



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ June 2, 2015, 5pm
Bombay Restaurant
3960 Fifth 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 report | J. Hale | 5 minutes |
| 4. Treasurer's report: Taste of Hillcrest | C. Moreno | 5 minutes |
| 5. Executive Director's report | B. Nicholls | 5 minutes |
| 6. Consent agenda (action) | T. Daiber | 2 minutes |
| • Approval of minutes (May 2015) ¹ | | |
| • Approval of financials (April 2015) ² | | |
| 7. Appointment of new board member (action) | B. Nicholls | 5 minutes |
| 8. Position update concerning SanDag bike lane (action) | B. Nicholls | 10 minutes |
| 9. Approval of sidewalk steam cleaning company (action) | B. Nicholls | 10 minutes |
| 10. Approval of HBA organization FY16 Budget ³ | B. Nicholls | 10 minutes |

11 Adjourn

Attachments:

- | | |
|------------------------------------------|----------------|
| 1. Board minutes May, 2015 | 3. FY16 Budget |
| 2. Board financial documents April, 2015 | |

Notices to the public:

Brown Act:

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

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

Public Comment:

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

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

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of April 30, 2015

Apr 30, 15

ASSETS

Current Assets

Checking/Savings

10035 · Comerica - Checking 240,831.39

Total Checking/Savings 240,831.39

Accounts Receivable

12000 · Accounts Receivable 21,242.00

Total Accounts Receivable 21,242.00

Other Current Assets

10110 · Block Party Prepaid Expense 1,227.34

10115 · SBEP City Fees & Services 25,286.72

10120 · BID Receivable 77.78

10125 · MAD Receivable 15,161.01

10145 · Farmers Market Receivable 13,140.93

10155 · Prepaid Expense 6,463.20

10160 · Prepaid CityFest 1,227.34

10165 · Workers Compensation Deposit 842.00

Total Other Current Assets 63,426.32

Total Current Assets 325,499.71

Fixed Assets

10200 · Office Furniture & Equipment 19,273.93

10220 · Accumulated Depreciation -14,178.80

Total Fixed Assets 5,095.13

TOTAL ASSETS 330,594.84

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of April 30, 2015

	<u>Apr 30, 15</u>
Other Current Liabilities	
20225 - SBEP Advance	2,478.55
20235 - City Fest Deferred Revenue	8,000.00
20255 - Pride Block Party Deferred	2,000.00
21000 - Payroll Liabilities	
Vacation Payable	<u>1,616.60</u>
Total 21000 - Payroll Liabilities	<u>1,616.60</u>
Total Other Current Liabilities	<u>14,095.15</u>
Total Current Liabilities	<u>14,095.15</u>
Total Liabilities	14,095.15
Equity	
31100 - Unrestricted Net Assets	323,926.49
Net Income	<u>-7,426.80</u>
Total Equity	<u>316,499.69</u>
TOTAL LIABILITIES & EQUITY	<u><u>330,594.84</u></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2014 through April 2015

