



Hillcrest Business Association
 Board of Directors Meeting
 Public Meeting
 January 10, 2012, 5pm
 Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103

AGENDA

Call to order and introductions	N. Moede	2 minutes
Public comment (1 minute per speaker)		5 minutes
Reports:		
a) President's report	N. Moede	5 minutes
b) Executive Director's report	B. Nicholls	5 minutes
Consent items (action):		
a) Approval of minutes ¹	N. Moede	5 minutes
b) Approval of organizational financials ²		
Action items:		
a) Discussion concerning SOP# 11 HBA intellectual property policy ³	B. Nicholls	10 minutes
b) Business Improvement District Budget ⁴	G. Younger	10 minutes
c) Banner program update	A. Capano	5 minutes
d) Discussion concerning SOP #3 relating to PTO ⁵	B. Nicholls	5 minutes
a) Hillcrest Mardi Gras sponsorship and purchase discussion	B. Nicholls	10 minutes
Information items:		
b) Parking Committee report	N. Moede	5 minutes
c) Marketing Committee report	A. Capano	5 minutes
d) CityFest/Hoedown Committee report	J. Hale	5 minutes

Attachments:

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1. December 2011 minutes
 2. November 2011 financials
 3. SOP #11 HBA IP policy
 4. FY13 Hillcrest Business Improvement District Budget
 5. SOP # 3 detail



BOARD OF DIRECTORS MEETING MINUTES

Tuesday, December 13, 2011
Joyce Beers Community Center
1220 Cleveland Ave., San Diego, CA 92103

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

Board members absent: Reem Ali, Natalie Behlman, Jillian DiCola

Others in attendance: Susan Briggs, Walt Chambers, Darren Erb, Tim Gahagan, Ann Garwood, Nancy Moors, Chris Shaw, Nancy Younan

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

- N. Moede called the meeting to order at 5:06 p.m.

President's report

- N. Moede said that the HBA's Open House in November was held at Empire House and was a success with over 40 people in attendance. He stated that the Uptown Community Parking District is underway and that the first meeting was held last month and that the second meeting is scheduled for tomorrow, December 14, 2011. He stated that the election for Bankers Hill and Five Points board members will occur on January 23, 2012.

Executive Director's report

- B. Nicholls reported that Hillcrest Taste n Tini's promotions have been occurring all week with 7 TV spots and over 192 tickets sold. He also stated that SHOP Hillcrest for the Holidays has begun with over 20 participating stores and \$2,000 committed to the prize pool. He said that staff has put a significant amount of time helping to set up the new parking district, filing corporate documents, completing administrative tasks, and assisting with the Bankers Hill and Five Points election.

Informational items

- N. Moede reported that the Parking Committee has been working on how to implement the universal validation program. He stated the committee has been working on selecting a promotions firm to promote parking programs in Hillcrest, and that the committee has been working on lowering meter rates in Hillcrest at Normal Street.
- A. Capano stated the Marketing Committee has been working on Hillcrest Taste n Tini's held on the upcoming Thursday, December 15, 2011 and that several pre parties have taken place. She stated that the committee has begun work on SHOP Hillcrest for the Holidays campaign for the holiday season and that the Marketing Committee will meet on Monday, January 9 at 2 PM at Hale Media.



- J. Hale reported that sponsorship procurement is currently underway for CityFest 2012 and Hoedown 2012. He stated that Comerica Bank has already signed as a sponsor for both CityFest and Hoedown.

