



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ July 12, 2016, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Agenda

- | | | |
|---|-------------|------------|
| 1. Call to order and introductions | T. Daiber | 2 minutes |
| 2. Public comment (2 minutes per speaker) (information) | | 8 minutes |
| a. University Avenue Pipeline replacement | | |
| b. Georgia Street Bridge update | | |
| 3. Adjourn to Closed Session for conference with legal counsel:
Significant exposure to litigation pursuant to paragraph (2) or (3)
of subdivision (d) of Section 54956.9: Number of claims: one.
(action) | T. Daiber | 5 minutes |
| 4. Adjourn to Open Session and report on closed session
(information) | T. Daiber | 2 minutes |
| 5. President’s report (information) | T. Daiber | 5 minutes |
| 6. Executive Director’s report (information) | B. Nicholls | 5. minutes |
| 7. Consent agenda (action) | M. Brennan | 5. minutes |
| a. Approval of minutes (June 2016) ¹ | | |
| b. Approval of financials (May 2016) ² | | |
| 8. Approval of new agreement with Hillcrest Lions concerning flag
program ³ | B. Nicholls | 5 minutes |

Attachments:

- | | |
|--|---|
| 1. Board minutes June, 2016 | 4. Letter to City of San Diego in support of Uptown
Community Plan |
| 2. Board financial documents May, 2016 | 5. HBA election process memo |
| 3. Contract with Hillcrest Lions Club | |

Notices to the public:

Parking and access: Parking for the meeting may be found at the HUB parking lot. Disabled persons of any kind are invited to contact the HBA for assistance with accessing and participating in the meeting. Translation services are available upon request. Any special requests must be made via email to benjamin@hillcrestbia.org three business days ahead of the meeting.

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.

Public Comment:

The public is welcome 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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- | | | |
|--|-------------|-----------|
| 9. Discussion concerning Hillcrest Fat Tuesday on 2/28 (action) | J. Baro | 5 minutes |
| 10. Approval of letter to City of San Diego concerning Community Plan update (action) ⁴ | B. Nicholls | 5 minutes |
| 11. Approval of HBA election process (action) ⁵ | M. Brennan | 5 minutes |

Adjourn

Ad hoc committees:

- ~~Map ad hoc committee (B. Casey)~~
- ~~Video ad hoc committee (B. Casey)~~
- Bicycle ad-hoc committee (C. Kauffman)
- ~~Homeless outreach ad hoc committee~~
- EMAD ad-hoc committee (M. Roland)
- ~~Taste of Hillcrest (J. Baro)~~
- ~~Hillcrest Craft Beer Crawl (J. Baro)~~
- Normal Street Greenway (M. Brennan)
- Security (P. Katz)
- Pride Block Party (R. Bedrosian)
- Mardi Gras (J. Baro)

Attachments:

- | | |
|--|--|
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Hillcrest Business Association
3737 Fifth Ave. #202, San Diego, CA 92103
p:(619) 299-3330 f: (619) 299-4230



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ June 14, 2016, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Minutes

Board in attendance:

Ryan Bedrosian, Michael Brennan, Tami Daiber, Bryan Lovering, Larry Malone, Cecelia Moreno, Maggie Roland, Paul Smith, Alphonso Tsang, Glenn Younger, and Dalour Younnan.

Staff in attendance:

Marisa Romero, Mary Joseph and Benjamin Nicholls.

Public in attendance

Matt Wahlstrom, Robert Schraeder, Elizabeth Robinson, Thomas Henderson, Jose Guadramna, Robert Betting, Antoine