				TOTAL		
	Apr 15	Budget	Variance	Jul '14 - Apr 15	Budget	Variance
Income						
40015 · CityFest	0.00			0.00	163,919.00	-163,919.00
40020 · Farmers Market	18,185.27	18,334.00	-148.73	184,375.28	183,340.00	1,035.28
40030 · SBEP	2,605.81	2,746.00	-140.19	20,190.47	22,188.00	-1,997.53
40040 · MAD	7,727.11	7,238.00	489.11	80,078.89	75,755.00	4,323.89
40045 · MAD Reserve	0.00	2,083.00	-2,083.00	0.00	20,830.00	-20,830.00
40050 · BID	8,095.00	9,223.00	-1,128.00	93,843.60	95,610.00	-1,766.40
40055 · BID Carry Forward	0.00	84.00	-84.00	77.78	840.00	-762.22
40065 · Hillcrest Fat Tuesday	0.00	0.00	0.00	47,920.23	63,253.00	-15,332.77
40080 · Newsletter/Advertising	0.00	84.00	-84.00	0.00	840.00	-840.00
40095 · Movie Night	0.00			74.00		
40100 · Nightmare on Normal Street	0.00			38,366.25		
40110 · Taste	36,030.14	22,333.00	13,697.14	36,030.14	44,665.00	-8,634.86
40115 · Taste 'N Tinis	0.00			16,674.99	19,847.00	-3,172.01
40130 · Bike Advocacy	1,000.00			10,000.00		
40135 · Hillcrest Hoedown	0.00			0.00	37,583.00	-37,583.00
40140 · Banner Space	0.00	417.00	-417.00	0.00	4,170.00	-4,170.00
40145 · Pride Flag	0.00			3,200.00		
40155 · Pride of Hillcrest/Block Party	-2,400.00			105,792.58	129,971.00	-24,178.42
40160 · Hillcrest Map.	0.00	250.00	-250.00	0.00	2,500.00	-2,500.00
40165 · Shop Hillcrest for the Holidays	0.00			2,000.00		
40180 · Other Income	0.00	130.00	-130.00	758.49	1,300.00	-541.51
Total Income	71,243.33	62,922.00	8,321.33	803,730.29	866,611.00	-62,880.71
Expense						
50000 · Personnel						
50005 · Salaries	15,278.35	14,259.00	1,019.35	140,885.98	137,490.00	3,395.98
50025 · Employer Taxes - Federal	1,168.78	1,139.00	29.78	11,445.14	10,998.00	447.14
50030 · Employer Taxes - State	0.00	0.00	0.00	2,206.09	2,485.00	-278.91
50035 · Health Insurance	139.86	746.00	-606.14	8,663.36	7,460.00	1,203.36
50040 · Workers Comp Insurance	427.76	256.00	171.76	1,645.76	2,560.00	-914.24
Total 50000 · Personnel	17,014.75	16,400.00	614.75	164,846.33	160,993.00	3,853.33

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2014 through April 2015

				TOTAL		
	Apr 15	Budget	Variance	Jul '14 - Apr 15	Budget	Variance
50045 - Operating						
50050 - Rent Office Space	844.00	804.00	40.00	8,980.00	8,040.00	940.00
50055 - Storage	275.00	300.00	-25.00	3,850.00	3,000.00	850.00
50060 - Accounting	1,844.20	1,843.00	1.20	18,440.80	18,430.00	10.80
50065 - Audit	6,000.00	0.00	6,000.00	11,000.00	7,375.00	3,625.00
50070 - Equipment Purchase	561.74	225.00	336.74	1,051.16	2,250.00	-1,198.84
50075 - Intern/Consultant	966.00	417.00	549.00	5,738.00	4,170.00	1,568.00
50080 - Bank & Credit Card Charges	68.57	50.00	18.57	353.71	500.00	-146.29
50085 - Repair/Maintenance/Cleaning	31.54	175.00	-143.46	2,851.57	1,750.00	1,101.57
50090 - Office Supplies	173.22	267.00	-93.78	2,814.42	2,670.00	144.42
50095 - Postage and Delivery	49.00	42.00	7.00	298.84	420.00	-121.16
50100 - Printing/Photocopy	184.92	167.00	17.92	1,234.02	1,670.00	-435.98
50110 - Dues/Subscriptions	25.00	167.00	-142.00	1,791.76	1,670.00	121.76
50115 - Staff Development	177.99	209.00	-31.01	643.74	2,090.00	-1,446.26
50120 - Meetings	90.73	333.00	-242.27	1,846.92	3,330.00	-1,483.08
50125 - Legal	-808.98			19,474.34	8,500.00	10,974.34
50130 - Telephone & Internet	911.63	737.00	174.63	8,363.26	7,370.00	993.26
50135 - Parking/Mileage	200.00	200.00	0.00	2,010.00	2,000.00	10.00
50140 - Depreciation	0.00	25.00	-25.00	0.00	250.00	-250.00
50330 - D & O / Liability Insurance	0.00	667.00	-667.00	9,707.00	6,670.00	3,037.00
Total 50045 - Operating	11,594.56	6,628.00	4,966.56	100,449.54	82,155.00	18,294.54
51000 - Neighborhood/Outreach Promotion						
51515 - CityFest	0.00			120,116.93	119,753.00	363.93
51525 - Promotion/Marketing/Campaigns	3,080.91	2,980.00	100.91	23,609.16	29,800.00	-6,190.84
51526 - Taste	4,276.26	4,567.00	-290.74	8,241.97	9,134.00	-892.03
51527 - Taste 'N Tinis	0.00			12,205.04	14,351.00	-2,145.96
51530 - Banners	0.00	300.00	-300.00	3,435.04	3,000.00	435.04
51535 - Web Site Communications	0.00	84.00	-84.00	0.00	840.00	-840.00
51540 - Business Mixers/Open House	727.32	117.00	610.32	4,583.13	1,170.00	3,413.13
51545 - Newsletter	0.00	225.00	-225.00	2,435.29	2,250.00	185.29

