D & O / Liability Insurance	0.00	663.00	-663.00	11,690.25	8,000.00	3,690.25
Total 50045 - Operating	5,651.34	6,573.00	-921.66	116,713.06	95,356.00	21,357.06
51000 - Neighborhood/Outreach Promotion						
51515 - CityFest	0.00			120,116.93	119,753.00	363.93
51525 - Promotion/Marketing/Campaigns	0.00	2,974.00	-2,974.00	27,825.64	35,754.00	-7,928.36
51526 - Taste	450.00	0.00	450.00	9,616.97	13,701.00	-4,084.03
51527 - Taste 'N Tinis	0.00			12,605.04	14,351.00	-1,745.96

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2014 through June 2015

	TOTAL					
	Jun 15	Budget	Variance	Jul '14 - Jun 15	Budget	Variance
51528 · Amazing High Heel Race	0.00	0.00	0.00	0.00	2,000.00	-2,000.00
51530 · Banners	700.00	300.00	400.00	4,135.04	3,600.00	535.04
51535 · Web Site Communications	0.00	76.00	-76.00	0.00	1,000.00	-1,000.00
51540 · Business Mixers/Open House	0.00	113.00	-113.00	4,583.13	1,400.00	3,183.13
51545 · Newsletter	0.00	225.00	-225.00	3,687.22	2,700.00	987.22
51555 · Farmer's Market	1,428.75	2,500.00	-1,071.25	22,477.93	30,000.00	-7,522.07
51565 · Hillcrest Map	0.00	413.00	-413.00	0.00	5,000.00	-5,000.00
51570 · Hillcrest Hoedown.	0.00			0.00	42,173.00	-42,173.00
51575 · Pride Flag Project	0.00			1,375.29		
51800 · Pride of Hillcrest/Block Party	0.00			100,543.06	90,000.00	10,543.06
51810 · Movie Night	248.40			2,695.10		
51820 · Hillcrest Fat Tuesday	-869.04	0.00	-869.04	48,280.01	61,090.00	-12,809.99
51880 · Nightmare on Normal	0.00			35,821.88		
51885 · Bike Advocacy	5,000.00			20,000.00		
Total 51000 · Neighborhood/Outreach Promotion	6,958.11	6,601.00	357.11	413,763.24	422,522.00	-8,758.76
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	62.85	63.00	-0.15	754.49	800.00	-45.51
53130 · Security	3,165.13	3,163.00	2.13	38,128.98	38,000.00	128.98
53135 · Street Cleaning	3,908.00	4,470.00	-562.00	46,896.00	53,717.00	-6,821.00
53137 · Pressure Washing	177.00	1,989.00	-1,812.00	21,926.00	24,000.00	-2,074.00
53138 · Utility Box Wraps	0.00	413.00	-413.00	0.00	5,000.00	-5,000.00
53150 · Dumpsters	210.00	351.00	-141.00	4,120.84	4,300.00	-179.16
53155 · Tree & Flower Maintenance	3,987.00	2,902.00	1,085.00	48,466.00	35,000.00	13,466.00
53156 · Tree Trimming Large Trees	0.00	1,076.00	-1,076.00	3,910.00	13,000.00	-9,090.00
53161 · Special Projects	1,101.02	2,076.00	-974.98	8,077.33	25,000.00	-16,922.67
53165 · Contingency	0.00	4,104.00	-4,104.00	12,187.88	49,204.00	-37,016.12
Total 53000 · Physical Improvements	12,611.00	20,607.00	-7,996.00	184,467.52	248,021.00	-63,553.48
Total Expense	45,265.88	50,141.00	-4,875.12	915,211.91	959,652.00	-44,440.09
Net Income	-18,827.03	-3,689.00	-15,138.03	-50,332.64	0.00	-50,332.64