Action items

- N. Moede presented the consent agenda, which included the November 2011 Board of Directors' meeting minutes, the October 2011 organizational financials and the acceptance of the FY11 Draft Audit.
 - Motion to approve the November 2011 Board of Directors' meeting minutes, the October 2011 organizational financials and the acceptance of the FY11 Draft Audit. G Younger / R. Baranov. 11/0/0. The motion passed unanimously.
- B. Nicholls requested that the board support the San Diego Half Marathon. S. Briggs from the San Diego Half Marathon stated that the race will occur on Sunday, March 11, 2012 at 7:30 a.m. and will be finalized by 11 a.m.
 - Motion to approve a letter of support for the San Diego Half Marathon. D. Younan / M. Wright. 11/0/0. The motion passed unanimously.
- B. Nicholls stated that the Code Monitoring Team and the San Diego Planning Commission have recommended that city council vote for a discretionary process to be allowed for building height limits north of Upas Street (Hillcrest & Mission Hills). The discretionary process is already allowed in Bankers Hill and that the new IHO sunset after 30 months, with two discretionary 180 day extensions (3 years). He said that the HBA voted to support a discretionary height ordinance if there was significant community support. He said that city staff are recommending that IHO be extended until the completion of the neighborhood plan, however their timelines for the completion of that plan have been abandoned. The group further discussed the IHO and stated their individual perspectives about supporting a discretionary process with the height ordinance. W. Chambers stated that he was in support of the board voting with the Code Monitoring Team's recommendation concerning the Interim Height Ordinance (IHO). T. Gahagan distributed a letter to the board and stated that he was not in support of the board voting with the Code Monitoring Team's recommendation concerning the IHO. Moors stated that a vast majority of Hillcrest groups and city staff support the interim height recommendation. She stated that the previous board supported the IHO and asked the board to continue to support the IHO without deviation. A. Garwood stated that she was in support of the IHO and stated that Hillcrest community groups are all in favor of supporting the IHO. She said the board should support city staff's position of the height recommendation.
 - Motion to accept the Motion to accept the Code Monitoring Team and the San Diego Planning Commission's recommendations for discretionary building height limits north of Upas Street up to 100' and that the new IHO sunset after 30 months, with two discretionary 180 day extensions. P. Katz / R. Baranov. 7/2/2.



S. Cute and D. Younan abstained. R. Baranov and M. Wright opposed. The motion passed.

- G. Younger stated that the HBA has received three proposals for ownership of the 1984 Hillcrest Sign. One of the proposals came in late and one has been modified since first received so that it “out bids” the competition. HBA Staff have investigated an online auction for the 1984 Hillcrest Sign so that it’s ownership is determined through a fair process.
 - Motion to endorse the staff proposal to conduct a qualified online auction. G. Younger / J. Hale. 10/1/0. N. Moede abstained. The motion passed.
- A. Capano presented the contract with McFarlane promotions for Taste of Hillcrest 2012. She stated that McFarlane has already begun working on Taste of Hillcrest for 2012 and that the contract is the same as last year. She stated that the event makes about \$30,000 and that the date is set for Saturday, April 21, 2012.
 - Motion to approve the Taste of Hillcrest 2012 contract with McFarlane Promotions. A. Capano / J. Hale. 11/0/0. The motion passed unanimously.

The meeting adjourned at 6:20 p.m.

HBIA
Balance Sheet
As of November 30, 2011

	Nov 30, 11
ASSETS	
Current Assets	
Checking/Savings	
10020 - CHASE - Checking	72,154.25
10035 - Comerica - Checking	190,250.00
10040 - CHASE - Money Market	
General	6,271.12
Pride Flag	12,408.49
Total 10040 - CHASE - Money Market	18,679.61
Total Checking/Savings	281,083.86
Accounts Receivable	
12000 - Accounts Receivable	10,364.00
Total Accounts Receivable	10,364.00
Other Current Assets	
10120 - BID Receivable	5,438.17
10125 - MAD Receivable	32,578.82
10135 - City Fest Receivable	19,262.79
10145 - Farmers Market Receivable	6,815.24
10155 - Prepaid Expense	2,483.57
10165 - Workers Compensation Deposit	842.00
Total Other Current Assets	67,420.59
Total Current Assets	358,868.45
Fixed Assets	
10200 - Office Furniture & Equipment	13,139.00
10220 - Accumulated Depreciation	-12,012.55
Total Fixed Assets	1,126.45
TOTAL ASSETS	359,994.90
 LIABILITIES & EQUITY	
Liabilities	

HBIA
Balance Sheet
As of November 30, 2011

	<u>Nov 30, 11</u>
Current Liabilities	
Other Current Liabilities	
20215 · BID Assessment	-1,849.15
20225 · SBEP Advance	16,679.79
20230 · Sales Tax Payable	449.00
20245 · Pride Flag Deferred Revenue	6,442.00
21000 · Payroll Liabilities	
FUTA Payable	23.74
Vacation Payable	<u>2,073.74</u>
Total 21000 · Payroll Liabilities	<u>2,097.48</u>
Total Other Current Liabilities	<u>23,819.12</u>
Total Current Liabilities	<u>23,819.12</u>
Total Liabilities	23,819.12
Equity	
31100 · Unrestricted Net Assets	373,344.28
Net Income	<u>-37,168.50</u>
Total Equity	<u>336,175.78</u>
TOTAL LIABILITIES & EQUITY	<u><u>359,994.90</u></u>