- T. Daiber called the meeting to order.
- M. Whalstrom stated that there was an inaccuracy in the report presented by the Executive Director concerning the SDOG Lawsuit.
- R. Schraeder spoke about his concerns regarding homelessness.
- The board adjourned to Closed Session to consider the evaluation of employee performance, pursuant to section 54957 (b) of the Ralph M. Brown Act (action)
- The board adjourned to Open Session and T. Daiber reported that the board had discussed the performance of Executive Director B. Nicholls.
- The group discussed executive compensation
- "Motion for Ben Nicholls to receive a bonus of \$4,000, and starting in FY17, a \$4,000 and 3% raise based on presenting a metrics based performance plan." Motion by G. Younger, second by: P. Katz 11/0/0
- T. Daiber gave a presidents report stating that Since the last board meeting, stating that HBA has been dismissed from the SDOG v. City of San Diego. However, SDOG has been given the opportunity to refile. There is a follow up conference on July 1st.
- B. Nicholls reported that staff successfully completed the Re-imagine Normal Street event last month. It was a success with several thousand people attending and participating. Since that meeting HBA staff and volunteers have been pitching the event



to funders including SANDAG and the Uptown Parking District. The event included a speaker event, movie night and concert.

- He reported that staff attended the Harvey Milk Diversity Breakfast last month, representing the HBA.
- “Motion to approve consent agenda.” Motion by T. Daiber, second by D. Younan. 10/0/1. J. Baro abstains.
- B. Nicholls reported that the security adhoc committee had selected a security firm. The Security Committee met on 5/20 and 6/8 to discuss bidding out and expanding security services. They selected City Wide Security to take over services. He introduced representatives from Citywide.
- “Motion to hire City Wide as presented.” Motion by B. Lovering, second by m. Roland. 11/0/0.
- The group has a discussion concerning modifying HBA organizational budget to accommodate the new security arrangement. B. Nicholls described the changes.
- “Motion to approve budget as presented.” Motion by G. Younger, second by P. Katz. 11/0/0
- B. Nicholls and M. Brennan made a presentation concerning an update on the Normal Street Greenway.
- “Motion to endorse the Normal Street Greenway project”. Motion by T. Daiber, second by P. Katz 10/0/1. M. Brennan abstains.
- The meeting adjourned.

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of May 31, 2016

May 31, 16

ASSETS

Current Assets

Checking/Savings

10035 · Comerica - Checking 117,261.29

10045 · PayPal 656.20

Total Checking/Savings 117,917.49

Accounts Receivable

12000 · Accounts Receivable 20,301.01

Total Accounts Receivable 20,301.01

Other Current Assets

10110 · Block Party Prepaid Expense 330.00

10125 · MAD Receivable 11,298.33

10135 · City Fest Receivable 435.00

10145 · Farmers Market Receivable 28,802.32

10155 · Prepaid Expense 8,033.61

10160 · Prepaid CityFest 150.00

10175 · Commission for Arts Grant Rcvbl 22,000.00

10190 · Tech. Assistance/Acctg. Rcvbl. 600.00

Total Other Current Assets 71,649.26

Total Current Assets 209,867.76

Fixed Assets

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -16,258.40

Total Fixed Assets 5,106.41

TOTAL ASSETS 214,974.17

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

20230 · Sales Tax Payable 69.00

20235 · City Fest Deferred Revenue 4,675.00

20255 · Pride Block Party Deferred 5,000.00

21000 · Payroll Liabilities

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of May 31, 2016

	<u>May 31, 16</u>
Vacation Payable	3,797.79
Total 21000 - Payroll Liabilities	<u>3,797.79</u>
Total Other Current Liabilities	<u>13,541.79</u>
Total Current Liabilities	<u>13,541.79</u>
Total Liabilities	13,541.79
Equity	
31100 - Unrestricted Net Assets	261,757.65
Net Income	<u>-60,325.27</u>
Total Equity	<u>201,432.38</u>
TOTAL LIABILITIES & EQUITY	<u><u>214,974.17</u></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2015 through May 2016

