



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ January 13, 2015, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Board members in attendance: Ryan Bedrosian, Michael Brennan, Tami Daiber, Johnathan Hale,

Charles Kauffman, Sam Korish, Cecilia Moreno, Eddie Reynoso, Maggie Roland, Brett Serwalt
HBA Staff in attendance: Ben Nicholls, Marisa Romero

Public in attendance: Julio De Guzman, Tony Duran, Anne Garwood, David Lundin, Adriana Martinez, Nancy Moors, Patrick Pierce, Lauren Prescott, Elka Westin, Matt Wahlstrom, Mike Wright.

Public comment (2 minutes per speaker)

- N. Moore presented an award to the Hillcrest Business Association to allow to conduct survey at Cityfest and Hillcrest Business Association. Many other Hillcrest Businesses support.
- N. Moore thanked everyone for contributing donations and participating in community.
- D. Lundin requested that all HBA contracts be put out to public bid.
- M. Wahlstrom reported that a link is outdated on Hillcrest Business Association website and that HBA is being wreckless with funds.
- A. Martinez presented extensive newsletter of 2014 annual report and plans for 2015.
- T. Duran passed out January newsletter and presented new legislation.

President's report

- J. Hale announced board retreat will be on 2/13 and will be off site. Will be planning HBA Board agenda for the next 18 months or so. It will be an all day activity.
- J. Hale requested a save the date for our quarterly HBA member open house. HBA will be meeting on the 29th at Buffilo public house on University at Fourth. The topic will be an update on the Pipeline project that is working its way through the neighborhood.
- J. Hale acknowledged Ron Baranov, who has stepped back from the board after nineteen years with the organization, one of the longest serving board members we've ever had. Asks membership to join HBA at the open house and present some special recognition for Ron.
- J. Hale announces Glenn Younger has elected to stay on as Vice President.

Executive Director's report

- B. Nicholls reported HBA staff are working hard on preparations for Hillcrest Mardi Gras on 2/17, going to be back at the old location at 4th and University. Staff working on logistics, promotions, sponsorship and entertainment.



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- B. Nicholls reported staff is currently working to implement proposed changes at Normal Street and will be making presentations at HTC, Uptown Planners and to City staff. Slowly approaching the Uptown Community Parking district for initial funding.
 - B. Nicholls reported the preliminary results from Shop Hillcrest for the Holidays and Hillcrest Taste 'n Tinis. Taste 'n Tinis generated about \$6,500 in revenue from the event with 30 businesses participating and 1,200 visiting participants. For Shop Hillcrest event an estimated 7,000 participants, granting over \$2300 shopping spree to the winners.
 - B. Nicholls presented a plan to put together a community clean up day with HTC.

Consent agenda

E. Reynoso presented the Consent agenda (action)

- Approval of minutes (December 2014)

Motion to approve December minutes R. Bedrosian/Tami Daiber 8/0/1

- Approval of financials (November 2014)

Motion to approve November financials Korish/Younger 8/0/1

- Approval of letter of support for Heat Bar and Kitchen license expansion

Motion to approve letter of support Reynoso/Brennan 9/0/0

- Approval of letter of support for San Diego Half Marathon ³

C. Moreno requested sponsor contacts, sponsor that was anti-LGBT "Rock Church". Past ED wanted to work with promotions for business community. This item will be presented at next Board Meeting.

Appointment of new Vice President (action)

- J. Hale requested the item be tabled.

Approval of agreement for bookkeeping services (action)

- B. Nicholls reported the HBA currently doesn't have an agreement with book keeper. Presents the agreement and states the creation of agreements, responsibilities and rates have stayed same.
- T. Deiber questioned about finances.
- D. Lundin asked bids for new contracts. There was some discussion concerning his right to make further public comment. He was granted that concession.
- B. Nicholls stated HBA has put out to bid in past.
- N. Moore reported it has been 5 years since the last bidding out of contract.
- Motion to approve agreement for bookkeeping services E. Reynoso/Maggie 9/0/0 with contention that new contract be made with edits.

Update of SOP#1 Board Committees (action)

- C. Moreno proposed changes to the way the HBA committees operate. Under the current rules, public in attendance can vote at HBA committee meetings. Under the changes shown in the membership packet, only HBA members can vote. Proposes a refocus of energies on constituency we serve and the membership. Anyone who show up to committee meetings have right to vote. Members must be in good standing to vote.
- Motion to approve update of SOP #1 Board of Committees T. Deiber / S. Korish 9/0/0



Discussion and action concerning support for advertising agreement with Hale Media for Hillcrest Mardi Gras (action)

- B. Nicholls stated that the HBA spends a lot of money promoting special events and activities. Last year the HBA contracted with Hale media to provide LGBT specific engagement teams to promote events in clubs. Before 2014 we had used interns for this purpose.
- B. Nicholls stated that HBA wanted continue using Hale media to provide the promotional service. Reported the street teams for Mardi Gras were about \$1,200 for 8 events, hard costs to pay labor and \$500 for an advertising campaign, social media posts, mobile messages, e-newsletter blasts. All are hard costs. The value is about \$15,000.
- B. Nicholls stated that any board member that gets paid by the organization must abstain from any vote concerning these payments.
- J. Hale stated that he had donated advertising and company had to pay hard cost of staffing.
- D. Lundin stated that California law says that there is a public conflict of interest and the organization needs to put it out for contracted bids.
- Motion to support advertising agreement with Hale Media for Hillcrest Mardi Gras Korish/Serwalt-9/0/0

Discussion and action concerning hiring advocacy organization to assist with negotiations with SANDAG (action)

- B. Nicholls reported that over the last several months a number of business people have approached him to express their concerns about changes proposed by SanDag's bicycle plans. The group of business and property owners were concerned that the proposed closure of the ramp that connects University Ave. to Washington would stifle business.
- B. Nicholls requested to hire a consulting firm to assist making sure that the ramp remain open to auto traffic and that if University Ave. made one way to auto traffic, that it be made east bound so as to support through traffic past their businesses (items with the most consensus). Proposing a 4 month contract with a consulting firm California Strategies. SanDag would raise half of the \$20,000 to hire the firm and HBA would match their contribution.
- B. Nicholls reported the lawsuit is not related to SanDag and that there were two separate projects going on, but set a precedence.
- California Strategies representative discussed the scope of services and identifying the best options for the project implementation.
- Hale questioned the success rate and stated that the company had a good reputation with the City of San Diego.
- M. Roland requested a strategy with alternative offers and caseload bandwidth. M. Roland advised they work with SanDag Board to implement plans.
- Brennan proposed a plan with solution based options for the bike community.
- C. Moreno requested a cap on fundraising numbers, if business properties surpass that cap, that they could return with action for the board to vote again.
- Motion to move forward with contract if community matches funds. E. Reynoso/ T. Deiber 8/1/0



- Hale ended meeting with closing statement to invite those not happy with organization to attend mixers, not at legislative meetings. Proposed a more constructive way to communicate and volunteer in our projects.
- Meeting adjourned.