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2014 through June 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Income						
40010 - City Fest Income						
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
Grants						
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
Total Grants	0.00	39,579.57	0.00	0.00	0.00	39,579.57
Sponsorship	0.00	30,710.00	0.00	0.00	0.00	30,710.00
Total 40010 - City Fest Income	0.00	164,347.59	0.00	0.00	0.00	164,347.59
40020 - Farmers Market	0.00	228,239.74	0.00	0.00	0.00	228,239.74
40030 - SBEP	0.00	0.00	0.00	0.00	22,669.02	22,669.02
40040 - MAD	0.00	0.00	0.00	77,580.85	0.00	77,580.85
40050 - BID	0.00	0.00	105,990.13	0.00	3,135.98	109,126.11
40055 - BID Carry Forward	0.00	0.00	77.78	0.00	0.00	77.78
40065 - Hillcrest Fat Tuesday	0.00	47,920.23	0.00	0.00	0.00	47,920.23
40095 - Movie Night	0.00	74.00	0.00	0.00	0.00	74.00
40100 - Nightmare on Normal Street	0.00	38,366.25	0.00	0.00	0.00	38,366.25
40110 - Taste	0.00	36,030.14	0.00	0.00	0.00	36,030.14
40115 - Taste 'N Tinis	0.00	16,674.99	0.00	0.00	0.00	16,674.99
40130 - Bike Advocacy	9,000.00	1,000.00	0.00	0.00	0.00	10,000.00
40145 - Pride Flag	3,200.00	0.00	0.00	0.00	0.00	3,200.00
40150 - Grants	1,969.50	0.00	0.00	0.00	0.00	1,969.50
40155 - Pride of Hillcrest/Block Party	0.00	105,792.58	0.00	0.00	0.00	105,792.58
40165 - Shop Hillcrest for the Holidays	0.00	2,000.00	0.00	0.00	0.00	2,000.00
40180 - Other Income	556.49	254.00	0.00	0.00	0.00	810.49
Total Income	14,725.99	640,699.52	106,067.91	77,580.85	25,805.00	864,879.27

Expense

50000 - Personnel

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2014 through June 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50005 - Salaries	74,500.42	43,408.21	30,731.89	0.00	22,749.61	171,390.13
50025 - Employer Taxes - Federal	6,106.91	3,359.61	2,386.99	0.00	1,758.34	13,611.85
50030 - Employer Taxes - State	1,246.31	401.82	372.20	0.00	185.76	2,206.09
50035 - Health Insurance	11,031.47	496.41	0.00	0.00	0.00	11,527.88
50040 - Workers Comp Insurance	1,127.64	404.50	0.00	0.00	0.00	1,532.14
Total 50000 - Personnel	94,012.75	48,070.55	33,491.08	0.00	24,693.71	200,268.09
50045 - Operating						
50050 - Rent Office Space	5,759.45	0.00	4,064.55	0.00	0.00	9,824.00
50055 - Storage	4,125.00	0.00	0.00	0.00	0.00	4,125.00
50060 - Accounting	16,435.65	3,446.12	0.00	1,132.94	1,111.29	22,126.00
50065 - Audit	4,625.00	0.00	3,000.00	3,375.00	0.00	11,000.00
50070 - Equipment Purchase	3,040.25	0.00	0.00	0.00	0.00	3,040.25
50075 - Intern/Consultant	6,338.00	0.00	0.00	0.00	0.00	6,338.00
50080 - Bank & Credit Card Charges	361.45	0.00	0.00	0.00	0.00	361.45
50085 - Repair/Maintenance/Cleaning	3,579.13	0.00	0.00	0.00	0.00	3,579.13
50090 - Office Supplies	3,033.68	0.00	0.00	0.00	0.00	3,033.68
50095 - Postage and Delivery	317.03	0.00	0.00	0.00	0.00	317.03
50100 - Printing/Photocopy	1,042.15	0.00	392.63	0.00	0.00	1,434.78
50110 - Dues/Subscriptions	1,791.76	0.00	0.00	0.00	0.00	1,791.76
50115 - Staff Development	983.00	0.00	0.00	0.00	0.00	983.00
50120 - Meetings	2,969.60	0.00	0.00	0.00	0.00	2,969.60
50125 - Legal	19,474.34	0.00	0.00	0.00	0.00	19,474.34
50130 - Telephone & Internet	10,030.18	0.00	1,144.81	0.00	0.00	11,174.99
50135 - Parking/Mileage	2,410.00	0.00	0.00	0.00	0.00	2,410.00
50140 - Depreciation	1,039.80	0.00	0.00	0.00	0.00	1,039.80
50330 - D & O / Liability Insurance	7,100.37	0.00	4,589.88	0.00	0.00	11,690.25
Total 50045 - Operating	94,455.84	3,446.12	13,191.87	4,507.94	1,111.29	116,713.06
51000 - Neighborhood/Outreach Promotion						
51525 - Promotion/Marketing/Campaigns	13,863.38	5,396.39	8,565.87	0.00	0.00	27,825.64
51526 - Taste	500.00	9,116.97	0.00	0.00	0.00	9,616.97
51527 - Taste 'N Tinis	428.90	12,176.14	0.00	0.00	0.00	12,605.04