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

				TOTAL		
	Nov 11	Budget	Variance	Jul - Nov 11	Budget	Variance
Income						
40010 - City Fest Income	0.00	0.00	0.00	122,863.79	130,000.00	-7,136.21
40020 - Farmers Market	12,068.31	12,580.00	-511.69	82,847.42	62,900.00	19,947.42
40030 - SBEP	0.00	2,119.00	-2,119.00	5,164.72	6,357.00	-1,192.28
40040 - MAD	18,737.99	9,334.00	9,403.99	49,828.43	50,845.00	-1,016.57
40045 - MAD Reserve	0.00	1,083.00	-1,083.00	0.00	5,415.00	-5,415.00
40050 - BID	11,254.35	7,435.00	3,819.35	39,577.63	44,300.00	-4,722.37
40060 - PROW	0.00			261.00		
40080 - Newsletter/Advertising	0.00	80.00	-80.00	0.00	400.00	-400.00
40115 - Taste 'N Tinis	0.00	8,500.00	-8,500.00	0.00	8,500.00	-8,500.00
40120 - Interest	1.53	100.00	-98.47	131.86	500.00	-368.14
40135 - Hillcrest Hoedown	-30.00			35,697.40		
40140 - Banner Space	0.00	300.00	-300.00	0.00	1,500.00	-1,500.00
40145 - Pride Flag	6.00			8,558.00		
40180 - Other Income	0.00	165.00	-165.00	500.00	825.00	-325.00
Total Income	42,038.18	41,696.00	342.18	345,430.25	311,542.00	33,888.25
Expense						
50000 - Personnel						
50005 - Salaries	11,262.00	9,459.00	1,803.00	55,010.01	50,803.00	4,207.01
50025 - Employer Taxes - Federal	869.64	961.00	-91.36	4,241.01	4,543.00	-301.99
50030 - Employer Taxes - State	83.82	0.00	83.82	338.52	0.00	338.52
50035 - Health Insurance	589.00	525.00	64.00	2,900.00	2,625.00	275.00
50040 - Workers Comp Insurance	0.00	128.00	-128.00	740.14	640.00	100.14
Total 50000 - Personnel	12,804.46	11,073.00	1,731.46	63,229.68	58,611.00	4,618.68
50045 - Operating						
50050 - Rent Office Space	723.00	725.00	-2.00	3,615.00	3,625.00	-10.00
50055 - Storage	145.00	150.00	-5.00	725.00	750.00	-25.00
50060 - Accounting	1,507.50	1,500.00	7.50	7,531.25	7,500.00	31.25
50065 - Audit	0.00	0.00	0.00	4,000.00	7,500.00	-3,500.00
50070 - Equipment Purchase	350.73	225.00	125.73	1,155.50	1,125.00	30.50
50075 - Intern/Consultant	610.00	700.00	-90.00	3,586.00	3,500.00	86.00
50080 - Bank & Credit Card Charges	44.00	50.00	-6.00	95.38	250.00	-154.62
50085 - Repair and Maintenance	70.00	100.00	-30.00	903.32	500.00	403.32
50090 - Office Supplies	142.03	266.00	-123.97	1,150.50	1,330.00	-179.50
50095 - Postage and Delivery	0.00	42.00	-42.00	88.00	210.00	-122.00