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2014 through April 2015

				TOTAL		
	Apr 15	Budget	Variance	Jul '14 - Apr 15	Budget	Variance
51555 · Farmer's Market	0.00	2,500.00	-2,500.00	19,402.34	25,000.00	-5,597.66
51565 · Hillcrest Map	0.00	417.00	-417.00	0.00	4,170.00	-4,170.00
51570 · Hillcrest Hoedown.	0.00			0.00	42,173.00	-42,173.00
51575 · Pride Flag Project	0.00			1,361.29		
51800 · Pride of Hillcrest/Block Party	0.00			100,543.06	90,000.00	10,543.06
51810 · Movie Night	10.79			1,725.70		
51820 · Hillcrest Fat Tuesday	506.80	0.00	506.80	47,059.92	61,090.00	-14,030.08
51880 · Nightmare on Normal	0.00			35,821.88		
51885 · Bike Advocacy	0.00			10,000.00		
Total 51000 · Neighborhood/Outreach Promotion	8,602.08	11,190.00	-2,587.92	390,540.75	402,731.00	-12,190.25
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	54.07	67.00	-12.93	634.55	670.00	-35.45
53130 · Security	3,310.12	3,167.00	143.12	31,798.72	31,670.00	128.72
53135 · Street Cleaning	3,908.00	4,477.00	-569.00	39,080.00	44,770.00	-5,690.00
53137 · Pressure Washing	1,999.00	2,001.00	-2.00	19,990.00	20,010.00	-20.00
53138 · Utility Box Wraps	0.00	417.00	-417.00	0.00	4,170.00	-4,170.00
53150 · Dumpsters	305.18	359.00	-53.82	3,375.36	3,590.00	-214.64
53155 · Tree & Flower Maintenance	3,527.00	2,918.00	609.00	37,611.00	29,180.00	8,431.00
53156 · Tree Trimming Large Trees	0.00	1,084.00	-1,084.00	3,910.00	10,840.00	-6,930.00
53161 · Special Projects	0.00	2,084.00	-2,084.00	6,732.96	20,840.00	-14,107.04
53165 · Contingency	0.00	4,100.00	-4,100.00	12,187.88	41,000.00	-28,812.12
Total 53000 · Physical Improvements	13,103.37	20,674.00	-7,570.63	155,320.47	206,740.00	-51,419.53
Total Expense	50,314.76	54,892.00	-4,577.24	811,157.09	852,619.00	-41,461.91
	<u>20,928.57</u>	<u>8,030.00</u>	<u>12,898.57</u>	<u>-7,426.80</u>	<u>13,992.00</u>	<u>-21,418.80</u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2014 through April 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						
Wyndham Worldwide	0.00	1,280.00	0.00	0.00	0.00	1,280.00
Sponsorship - Other	0.00	29,430.00	0.00	0.00	0.00	29,430.00
Total 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	184,375.28	0.00	0.00	0.00	184,375.28
40030 - SBEP	0.00	0.00	0.00	0.00	20,190.47	20,190.47
40040 - MAD	0.00	0.00	0.00	80,078.89	0.00	80,078.89
40050 - BID	0.00	0.00	90,707.62	0.00	3,135.98	93,843.60
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
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	504.49	254.00	0.00	0.00	0.00	758.49
Total Income	12,704.49	596,835.06	90,785.40	80,078.89	23,326.45	803,730.29