	TOTAL					
	May 16	Budget	Variance	Jul '15 - May 16	Budget	Variance
Income						
40015 · CityFest	0.00	0.00	0.00	124,265.90	163,919.00	-39,653.10
40020 · Farmers Market	25,704.20	18,334.00	7,370.20	210,853.83	201,674.00	9,179.83
40030 · SBEP	2,849.70	2,768.00	81.70	22,492.00	24,912.00	-2,420.00
40040 · MAD	5,605.19	7,516.00	-1,910.81	86,972.09	82,667.00	4,305.09
40045 · MAD Reserve	0.00	1,798.00	-1,798.00	0.00	23,202.00	-23,202.00
40050 · BID	8,419.00	8,794.00	-375.00	94,587.79	105,214.00	-10,626.21
40070 · Hillcrest Map	0.00			7,511.25	3,000.00	4,511.25
40080 · Newsletter/Advertising	0.00	84.00	-84.00	0.00	924.00	-924.00
40085 · Technical Assistance/Acctg.	0.00			5,000.00		
40100 · Nightmare on Normal Street	0.00			66,282.05		
40110 · Taste	484.00	0.00	484.00	40,041.07	44,665.00	-4,623.93
40115 · Taste 'N Tinis	0.00	0.00	0.00	17,949.85	19,847.00	-1,897.15
40130 · Bike Advocacy	0.00			5,100.00		
40140 · Banner Space	0.00	417.00	-417.00	1,500.00	4,587.00	-3,087.00
40145 · Pride Flag	0.00			4,702.96		
40155 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	93,946.56	129,971.00	-36,024.44
40175 · Homeless Outreach	0.00			12,000.00		
40180 · Other Income	0.00	130.00	-130.00	18,882.31	1,430.00	17,452.31
40185 · Re-Imagine Normal Street	650.00			2,650.00		
Total Income	43,778.82	39,841.00	3,937.82	814,737.66	806,012.00	8,725.66
Expense						
50000 · Personnel						
50005 · Salaries	15,194.17	15,376.00	-181.83	173,218.73	164,136.00	9,082.73
50025 · Employer Taxes - Federal	1,162.36	1,138.00	24.36	13,723.17	12,135.00	1,588.17
50030 · Employer Taxes - State	0.00	0.00	0.00	1,302.00	2,985.00	-1,683.00
50035 · Health Insurance	311.34	747.00	-435.66	13,043.12	8,217.00	4,826.12
50040 · Workers Comp Insurance	208.20	257.00	-48.80	2,000.55	2,827.00	-826.45
Total 50000 · Personnel	16,876.07	17,518.00	-641.93	203,287.57	190,300.00	12,987.57
50045 · Operating						
50050 · Rent Office Space	922.40	804.00	118.40	11,259.87	8,844.00	2,415.87
50055 · Storage	0.00	300.00	-300.00	4,613.91	3,300.00	1,313.91