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

				TOTAL		
	Nov 11	Budget	Variance	Jul - Nov 11	Budget	Variance
50100 - Printing/Photocopy	186.93	340.00	-153.07	1,267.86	1,700.00	-432.14
50120 - Meetings	341.76	250.00	91.76	647.20	1,250.00	-602.80
50125 - Legal	118.50	333.00	-214.50	118.50	1,665.00	-1,546.50
50130 - Telephone & Internet	428.61	445.00	-16.39	2,354.78	2,225.00	129.78
50135 - Parking/Mileage	200.00	200.00	0.00	1,052.99	1,000.00	52.99
50140 - Depreciation	86.65	100.00	-13.35	433.25	500.00	-66.75
50330 - D & O / Liability Insurance	841.77	980.00	-138.23	4,364.92	4,900.00	-535.08
Total 50045 - Operating	5,796.48	6,406.00	-609.52	33,089.45	39,530.00	-6,440.55
51000 - Neighborhood/Promotion						
51520 - City Fest	-127.50	0.00	-127.50	92,749.17	87,000.00	5,479.17
51525 - Promotion/Marketing	24.10	1,250.00	-1,225.90	424.61	6,250.00	-5,825.39
51526 - Taste	0.00	0.00	0.00	200.00	0.00	200.00
51527 - Taste 'N Tinis	2,632.66	10,000.00	-7,367.34	2,632.66	10,000.00	-7,367.34
51528 - Amazing High Heel Race	0.00			5,000.00		
51530 - Banners	1,400.00	502.00	898.00	1,400.00	2,510.00	-1,110.00
51535 - Web Site	215.88	138.00	77.88	440.81	690.00	-249.19
51540 - Business Mixers	0.00	320.00	-320.00	510.13	1,600.00	-1,089.87
51545 - Newsletter	1,196.90	492.00	704.90	2,424.93	2,460.00	-35.07
51555 - Farmer's Market	3,654.99	1,233.00	2,421.99	13,976.50	7,293.00	6,683.50
51570 - Hillcrest Hoedown.	-988.67			32,948.06		
51575 - Pride Flag Project	6.00			8,558.00		
Total 51000 - Neighborhood/Promotion	8,014.36	13,935.00	-5,920.64	160,994.87	117,803.00	43,191.87
53000 - Physical Improvements						
53125 - Hillcrest Sign Utilities/Maint.	51.21	100.00	-48.79	184.19	500.00	-315.81
53130 - Security	3,256.98	3,000.00	256.98	16,021.67	15,000.00	1,021.67
53135 - Street Cleaning	3,230.00	3,909.00	-679.00	16,454.00	19,545.00	-3,091.00
53137 - Pressure Washing	0.00	0.00	0.00	8,632.67	9,925.00	-1,292.33
53150 - Dumpsters	752.87	300.00	452.87	2,448.22	1,500.00	948.22
53155 - Tree Trimming & Maintenance	22,530.00	1,946.00	20,584.00	27,490.39	9,730.00	17,760.39
53160 - Capital Projects	1,500.00	5,000.00	-3,500.00	14,018.16	20,000.00	-5,981.84
53165 - Contingency	22,175.45	4,558.00	17,617.45	40,035.45	32,437.00	7,598.45
Total 53000 - Physical Improvements	53,496.51	18,813.00	34,683.51	125,284.75	108,637.00	16,647.75
Total Expense	80,111.81	50,227.00	29,884.81	382,598.75	324,581.00	58,017.75
	<u>-38,073.63</u>	<u>-8,531.00</u>	<u>-29,542.63</u>	<u>-37,168.50</u>	<u>-13,039.00</u>	<u>-24,129.50</u>

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HBIA
Profit & Loss by Class
 July through November 2011

	110 GENERAL	210 CITY FEST	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Income						
40010 - City Fest Income						
Beer & Wine	0.00	25,154.00	0.00	0.00	0.00	25,154.00
Booth	0.00	63,293.00	0.00	0.00	0.00	63,293.00
Grants						
SBEP City Services	0.00	9,262.79	0.00	0.00	0.00	9,262.79
Total Grants	0.00	9,262.79	0.00	0.00	0.00	9,262.79
Sponsorship						
All Seasons	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Brighter Concepts	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Carmel Partners	0.00	1,750.00	0.00	0.00	0.00	1,750.00
Coamerica	0.00	2,000.00	0.00	0.00	0.00	2,000.00
Coors	0.00	10,000.00	0.00	0.00	0.00	10,000.00
DCSS	0.00	500.00	0.00	0.00	0.00	500.00
Devcon	0.00	1,500.00	0.00	0.00	0.00	1,500.00
PETCO	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Scott Becker	0.00	404.00	0.00	0.00	0.00	404.00
Three Day Blinds	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Young's Market	0.00	3,000.00	0.00	0.00	0.00	3,000.00
Total Sponsorship	0.00	25,154.00	0.00	0.00	0.00	25,154.00
Total 40010 - City Fest Income	0.00	122,863.79	0.00	0.00	0.00	122,863.79
40020 - Farmers Market	80,387.93	0.00	0.00	0.00	2,459.49	82,847.42
40030 - SBEP	0.00	0.00	0.00	0.00	5,164.72	5,164.72
40040 - MAD	0.00	0.00	0.00	49,828.43	0.00	49,828.43
40050 - BID	0.00	0.00	39,577.63	0.00	0.00	39,577.63
40060 - PROW	261.00	0.00	0.00	0.00	0.00	261.00
40120 - Interest	131.86	0.00	0.00	0.00	0.00	131.86
40135 - Hillcrest Hoedown	35,697.40	0.00	0.00	0.00	0.00	35,697.40
40145 - Pride Flag	8,558.00	0.00	0.00	0.00	0.00	8,558.00
40180 - Other Income	500.00	0.00	0.00	0.00	0.00	500.00
Total Income	125,536.19	122,863.79	39,577.63	49,828.43	7,624.21	345,430.25