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2014 through April 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Expense						
50000 - Personnel						
50005 - Salaries	58,740.50	35,768.14	25,640.98	0.00	20,736.36	140,885.98
50025 - Employer Taxes - Federal	5,068.14	2,775.14	1,997.53	0.00	1,604.33	11,445.14
50030 - Employer Taxes - State	1,246.31	401.82	372.20	0.00	185.76	2,206.09
50035 - Health Insurance	8,166.95	496.41	0.00	0.00	0.00	8,663.36
50040 - Workers Comp Insurance	1,241.26	404.50	0.00	0.00	0.00	1,645.76
Total 50000 - Personnel	74,463.16	39,846.01	28,010.71	0.00	22,526.45	164,846.33
50045 - Operating						
50050 - Rent Office Space	5,249.45	0.00	3,730.55	0.00	0.00	8,980.00
50055 - Storage	3,850.00	0.00	0.00	0.00	0.00	3,850.00
50060 - Accounting	13,661.74	3,446.12	0.00	532.94	800.00	18,440.80
50065 - Audit	4,625.00	0.00	3,000.00	3,375.00	0.00	11,000.00
50070 - Equipment Purchase	1,051.16	0.00	0.00	0.00	0.00	1,051.16
50075 - Intern/Consultant	5,738.00	0.00	0.00	0.00	0.00	5,738.00
50080 - Bank & Credit Card Charges	353.71	0.00	0.00	0.00	0.00	353.71
50085 - Repair/Maintenance/Cleaning	2,851.57	0.00	0.00	0.00	0.00	2,851.57
50090 - Office Supplies	2,814.42	0.00	0.00	0.00	0.00	2,814.42
50095 - Postage and Delivery	298.84	0.00	0.00	0.00	0.00	298.84
50100 - Printing/Photocopy	841.39	0.00	392.63	0.00	0.00	1,234.02
50110 - Dues/Subscriptions	1,791.76	0.00	0.00	0.00	0.00	1,791.76
50115 - Staff Development	643.74	0.00	0.00	0.00	0.00	643.74
50120 - Meetings	1,846.92	0.00	0.00	0.00	0.00	1,846.92
50125 - Legal	19,474.34	0.00	0.00	0.00	0.00	19,474.34
50130 - Telephone & Internet	7,218.45	0.00	1,144.81	0.00	0.00	8,363.26
50135 - Parking/Mileage	2,010.00	0.00	0.00	0.00	0.00	2,010.00
50330 - D & O / Liability Insurance	6,315.68	0.00	3,391.32	0.00	0.00	9,707.00
Total 50045 - Operating	80,636.17	3,446.12	11,659.31	3,907.94	800.00	100,449.54
51000 - Neighborhood/Outreach Promotion						
51525 - Promotion/Marketing/Campaigns	9,972.05	5,463.28	8,173.83	0.00	0.00	23,609.16

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2014 through April 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
51526 - Taste	0.00	8,241.97	0.00	0.00	0.00	8,241.97
51527 - Taste 'N Tinis	428.90	11,776.14	0.00	0.00	0.00	12,205.04
51530 - Banners	3,435.04	0.00	0.00	0.00	0.00	3,435.04
51540 - Business Mixers/Open House	2,387.71	6.00	2,189.42	0.00	0.00	4,583.13
51545 - Newsletter	105.00	0.00	2,330.29	0.00	0.00	2,435.29
51555 - Farmer's Market	275.00	19,127.34	0.00	0.00	0.00	19,402.34
51575 - Pride Flag Project	1,361.29	0.00	0.00	0.00	0.00	1,361.29
51800 - Pride of Hillcrest/Block Party	0.00	100,543.06	0.00	0.00	0.00	100,543.06
51810 - Movie Night	0.00	1,725.70	0.00	0.00	0.00	1,725.70
51820 - Hillcrest Fat Tuesday	0.00	47,059.92	0.00	0.00	0.00	47,059.92
51880 - Nightmare on Normal	0.00	35,821.88	0.00	0.00	0.00	35,821.88
51885 - Bike Advocacy	10,000.00	0.00	0.00	0.00	0.00	10,000.00
Total 51000 - Neighborhood/Outreach Promotion	27,964.99	229,765.29	12,693.54	0.00	0.00	270,423.82
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