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2015 through May 2016

	TOTAL					
	May 16	Budget	Variance	Jul '15 - May 16	Budget	Variance
50060 · Accounting	1,843.50	1,844.00	-0.50	20,276.70	20,264.00	12.70
50065 · Audit	0.00	0.00	0.00	6,500.00	7,375.00	-875.00
50070 · Equipment Purchase	0.00	225.00	-225.00	4,519.76	2,475.00	2,044.76
50075 · Intern/Consultant	789.00	417.00	372.00	8,887.50	4,587.00	4,300.50
50080 · Bank & Credit Card Charges	16.70	50.00	-33.30	375.81	550.00	-174.19
50085 · Repair/Maintenance/Cleaning	1,037.50	175.00	862.50	4,606.83	1,925.00	2,681.83
50090 · Office Supplies	202.48	267.00	-64.52	1,933.32	2,937.00	-1,003.68
50095 · Postage and Delivery	47.00	42.00	5.00	194.00	462.00	-268.00
50100 · Printing/Photocopy	494.17	167.00	327.17	3,227.00	1,837.00	1,390.00
50110 · Dues/Subscriptions	0.00	167.00	-167.00	39.00	1,837.00	-1,798.00
50115 · Staff Development	0.00	209.00	-209.00	1,363.60	2,299.00	-935.40
50120 · Meetings	51.37	334.00	-282.63	3,271.02	3,674.00	-402.98
50125 · Legal	742.50	0.00	742.50	19,699.19	8,500.00	11,199.19
50130 · Telephone & Internet	804.69	737.00	67.69	8,000.20	8,107.00	-106.80
50135 · Parking/Mileage	259.75	200.00	59.75	2,651.01	2,200.00	451.01
50330 · D & O / Liability Insurance	0.00	500.00	-500.00	7,356.75	7,500.00	-143.25
Total 50045 · Operating	7,211.06	6,438.00	773.06	108,775.47	88,673.00	20,102.47
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	51.95	0.00	51.95	99,870.86	119,753.00	-19,882.14
51525 · Promotion/Marketing/Campaigns	1,514.11	2,500.00	-985.89	15,765.46	27,500.00	-11,734.54
51526 · Taste	1,442.47	0.00	1,442.47	6,125.40	13,701.00	-7,575.60
51527 · Taste 'N Tinis	0.00	0.00	0.00	13,072.11	14,351.00	-1,278.89
51529 · Promotion/Parking Campaign	0.00	833.00	-833.00	0.00	9,163.00	-9,163.00
51530 · Banners	660.00	300.00	360.00	3,080.00	3,300.00	-220.00
51535 · Web Site Communications	346.87	100.00	246.87	1,923.43	1,100.00	823.43
51540 · Business Mixers/Open House	79.30	0.00	79.30	1,877.19	1,400.00	477.19
51545 · Newsletter	0.00	0.00	0.00	2,308.45	4,400.00	-2,091.55
51555 · Farmer's Market	1,405.00	2,500.00	-1,095.00	13,726.64	27,500.00	-13,773.36
51556 · Farmer's Market Trolley	4,282.50			18,977.50		
51565 · Hillcrest Map	1,000.00	0.00	1,000.00	8,000.00	5,000.00	3,000.00
51575 · Pride Flag Project	0.00			2,498.13		
51800 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	86,444.42	90,000.00	-3,555.58

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2015 through May 2016

	TOTAL					
	May 16	Budget	Variance	Jul '15 - May 16	Budget	Variance
51810 · Movie Night	587.50			1,596.71		
51815 · Re-Imagine Normal Street	7,329.51			7,329.51		
51880 · Nightmare on Normal	120.00			53,510.57		
51885 · Bike Advocacy	5,000.00			25,200.00		
51890 · Contingency	0.00			991.32		
Total 51000 · Neighborhood/Outreach Promotion	23,819.21	6,233.00	17,586.21	362,349.65	317,168.00	45,181.65
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	46.31	65.00	-18.69	3,062.12	735.00	2,327.12
53130 · Security	3,165.13	3,165.00	0.13	34,956.43	34,835.00	121.43
53135 · Street Cleaning	3,908.00	3,750.00	158.00	39,080.00	41,250.00	-2,170.00
53137 · Pressure Washing	2,094.50	2,002.00	92.50	20,945.00	22,002.00	-1,057.00
53150 · Dumpsters	350.74	359.00	-8.26	4,296.67	3,949.00	347.67
53155 · Tree & Flower Maintenance	4,872.00	1,834.00	3,038.00	45,289.00	20,174.00	25,115.00
53156 · Tree Trimming Large Trees	0.00	665.00	-665.00	4,420.00	7,335.00	-2,915.00
53159 · EMAD Expansion	0.00	0.00	0.00	270.89	10,000.00	-9,729.11
53161 · Special Projects	295.00	1,409.00	-1,114.00	7,912.00	15,499.00	-7,587.00
53164 · Homeless Outreach Services	0.00	1,417.00	-1,417.00	31,552.71	15,587.00	15,965.71
53165 · Contingency	0.00	2,510.00	-2,510.00	7,464.12	27,630.00	-20,165.88
53166 · Normal Street Greenway Project	850.00			1,401.30		
Total 53000 · Physical Improvements	15,581.68	17,176.00	-1,594.32	200,650.24	198,996.00	1,654.24
Total Expense	63,488.02	47,365.00	16,123.02	875,062.93	795,137.00	79,925.93
	-19,709.20	-7,524.00	-12,185.20	-60,325.27	10,875.00	-71,200.27