Expense

HBIA
Profit & Loss by Class
 July through November 2011

	110 GENERAL	210 CITY FEST	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50000 - Personnel						
50005 - Salaries	33,027.26	0.00	14,900.33	0.00	7,082.42	55,010.01
50025 - Employer Taxes - Federal	2,559.35	0.00	1,139.87	0.00	541.79	4,241.01
50030 - Employer Taxes - State	338.52	0.00	0.00	0.00	0.00	338.52
50035 - Health Insurance	2,900.00	0.00	0.00	0.00	0.00	2,900.00
50040 - Workers Comp Insurance	444.08	0.00	296.06	0.00	0.00	740.14
Total 50000 - Personnel	39,269.21	0.00	16,336.26	0.00	7,624.21	63,229.68
50045 - Operating						
50050 - Rent Office Space	1,946.00	0.00	1,669.00	0.00	0.00	3,615.00
50055 - Storage	725.00	0.00	0.00	0.00	0.00	725.00
50060 - Accounting	7,531.25	0.00	0.00	0.00	0.00	7,531.25
50065 - Audit	0.00	0.00	625.00	3,375.00	0.00	4,000.00
50070 - Equipment Purchase	1,155.50	0.00	0.00	0.00	0.00	1,155.50
50075 - Intern/Consultant	3,586.00	0.00	0.00	0.00	0.00	3,586.00
50080 - Bank & Credit Card Charges	95.38	0.00	0.00	0.00	0.00	95.38
50085 - Repair and Maintenance	903.32	0.00	0.00	0.00	0.00	903.32
50090 - Office Supplies	763.45	0.00	387.05	0.00	0.00	1,150.50
50095 - Postage and Delivery	88.00	0.00	0.00	0.00	0.00	88.00
50100 - Printing/Photocopy	1,062.06	0.00	205.80	0.00	0.00	1,267.86
50120 - Meetings	647.20	0.00	0.00	0.00	0.00	647.20
50125 - Legal	118.50	0.00	0.00	0.00	0.00	118.50
50130 - Telephone & Internet	1,524.78	0.00	830.00	0.00	0.00	2,354.78
50135 - Parking/Mileage	1,052.99	0.00	0.00	0.00	0.00	1,052.99
50140 - Depreciation	433.25	0.00	0.00	0.00	0.00	433.25
50330 - D & O / Liability Insurance	4,039.92	0.00	325.00	0.00	0.00	4,364.92
Total 50045 - Operating	25,672.60	0.00	4,041.85	3,375.00	0.00	33,089.45
51000 - Neighborhood/Promotion						
51525 - Promotion/Marketing	424.61	0.00	0.00	0.00	0.00	424.61
51526 - Taste	200.00	0.00	0.00	0.00	0.00	200.00
51527 - Taste 'N Tinis	2,632.66	0.00	0.00	0.00	0.00	2,632.66
51528 - Amazing High Heel Race	5,000.00	0.00	0.00	0.00	0.00	5,000.00
51530 - Banners	462.00	0.00	938.00	0.00	0.00	1,400.00
51535 - Web Site	440.81	0.00	0.00	0.00	0.00	440.81
51540 - Business Mixers	510.13	0.00	0.00	0.00	0.00	510.13