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2014 through April 2015

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
53000 - Physical Improvements						
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	634.55	0.00	634.55
53130 - Security	144.72	0.00	0.00	31,654.00	0.00	31,798.72
53135 - Street Cleaning	9,148.64	0.00	17,425.76	12,505.60	0.00	39,080.00
53137 - Pressure Washing	0.00	0.00	6,651.00	13,339.00	0.00	19,990.00
53150 - Dumpsters	1,282.44	0.00	2,092.92	0.00	0.00	3,375.36
53155 - Tree & Flower Maintenance	10,521.04	0.00	10,119.16	16,970.80	0.00	37,611.00
53156 - Tree Trimming Large Trees	3,910.00	0.00	0.00	0.00	0.00	3,910.00
53161 - Special Projects	5,665.96	0.00	0.00	1,067.00	0.00	6,732.96
53165 - Contingency	10,054.88	0.00	2,133.00	0.00	0.00	12,187.88
Total 53000 - Physical Improvements	40,727.68	0.00	38,421.84	76,170.95	0.00	155,320.47
Total Expense	223,792.00	393,174.35	90,785.40	80,078.89	23,326.45	811,157.09
	-211,087.51	203,660.71	0.00	0.00	0.00	-7,426.80

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of April 30, 2015

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>	<u>TOTAL</u>
Above & Beyond USA	0.00	0.00	0.00	0.00	52.00	52.00
Anheuser-Busch, LLC	0.00	2,500.00	0.00	0.00	0.00	2,500.00
Buffalo Exchange, LTD	0.00	0.00	0.00	0.00	52.00	52.00
Campani America	0.00	0.00	0.00	3,000.00	0.00	3,000.00
Cohabitat	0.00	0.00	0.00	0.00	52.00	52.00
Deli Lama	0.00	0.00	0.00	0.00	52.00	52.00
DINE CRG	0.00	0.00	500.00	0.00	0.00	500.00
E Cosway	0.00	0.00	0.00	0.00	52.00	52.00
Fastbiz	0.00	0.00	0.00	0.00	52.00	52.00
FIDO and Co.	0.00	0.00	0.00	0.00	52.00	52.00
Fig Tree Cafe	0.00	0.00	0.00	0.00	52.00	52.00
Gossip	0.00	0.00	0.00	0.00	52.00	52.00
H & R Block	0.00	0.00	0.00	0.00	52.00	52.00
Mint 11	0.00	0.00	0.00	0.00	52.00	52.00
Obelisk, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Pizza Al Taglio, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Principle Real Estate Group	0.00	0.00	0.00	0.00	52.00	52.00
Remo Partners LLC	0.00	0.00	0.00	0.00	52.00	52.00
ROC Concepts LLC	0.00	0.00	0.00	0.00	52.00	52.00
San Diego Pride	0.00	0.00	0.00	3,200.00	0.00	3,200.00
Scripps Health	0.00	0.00	0.00	0.00	10,000.00	10,000.00
Tammy's Beauty Salon	0.00	0.00	0.00	0.00	104.00	104.00
The Unoptical, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Two Hands Mobile Message	0.00	0.00	0.00	0.00	350.00	350.00
Vortex Maintenance, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Which Wich	0.00	0.00	0.00	0.00	52.00	52.00
Whole Foods Market	0.00	0.00	0.00	0.00	600.00	600.00
	<u>0.00</u>	<u>2,500.00</u>	<u>500.00</u>	<u>6,200.00</u>	<u>12,042.00</u>	<u>21,242.00</u>



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

Board members in attendance: Jessica Baro, Michael Brennan, Johnthan Hale, Pete Katz, Charles Kauffman, Sam Korish, Cecelia Moreno, Maggie Roland, Brett Serwalt, Dalor Younan, Glenn Younger, Delour Younan.

HBA Staff in attendance: Mary Joseph, Ben Nicholls, Marisa Romiro

Public in attendance: Jay Carilori, Julio De Guzman, Adriana Martinez, Nancy Younan, Matt Wahlstrom

- J. Hale called the meeting to order and called for modifications to the agenda.
- J. deGuzman spoke about communtiy courts.
- J. Carilori from Von Foss introduced himself and his business.

- J. Hale gave a president's report. He reported on the first full month of operations for the Homeless Outreach Program. He also reported that the HBA broke even for Hillcrest Fat Tuesday and that no contributions from the event will be made to GSDBA in 2014. He reported that that the first Hillcrest Beer Crawl was a success and that the net proceeds from the event was \$1,552.21.