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2015 through May 2016

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Income						
40010 - City Fest Income						
Booth	0.00	58,116.92	0.00	0.00	0.00	58,116.92
Concessions	0.00	26,082.25	0.00	0.00	0.00	26,082.25
Grants						
Commission for Arts & Culture	0.00	22,000.00	0.00	0.00	0.00	22,000.00
County of San Diego	0.00	5,000.00	0.00	0.00	0.00	5,000.00
Total Grants	0.00	27,000.00	0.00	0.00	0.00	27,000.00
Sponsorship	0.00	13,000.00	0.00	0.00	0.00	13,000.00
40010 - City Fest Income - Other	66.73	0.00	0.00	0.00	0.00	66.73
Total 40010 - City Fest Income	66.73	124,199.17	0.00	0.00	0.00	124,265.90
40020 - Farmers Market	202,342.31	8,511.52	0.00	0.00	0.00	210,853.83
40030 - SBEP	0.00	0.00	0.00	0.00	22,492.00	22,492.00
40040 - MAD	0.00	0.00	0.00	86,972.09	0.00	86,972.09
40050 - BID	0.00	0.00	94,587.79	0.00	0.00	94,587.79
40070 - Hillcrest Map	7,511.25	0.00	0.00	0.00	0.00	7,511.25
40085 - Technical Assistance/Acctg.	0.00	0.00	0.00	0.00	5,000.00	5,000.00
40100 - Nightmare on Normal Street	0.00	66,282.05	0.00	0.00	0.00	66,282.05
40110 - Taste	0.00	40,041.07	0.00	0.00	0.00	40,041.07
40115 - Taste 'N Tinis	0.00	17,949.85	0.00	0.00	0.00	17,949.85
40130 - Bike Advocacy	5,100.00	0.00	0.00	0.00	0.00	5,100.00
40140 - Banner Space	1,500.00	0.00	0.00	0.00	0.00	1,500.00
40145 - Pride Flag	4,702.96	0.00	0.00	0.00	0.00	4,702.96
40155 - Pride of Hillcrest/Block Party	0.00	93,946.56	0.00	0.00	0.00	93,946.56
40175 - Homeless Outreach	12,000.00	0.00	0.00	0.00	0.00	12,000.00
40180 - Other Income	18,852.31	30.00	0.00	0.00	0.00	18,882.31
40185 - Re-Imagine Normal Street	0.00	2,650.00	0.00	0.00	0.00	2,650.00
Total Income	252,075.56	353,610.22	94,587.79	86,972.09	27,492.00	814,737.66
Expense						
50000 - Personnel						
50005 - Salaries	78,468.65	51,727.41	22,413.06	0.00	20,609.61	173,218.73
50025 - Employer Taxes - Federal	6,378.55	4,011.35	1,729.67	0.00	1,603.60	13,723.17
50030 - Employer Taxes - State	308.11	559.89	155.21	0.00	278.79	1,302.00
50035 - Health Insurance	11,845.88	1,197.24	0.00	0.00	0.00	13,043.12
50040 - Workers Comp Insurance	1,342.73	657.82	0.00	0.00	0.00	2,000.55
Total 50000 - Personnel	98,343.92	58,153.71	24,297.94	0.00	22,492.00	203,287.57
50045 - Operating						