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2014 through June 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
51530 - Banners	4,135.04	0.00	0.00	0.00	0.00	4,135.04
51540 - Business Mixers/Open House	2,387.71	6.00	2,189.42	0.00	0.00	4,583.13
51545 - Newsletter	105.00	0.00	3,582.22	0.00	0.00	3,687.22
51555 - Farmer's Market	516.84	21,961.09	0.00	0.00	0.00	22,477.93
51575 - Pride Flag Project	1,375.29	0.00	0.00	0.00	0.00	1,375.29
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	2,695.10	0.00	0.00	0.00	2,695.10
51820 - Hillcrest Fat Tuesday	0.00	48,280.01	0.00	0.00	0.00	48,280.01
51880 - Nightmare on Normal	0.00	35,821.88	0.00	0.00	0.00	35,821.88
51885 - Bike Advocacy	20,000.00	0.00	0.00	0.00	0.00	20,000.00
Total 51000 - Neighborhood/Outreach Promotion	43,312.16	235,996.64	14,337.51	0.00	0.00	293,646.31
51520 - City Fest						
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
Total 51520 - City Fest	0.00	120,116.93	0.00	0.00	0.00	120,116.93
53000 - Physical Improvements						
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	754.49	0.00	754.49

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2014 through June 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
53130 - Security	144.72	0.00	0.00	37,984.26	0.00	38,128.98
53135 - Street Cleaning	11,057.68	0.00	21,632.56	14,205.76	0.00	46,896.00
53137 - Pressure Washing	177.00	0.00	7,390.00	14,359.00	0.00	21,926.00
53150 - Dumpsters	1,702.44	0.00	2,418.40	0.00	0.00	4,120.84
53155 - Tree & Flower Maintenance	18,324.63	0.00	11,473.49	18,667.88	0.00	48,466.00
53156 - Tree Trimming Large Trees	3,910.00	0.00	0.00	0.00	0.00	3,910.00
53161 - Special Projects	7,010.33	0.00	0.00	1,067.00	0.00	8,077.33
53165 - Contingency	10,054.88	0.00	2,133.00	0.00	0.00	12,187.88
Total 53000 - Physical Improvements	52,381.68	0.00	45,047.45	87,038.39	0.00	184,467.52
Total Expense	284,162.43	407,630.24	106,067.91	91,546.33	25,805.00	915,211.91
	-269,436.44	233,069.28	0.00	-13,965.48	0.00	-50,332.64

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of June 30, 2015

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Above & Beyond USA	0.00	0.00	0.00	0.00	52.00	52.00
Buffalo Exchange, LTD	0.00	0.00	0.00	0.00	52.00	52.00
Campari America	0.00	0.00	0.00	0.00	3,000.00	3,000.00
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	0.00	0.00	0.00	500.00	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	0.00	0.00	3,200.00	3,200.00
Scripps Health	0.00	0.00	0.00	0.00	10,000.00	10,000.00
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
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
	0.00	0.00	0.00	0.00	18,742.00	18,742.00

CONTRACTING AGREEMENT

August 13, 2015

The Nightmare on Normal Street event is the property of The Center. By this agreement, HBA obtains a nonexclusive license to co-produce the event.

Nothing in this agreement shall be construed as indication that the HBA or The Center is waiving its right to produce other events at any time and in any location in Hillcrest in the future.

Agreements with third parties

Any and all agreements with third parties concerning the Nightmare on Normal Street event must be disclosed by both parties. Any agreement entered into by either party concerning the Nightmare on Normal Street must be approved by both parties prior to the signing of any agreement.

Governing law

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

Conflict of interest

HBA and The Center shall comply with all federal, state, and local laws, including conflict of interest laws, statutes, ordinances, regulations, and policies of the city of San Diego related to public contracts and procurement practices to the extent applicable. HBA and The Center are unaware of any financial or economic interest of any public officer or employee of the city of San Diego relating to this agreement. The Center has been made aware of the HBA's Conflict of Interest policy (Attachment #B).

Integration

This agreement supersedes all prior agreements, understandings, promises, representation, and discussions, whether written or oral, or whether expressed, implied or apparent and are hereby deemed merged into and made a part of this agreement. The terms of this agreement are contractual and not merely a recital. No waiver or modification of any term of this Agreement shall be valid or binding unless in writing and executed by all of the parties.

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.