HBIA
Profit & Loss by Class
 July through November 2011

	110 GENERAL	210 CITY FEST	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
51545 - Newsletter	1,850.98	0.00	573.95	0.00	0.00	2,424.93
51555 - Farmer's Market	13,976.50	0.00	0.00	0.00	0.00	13,976.50
51570 - Hillcrest Hoedown.	32,948.06	0.00	0.00	0.00	0.00	32,948.06
51575 - Pride Flag Project	8,558.00	0.00	0.00	0.00	0.00	8,558.00
Total 51000 - Neighborhood/Promotion	67,003.75	0.00	1,511.95	0.00	0.00	68,515.70
51520 - City Fest						
Advertising	150.00	5,443.34	0.00	0.00	0.00	5,593.34
Ambulance	0.00	1,440.00	0.00	0.00	0.00	1,440.00
BID Crew & Equipment	0.00	2,381.33	0.00	0.00	0.00	2,381.33
City Fees (SDPD/Fire)	0.00	13,611.40	0.00	0.00	0.00	13,611.40
Cleaning Fees	0.00	699.50	0.00	0.00	0.00	699.50
Concessions	0.00	6,248.36	0.00	0.00	0.00	6,248.36
Entertainment	0.00	8,072.50	0.00	0.00	0.00	8,072.50
Equipment Rental	0.00	1,907.48	0.00	0.00	0.00	1,907.48
Event Management	0.00	9,990.03	0.00	0.00	0.00	9,990.03
Ice Trailer	0.00	660.66	0.00	0.00	0.00	660.66
Permits	0.00	464.00	0.00	0.00	0.00	464.00
Power	0.00	5,408.86	0.00	0.00	0.00	5,408.86
Promotions	0.00	1,274.31	0.00	0.00	0.00	1,274.31
Radios	0.00	285.00	0.00	0.00	0.00	285.00
Rentals	0.00	5,906.78	0.00	0.00	0.00	5,906.78
Safety Equipment	0.00	3,476.77	0.00	0.00	0.00	3,476.77
Security	0.00	6,176.54	0.00	0.00	0.00	6,176.54
Shuttle Services	0.00	1,195.73	0.00	0.00	0.00	1,195.73
Sound & Lights	0.00	6,140.00	0.00	0.00	0.00	6,140.00
Staging	0.00	4,920.00	0.00	0.00	0.00	4,920.00
Supplies/Printing	0.00	2,289.24	0.00	0.00	0.00	2,289.24
Toilets/Sinks	0.00	4,337.34	0.00	0.00	0.00	4,337.34
Total 51520 - City Fest	150.00	92,329.17	0.00	0.00	0.00	92,479.17
53000 - Physical Improvements						
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	184.19	0.00	184.19
53130 - Security	0.00	0.00	0.00	16,021.67	0.00	16,021.67
53135 - Street Cleaning	3,661.30	0.00	6,913.72	5,878.98	0.00	16,454.00
53137 - Pressure Washing	0.00	0.00	3,401.67	5,231.00	0.00	8,632.67

HBIA
Profit & Loss by Class
 July through November 2011

	110 GENERAL	210 CITY FEST	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
53150 - Dumpsters	1,998.22	0.00	0.00	450.00	0.00	2,448.22
53155 - Tree Trimming & Maintenance	5,190.62	0.00	7,372.18	14,927.59	0.00	27,490.39
53160 - Capital Projects	10,258.16	0.00	0.00	3,760.00	0.00	14,018.16
53165 - Contingency	40,035.45	0.00	0.00	0.00	0.00	40,035.45
Total 53000 - Physical Improvements	61,143.75	0.00	17,687.57	46,453.43	0.00	125,284.75
Total Expense	193,239.31	92,329.17	39,577.63	49,828.43	7,624.21	382,598.75
	-67,703.12	30,534.62	0.00	0.00	0.00	-37,168.50

Statement of Operating Procedures:

11. Intellectual Property

The Hillcrest Business Association has created many ideas, events, images and logos that have value to the organization and the community. These idea, events, images, and logos include: The Hillcrest Sign logo and its likeness, the Hillcrest Farmers Market, Hillcrest CityFest, Hillcrest Mardi Gras, Hillcrest Hoedown, Taste of Hillcrest, Fabulous Hillcrest, Hillcrest Taste 'n Tinis, Shop Hillcrest for the Holidays, and any logos related to the aforementioned activities.

In order to maintain the value of the HBA's work product, protect the integrity of the ideas of the association and to recognize the creative property, the board of directors of the HBA sets forth the following use policy for its intellectual property (IP):

- Community groups and non-profit organizations whose mission is to specifically support the Hillcrest community, as defined by the HBA, shall be given license to use the Hillcrest logo for non-commercial purposes. Currently these groups include: Hillcrest Town Council, Hillcrest History Guild, GSDBA Foundation, the Uptown Community Parking District and the Uptown Planners.
- Members of the HBA may be licensed in writing to use the Hillcrest logo at their discretion provided that they recognize the HBA in some publicly communicated way.
- Members of the Hillcrest Business Association who are selling images using HBA IP may be licensed in writing to use the Hillcrest logo at the HBA's discretion provided that they recognize the HBA in some publicly communicated way and provide an annual negotiated licensing fee.
- Non-members of the HBA must petition the HBA on a case by case basis for IP use. The HBA may sanction use of the IP in cases where there is a general benefit to the community and neighborhood and where the HBA receives some remuneration for the use of the IP.