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2015 through May 2016

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50050 · Rent Office Space	7,569.17	0.00	3,690.70	0.00	0.00	11,259.87
50055 · Storage	4,613.91	0.00	0.00	0.00	0.00	4,613.91
50060 · Accounting	15,776.70	500.00	0.00	1,000.00	3,000.00	20,276.70
50065 · Audit	625.00	0.00	2,500.00	3,375.00	0.00	6,500.00
50070 · Equipment Purchase	2,519.76	0.00	0.00	0.00	2,000.00	4,519.76
50075 · Intern/Consultant	8,887.50	0.00	0.00	0.00	0.00	8,887.50
50080 · Bank & Credit Card Charges	375.81	0.00	0.00	0.00	0.00	375.81
50085 · Repair/Maintenance/Cleaning	4,532.35	74.48	0.00	0.00	0.00	4,606.83
50090 · Office Supplies	1,933.32	0.00	0.00	0.00	0.00	1,933.32
50095 · Postage and Delivery	194.00	0.00	0.00	0.00	0.00	194.00
50100 · Printing/Photocopy	3,227.00	0.00	0.00	0.00	0.00	3,227.00
50110 · Dues/Subscriptions	39.00	0.00	0.00	0.00	0.00	39.00
50115 · Staff Development	1,363.60	0.00	0.00	0.00	0.00	1,363.60
50120 · Meetings	3,117.92	153.10	0.00	0.00	0.00	3,271.02
50125 · Legal	19,699.19	0.00	0.00	0.00	0.00	19,699.19
50130 · Telephone & Internet	7,014.21	210.00	775.99	0.00	0.00	8,000.20
50135 · Parking/Mileage	2,322.08	328.93	0.00	0.00	0.00	2,651.01
50330 · D & O / Liability Insurance	4,934.90	0.00	2,421.85	0.00	0.00	7,356.75
Total 50045 · Operating	88,745.42	1,266.51	9,388.54	4,375.00	5,000.00	108,775.47
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	51.95	0.00	0.00	0.00	0.00	51.95
51525 · Promotion/Marketing/Campaigns	11,987.35	594.36	3,183.75	0.00	0.00	15,765.46
51526 · Taste	253.58	5,871.82	0.00	0.00	0.00	6,125.40
51527 · Taste 'N Tinis	0.00	13,072.11	0.00	0.00	0.00	13,072.11
51530 · Banners	3,080.00	0.00	0.00	0.00	0.00	3,080.00
51535 · Web Site Communications	1,913.48	9.95	0.00	0.00	0.00	1,923.43
51540 · Business Mixers/Open House	645.04	693.56	538.59	0.00	0.00	1,877.19
51545 · Newsletter	1,506.79	0.00	801.66	0.00	0.00	2,308.45
51555 · Farmer's Market	9,511.64	4,215.00	0.00	0.00	0.00	13,726.64
51556 · Farmer's Market Trolley	18,207.50	770.00	0.00	0.00	0.00	18,977.50
51565 · Hillcrest Map	8,000.00	0.00	0.00	0.00	0.00	8,000.00
51575 · Pride Flag Project	2,498.13	0.00	0.00	0.00	0.00	2,498.13
51800 · Pride of Hillcrest/Block Party	0.00	86,444.42	0.00	0.00	0.00	86,444.42
51810 · Movie Night	262.50	1,334.21	0.00	0.00	0.00	1,596.71
51815 · Re-Imagine Normal Street	1,418.50	5,911.01	0.00	0.00	0.00	7,329.51
51880 · Nightmare on Normal	0.00	53,510.57	0.00	0.00	0.00	53,510.57
51885 · Bike Advocacy	25,200.00	0.00	0.00	0.00	0.00	25,200.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2015 through May 2016