Equal employment and nondiscriminatory provisions

For the purposes of producing this event, both parties shall not discriminate in any manner against any person or persons on account of race, color, religion, gender, sexual orientation, gender identity or expression, medical status, national origin, age, marital status, or physical disability in activities pursuant to this agreement, including but not

limited to the providing of goods, services, facilities, privileges, advantages, and accommodations, and the obtaining and holding of employment. Both parties shall comply with San Diego City Council Ordinance No.18173 (San Diego Municipal Code sections 22.2701 through 22.2708, as amended), EQUAL EMPLOYMENT OPPORTUNITY OUTREACH PROGRAM, a copy of which is on file in the Office of the City Clerk and by this reference is incorporated into this Agreement. Both parties are individually responsible to abide by its contents. Both parties shall comply with Title VII of the Civil Rights Act of 1964, as amended; Executive Orders 11246, 11375, and 12086; the California Fair Employment Practices Act; and any other applicable federal and state laws and regulations hereafter enacted. Both parties shall not discriminate against any employee or applicant for employment on any basis prohibited by law. Both parties may be required to comply, and require each of its Subcontractors to comply, with the provisions of the City's Living Wage Ordinance. It is the responsibility of the both parties to determine if compliance is required. Both parties are required where applicable to comply with the Americans with Disabilities Act, the City of San Diego Drug Free Workplace requirements, and Storm Water Management and Discharge Control Ordinance.

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
Improvement Association

San Diego LGBT Community Center

By:_____

By:_____

Johnathan Hale
Board President

Address:
3737 Fifth Avenue, #202
San Diego, CA 92103
(619) 299-3330 Tel.
(619) 299-4230 Fax.

Address:

Attachment A: Scope of Services
Attachment B: Conflict of Interest Policy

Initial:_____/_____

Attachment A: Scope of Work

The Center agrees to provide the following services concerning the Nightmare on Normal Street:

- Ten promotional social media posts between Oct 01 and October 24th and ten enews mentions
- Work closely with HBA's Marketing Director to coordinate promotional efforts
- Assign any existing agreements and previously obtained funds relating to sponsorship for the event to the HBA
- Provide HBA names, contacts and phone numbers of past sponsors or new sponsors that approach The Center
- Assign any previously obtained permits or work product related to permit applications to the HBA
- Agree not to sponsor or participate in any other Halloween style events on October 25 through October 31st 2015
- Provide an opportunity for the first right of refusal to partner on the 2016 event

HBA agrees to provide the following:

- Produce the event including:
 - Provide all sponsor relations including soliciting sponsor support and finalizing agreements and details including media partnerships and in-kind donations
 - Provide logistical support for the event leading up to and on the day of the event for all elements such as traffic control security, rental equipment, entertainment, set up, cleaning and breakdown
 - Apply for and obtain all outstanding permits for the event including ABC licensing, City of San Diego Special Event permits, and County of San Diego health permits and provide assistance to government representatives throughout the planning and implementation of the event
 - Provide logistical support leading up to and on the day of the event for all elements such as traffic control security, rental equipment, entertainment, set up, cleaning and breakdown
- Engage Hillcrest entertainment venues to provide donations, joint cover opportunities, and entertainment and promotional support
- Provide marketing for the event
- Develop online promotional campaign including the use of the HBA and Center logo, subject to both HBA and Center approval
- Manage all financial elements of the event and upon completion of the event provide The Center an accurate financial statement for the event
- Manage all accounting and record keeping including: book keeping, budget conformance, receipt and invoice generation, check payment, and developing reports
- Make available access to BIDC special event equipment for the event.

Attachment B: Conflict of Interest policy

No contract may be entered into by the Hillcrest Business Association if one of its' officers, members, directors, committee members, staff members or volunteers has a material financial interest in the contract or transaction, except in the following circumstances:

- (1) the material facts as to the contract or transaction and as to the party's interest are fully disclosed or known to the member, board or committee voting on the matter;
- (2) the contract or transaction is approved by the members, board or committee in good faith, by a vote sufficient without counting the vote of the interested party or parties;
- (3) the interested party or parties abstains from voting on the matter;
- (4) the contract or transaction is just and reasonable to the Hillcrest Business Association at the time it was authorized, approved or ratified;
- (5) the interested party or parties shall not actively participate in the decision about the contract or transaction, except to answer questions or provide a broad explanation;
- (6) the action is recorded in meeting minutes, noting which members voted, how the members voted, and identifying any members who abstained from voting.

A violation of any provision of this policy shall be grounds for removal of the officers, directors, members, committee members, staff members or volunteers from their positions with the HBA. A contract or transaction entered into in violation of this Conflict of Interest Policy shall be void and unenforceable.