Draft. Presented at Executive Committee: 1/3/12

	sub budget	Total budgeted FY 12	110 GENERAL	510 MAD	BID Detail	% of total
Income						
40010 · City Fest		\$ 130,000.00				
Sponsors	\$ 12,000.00					
Grants	\$ 20,000.00					
Spirits	\$ 22,000.00					
Vendors	\$ 51,500.00					
40020 · Farmers Market		\$ 151,000.00	\$ 151,000.00			
40030 · SBEP		\$ 21,400.00				
40040 · MAD		\$ 90,183.00		\$ 90,183.00		
MAD Reserve		\$ 25,000.00		\$ 25,000.00		
40050 · BID		\$ 102,000.00			\$ 102,000.00	
40080 · Newsletter/Advertising		\$ 1,000.00	\$ 1,000.00			
40090 · Mardi Gras		\$ 17,000.00	\$ 17,000.00			
40110 · Taste		\$ 34,500.00	\$ 34,500.00			
Taste 'n Tinis		\$ 17,000.00	\$ 17,000.00			
40120 · Interest		\$ 1,200.00	\$ 1,200.00			
40140 · Banner Space Rental		\$ 4,000.00	\$ 4,000.00			
40180 · Other Income		\$ 2,000.00	\$ 2,000.00			
Total Income		\$ 596,283.00	\$ 227,700.00	\$ 115,183.00	\$ 102,000.00	
Expense						
50000 · Personnel					\$ 38,976.00	38%
50005 · Salaries		\$ 117,000.00	\$ 60,100.00		\$ 35,500.00	35%
50025 · Employer Taxes - Federal		\$ 11,349.00	\$ 8,633.00		\$ 2,716.00	3%
50030 · Employer Taxes - State		\$ 1,521.00	\$ 1,141.00		\$ 380.00	0%
50035 · Health Insurance		\$ 6,300.00	\$ 6,300.00			
50040 · Workers Comp Insurance		\$ 1,540.00	\$ 1,160.00		\$ 380.00	0%
50045 · Operating					\$ 12,200.00	12%
50050 · Rent Office Space		\$ 8,700.00	\$ 4,700.00		\$ 4,000.00	4%
50055 · Storage		\$ 1,800.00	\$ 1,800.00			
50060 · Accounting		\$ 18,000.00	\$ 18,000.00			
50065 · Audit		\$ 7,500.00	\$ 1,125.00	\$ 3,375.00	\$ 3,000.00	3%
50070 · Equipment Purchase		\$ 2,700.00	\$ 2,700.00			
FMK equipment	\$ 2,500.00	\$ -				
other office	\$ 500.00	\$ -				
Farmers Market		\$ -				
50075 · Consultants/Interns		\$ 8,400.00	\$ 8,400.00			
50080 · Bank & Credit Card Charges		\$ 600.00	\$ 600.00			
50085 · Repair / Maintenance / Cleaning		\$ 1,200.00	\$ 1,200.00			
50090 · Office Supplies		\$ 3,200.00	\$ 1,800.00		\$ 1,400.00	1%
50095 · Postage and Delivery		\$ 500.00	\$ 500.00			
50100 · Printing/Photocopy		\$ 4,080.00	\$ 2,280.00		\$ 1,800.00	2%
50105 · Permits						
50110 · Dues/Subscriptions						
50115 · Staff Development			\$ -			
50120 · Meetings		\$ 3,000.00	\$ 3,000.00			
50125 · Legal		\$ 4,000.00	\$ 4,000.00			
50130 · Telephone & Internet		\$ 5,350.00	\$ 3,350.00		\$ 2,000.00	2%
50135 · Parking/Mileage		\$ 2,400.00	\$ 2,400.00			
50140 · Depreciation		\$ 1,200.00	\$ 1,200.00			
50220 · Insurance		\$ 7,062.00	\$ 7,062.00			
Farmers Market	\$ 1,124.00					
Director's & Officer's	\$ 1,638.00				\$ 1,604.00	2%

Total Expense

Net Income

Budget Notes:

\$ 596,283.00	\$ 270,700.00	\$ 115,183.00	\$ 102,000.00
\$ -	\$ (43,000.00)	\$ -	\$ -

100%

3.6 Paid Time Off

Status

A. General Policy

Unapproved

The supervisory employees at Hillcrest Business Association will make every effort to grant paid time-off to employees based on their requests. However, adequate staffing levels must be maintained and employees need to cooperate in scheduling vacations. Seniority will prevail if conflicts arise on dates chosen, provided proper notice of the requested leave has been given.