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
51890 · Contingency	0.00	0.00	991.32	0.00	0.00	991.32
Total 51000 · Neighborhood/Outreach Promotion	84,536.46	172,427.01	5,515.32	0.00	0.00	262,478.79
51520 · City Fest						
Advertising	0.00	6,424.88	0.00	0.00	0.00	6,424.88
Ambulance	0.00	1,500.00	0.00	0.00	0.00	1,500.00
BID Crew & Equipment	0.00	5,531.38	0.00	0.00	0.00	5,531.38
City Fees (SDPD/Fire)	0.00	14,907.20	0.00	0.00	0.00	14,907.20
Entertainment	0.00	11,622.40	0.00	0.00	0.00	11,622.40
Equipment Rental	0.00	44,862.94	0.00	0.00	0.00	44,862.94
Ice Trailer	0.00	426.80	0.00	0.00	0.00	426.80
Permits	0.00	270.00	0.00	0.00	0.00	270.00
Promotions	0.00	737.82	0.00	0.00	0.00	737.82
Spirits	0.00	5,505.40	0.00	0.00	0.00	5,505.40
Supplies/Printing	0.00	2,784.94	0.00	0.00	0.00	2,784.94
Transportation	0.00	935.00	0.00	0.00	0.00	935.00
Waste Disposal/Clean-Up	0.00	4,362.10	0.00	0.00	0.00	4,362.10
Total 51520 · City Fest	0.00	99,870.86	0.00	0.00	0.00	99,870.86
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	1,737.22	0.00	0.00	1,324.90	0.00	3,062.12
53130 · Security	0.00	0.00	0.00	34,956.43	0.00	34,956.43
53135 · Street Cleaning	1,002.12	0.00	26,574.40	11,503.48	0.00	39,080.00
53137 · Pressure Washing	2,582.90	0.00	4,730.30	13,631.80	0.00	20,945.00
53150 · Dumpsters	1,094.14	0.00	3,202.53	0.00	0.00	4,296.67
53155 · Tree & Flower Maintenance	17,542.44	0.00	16,428.08	11,318.48	0.00	45,289.00
53156 · Tree Trimming Large Trees	0.00	0.00	0.00	4,420.00	0.00	4,420.00
53159 · EMAD Expansion	270.89	0.00	0.00	0.00	0.00	270.89
53161 · Special Projects	2,470.00	0.00	0.00	5,442.00	0.00	7,912.00
53164 · Homeless Outreach Services	31,552.71	0.00	0.00	0.00	0.00	31,552.71
53165 · Contingency	3,013.44	0.00	4,450.68	0.00	0.00	7,464.12
53166 · Normal Street Greenway Project	1,401.30	0.00	0.00	0.00	0.00	1,401.30
Total 53000 · Physical Improvements	62,667.16	0.00	55,385.99	82,597.09	0.00	200,650.24
Total Expense	334,292.96	331,718.09	94,587.79	86,972.09	27,492.00	875,062.93
	-82,217.40	21,892.13	0.00	0.00	0.00	-60,325.27

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of May 31, 2016

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Anheuser-Busch	0.00	0.00	0.00	0.00	2,500.00	2,500.00
Buffalo Exchange, LTD	0.00	0.00	0.00	0.00	52.00	52.00
Busalacchi's A Modo Mio	0.00	0.00	0.00	0.00	1,000.00	1,000.00
Deli Lama	0.00	0.00	0.00	0.00	52.00	52.00
Dr. Bronners	0.00	650.00	0.00	0.00	0.00	650.00
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
Luigi Vera, Buy, Trade & Sell	0.00	0.00	0.00	250.00	0.00	250.00
Phildaelphia Insurance	0.00	0.00	0.00	354.01	13,027.00	13,381.01
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
San Diego Pride	0.00	0.00	0.00	0.00	0.00	0.00
Tammy's Beauty Salon	0.00	0.00	0.00	0.00	104.00	104.00
UCSD	0.00	0.00	0.00	0.00	2,000.00	2,000.00
Which Wich	0.00	0.00	0.00	0.00	52.00	52.00
TOTAL	0.00	650.00	0.00	604.01	19,047.00	20,301.01

CONTRACTING AGREEMENT

July 12, 2016

This agreement is executed by Hillcrest Business Association, a California not for profit corporation (hereinafter referred to as "HBA") whose address is 3737 Fifth Avenue San Diego, CA 92103 and the Hillcrest Mission Valley Lions Club, a California not for profit corporation (hereinafter referred to as "Hillcrest Lions"), whose address is P.O.Box 3365, San Diego, CA 92163. Collectively these two groups are referred to herein as "The Parties"

Though not a party to this agreement the City of San Diego is often referred to in this agreement as "The City".

The HBA is the steward of the Hillcrest Pride Flag Monument at Normal St. and University Ave. on behalf of the Hillcrest community. The Hillcrest Lions is a non-profit service organization that raises money for its charitable causes.

The HBA is seeking a partner to assist in the administration of the Hillcrest Pride Flag Monument and the Lion's sidewalk flag program in Hillcrest.

Agreement

Services to be provided:

The Parties to this agreement shall perform the actions described in Attachment #A.

Fees and payments:

The HBA will pay for services described in Attachment #A. In no circumstance will the amount the HBA pays annually exceed \$2,550. Payment will occur on receipt of the annual sponsorship report described in Attachment #A.

Terms and termination:

This agreement may be canceled at any time by either party with thirty days written notice.

Agreements with third parties

Any and all agreements with third parties relating to this document must be disclosed by both parties. Any agreement entered into by either party must be approved by both parties prior to the signing of the agreement.

Arbitration

If a dispute arises out of or relates to this Agreement, or the breach thereof, the parties agree first to try in good faith to resolve the dispute by mediation administered by the American Arbitration Association under its Rules, before resorting to arbitration. Thereafter, any unresolved controversy or claim arising out of or relating to this Agreement, or breach thereof, shall be resolved by arbitration administered by the American Arbitration Association in accordance with its Arbitration Rules, and judgment

upon the award rendered by the arbitrator(s) may be entered in any court having jurisdiction thereof pursuant to applicable law.

Governing law

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

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.

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 Association

Hillcrest Lions Club

By: _____

By: _____

Tami Daiber
President, HBA
3737 Fifth Avenue, #202
San Diego, CA 92103
(619) 299-3330 Tel.
(619) 299-4230 Fax.

Attachment A: Scope of Services

Attachment A: Scope of Work

Hillcrest Lions agree to provide the following services:

- Install and remove the flag of the United States on the Hillcrest Pride Flag Pole on Independence Day, Labor Day, Patriots Day, Veterans Day, Presidents Day, Armed Forces Day, Memorial Day (flag to be flown at half staff), and Flag Day.
- Lower the Rainbow Flag to half-staff whenever the President of the United States issues an order directing such and raise it at the appropriate time.
- Provide an annual report of all HBA members that sponsor the flag program in Hillcrest.
- Install a number of flags, not to exceed 35, at locations requested by HBA, equal to the number of HBA member sponsors of the Lions Flag Program.

HBIA agrees to provide the following:

- An annual payment at the start of the calendar year of \$800 for the installation of the US flag on the Hillcrest Pride Flagpole on flag days and the lowering of the Rainbow flag related to presidential proclamations.
- For every HBA member that sponsors a flag in the neighborhood, the HBA will sponsor an additional flag in the neighborhood to a maximum of 35 flags at locations throughout Hillcrest.



July 12, 2016

Jeff Murphy, Director
Planning Department
City Administration Building
202 C Street, 11th Floor
San Diego, CA 92101

Dear Mr. Murphy,

I am excited to write to you on behalf of our 1200 small business members. I would like to register our support for the draft Uptown Community Plan that has been published and presented to the community. The Hillcrest Business Association (HBA) has been very engaged with the plan update process over the last several years and it is exciting to see all the work and passion come to a conclusion.

When this plan update began in 2009, the HBA hosted a series of forums for our members called Hillcrest 2.0. Hundreds of community members attended, along with Planning Department staff, Council staff and expert speakers. From that series came a wide variety of ideas and suggestions that we conveyed to planning staff in 2011. We are excited that many of the recommendations included in that report have made it into the draft plan.

We are excited to see that the proposals made by the HBA concerning height in commercial areas have been included in the plan. A varying height limit between sixty-five feet and one hundred and twenty feet, with appropriate community review, matches almost exactly the proposals we spelt out in our 2011 recommendations. I would also like to acknowledge the removal of the “proposed historic district” for the commercial core of Hillcrest as a common sense step.

We are excited to see this plan be reviewed and approved by the San Diego Planning Commission and City Council.

Yours truly,

Tami Daiber
Board President

Copy:
Mayor Kevin Faulconer
Councilmember Todd Gloria
Marlon Pangilinan