Paid Time-Off (“PTO”) recognizes the changes in work, family and social forces that are a part of the everyday life of today’s workforce. PTO is a means of recognition and reward for the hard work our employees contribute to the organization. It is intended to give employees the opportunity to get away from the problems and pressures of the workplace, so they can return to the job refreshed and ready to meet new challenges. PTO benefits employees by giving them greater flexibility for taking time off, given the diverse needs of all employees.

B. Eligibility

Unapproved

To qualify for PTO, an individual must be a regular full-time employee. PTO will continue be available as long as the employee remains on a company paid status throughout any given month of employment. Company-paid status means the employee is receiving compensation from the Company as regular pay for hours worked, PTO pay, holiday pay, jury duty pay (for civil leave) or bereavement pay (for funeral leave). However, employees using PTO to supplement other income, such as workers compensation, disability, or other compensation for the purpose of maintaining full pay, will accrue PTO on a pro-rated basis.

C. Provisions

Eligible full-time employees will accrue PTO from date of hire as follows:

Implemented
by Board on
12/10/2008

1. First (1) day of employment to third (3) anniversary – 4.67 hours per pay period {equivalent of one hundred and twelve (112) hours per year}.
2. Third (3) anniversary to seventh (7) anniversary – 6.67 hours per pay period {equivalent of approximately one hundred and sixty (160) hours per year.}.
3. Seventh (7) anniversary to fifteenth (15) anniversary – 7.67 hours per pay period {equivalent of approximately one hundred and eighty-four (184) hours per year}.
4. Thereafter until retirement – 8.33 hours per pay period {equivalent of approximately two hundred (200) hours per year}.

Unapproved

Since PTO can be used for almost any reason, employees have greater flexibility and control in using and managing their time off. PTO shall be approved at the sole discretion of the Company. Operational requirements, as determined by the

Unapproved

supervisor, will govern the scheduling of PTO. In the event that there is a conflict between employees for PTO, such that all employees' PTO requests cannot be approved, the Executive Director will decide. Thereafter, employees will choose PTO based on length of service with the Company.

The company reserves the right to decide PTO schedules, to rearrange PTO schedules at any time, to block out any period within the year, and to shut down completely all or part of the Company and require the use of PTO, as circumstances may prescribe. Earned PTO may be used to cover work an employee misses because of illness or injury for which the employee is not entitled to some kind of "time loss" benefits paid by the Company. Earned PTO may also be used while an employee is on what would otherwise be an unpaid leave, such as family/medical leave or parental leave in excess of any paid family/parental leave mandated by the State of California or The Federal Government. PTO hours are accrued from anniversary date to anniversary date. Employees may accrue up to two hundred (200) hours of PTO, and no further PTO will accrue until the employee takes sufficient PTO for the PTO balance to fall below the 200 hours allowed maximum.

Unapproved

Employees are required to take their PTO hours away from work. There will be no pay in lieu of PTO not taken. PTO will be paid at the employee's straight-time pay rate or regular salary for exempt employees and will be paid on the next regular pay date unless requested from the Payroll Department at least two (2) weeks in advance. When a paid holiday falls within an employee's scheduled PTO, the holiday will not be deducted from the PTO balance. Employees who terminate for reasons other than temporary layoff will receive cash payment for accrued PTO as ordinary income, subject to normal deductions, computed through each full pay period of employment. PTO will not be considered to extend the employees' termination date beyond the last day actually worked and employees will not receive pay for any holiday occurring thereafter. In the event of an employee's death, the employee's estate will be paid for PTO accrued to date. Each employee must monitor the accrued PTO balance that appears on their paycheck stub and report any discrepancies to the Executive Director within two (2) weeks of the check date.

Unapproved

Paid time-off requests must be made in writing as far in advance of the expected leave date as possible and with at least one (1) month's advance notice if the request is for five (5) or more days.

Unapproved

All paid leave days must be used before unpaid days will be granted.

Unapproved