- B. Nicholls gave the Executive Director's report thanking everyone that came out to the HBA General Member Open House last week. He reported that he kicked off our survey for the expansion of the Hillcrest East MAD. G. Younger asked about the parcels to be included. B. Nicholls reported that he was currently renegotiating the DMV lease for the Farmers Market. He reported that the HBA had launched new apparel for the Farmers Market. He also reported that he had testified at City Hall in support of new BID contract language.
 - A motion was made by P. Katz and endorsed by G. Younger to approve the consent agenda including approval of April minutes and March financials. 10/0/1 (C. Moreno).

 - A motion was made by G. Younger and endorsed by D. Younan to appoint local business manager Jessica Baro of Fiesta Cantina to the Board. 11/0/0

- J. Hale introduced Kathleen Farrier from Circulate San Diego to talk about Circulate's Vision Zero project.
- The group asked a number of questions.



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- B. Nicholls distributed the proposed map for Pride Block Party and walked through several changes for the event.
 - He stated that ticket prices would be as follows: Reg \$20/ \$30. VIP \$45/\$60, VIP bottle service: \$500, and \$1,200 for cabana.
 - C. Kaufman departed.
 - A motion was made by P. Katz and endorsed by G. Younger to approve the new foot print and ticket prices. 11/0/0

 - B. Nicholls stated that HBA has spent the last two months presenting ideas for Pride Plaza to the community at the Hillcrest Farmers Market. He reported that HBA had received hundreds of ideas and suggestions.
 - HBA has approached the Woodbury School in Barrio Logan and the Escuela Libre de Arquitecturain, in Tijuana, to find a team of students to assist in the design of the park. .
 - Currently the Escuela Libre de Arquitectura in TJ has signed on. M. Brennan has agreed to work with the students to be an advisor.
 - C. Moreno asked about timeframe and B. Nicholls reported that he expected the project to be from May through July.
 - A motion was made by P. Katz and endorsed by M. Rolland to approve an agreement with Escuela Libre de Arquitectura. 11/0/0.

 - J: Hale reported that the HBA's representative to the UCPD has stepped down from the board of the parking district. The HBA should appoint a replacement. He nominated Executive Director B Nicholls.
 - A motion was made by G. Younger and endorsed by P. Katz to approve this appointment.

 - The meeting adjourned.

	FY 16	110 GENERAL	510 MAD	210 Special Events	BID Detail	SBEP	Notes					
Income												
City Fest	\$	163,919.00		\$	163,919.00							
Farmers Market	\$	220,000.00	\$	220,000.00								
SBEP	\$	27,671.00				\$	27,671.00					
MAD	\$	90,183.00	\$	90,183.00								
MAD Reserve	\$	25,000.00	\$	25,000.00								
BID	\$	114,000.00			\$	114,000.00						
BID carry forward												
Newsletter/Advertising	\$	1,000.00	\$	1,000.00								
Taste	\$	44,665.00		\$	44,665.00							
Taste 'n Tinis	\$	19,847.00		\$	19,847.00							
Pride of Hillcrest Blockparty	\$	129,971.00		\$	129,971.00							
Banner space rental	\$	5,000.00	\$	5,000.00								
Hillcrest Map	\$	3,000.00	\$	3,000.00								
Other Income (Prow)	\$	1,560.00	\$	1,560.00								
Total Income	\$	845,816.00	\$	115,183.00	\$	114,000.00	\$	27,671.00				
Expense												
50000 - Personnel	\$	207,262.00	\$	81,761.00	\$	75,354.00	\$	22,976.00	\$	27,671.00		
50005 - Salaries/ Payroll	\$	179,500.00	\$	70,000.00	\$	65,000.00	\$	19,500.00	\$	25,000.00		
50025 - Employer Taxes - Federal	\$	13,254.00	\$	2,913.00	\$	5,674.00	\$	2,716.00	\$	1,951.00		
50030 - Employer Taxes - State	\$	2,485.00	\$	1,125.00	\$	760.00	\$	380.00	\$	720.00		
50035 - Health Insurance	\$	8,950.00	\$	5,800.00	\$	3,150.00	\$		\$			
50040 - Workers Comp Insurance	\$	3,073.00	\$	1,923.00	\$	770.00	\$	380.00	\$			
50045 - Operating	\$	95,356.00	\$	64,581.00	\$	4,375.00	\$	16,200.00	\$	10,200.00	\$	-
50050 - Rent Office Space	\$	9,639.00	\$	5,639.00			\$	4,000.00				
50055 - Storage	\$	3,600.00	\$	3,600.00								
50060 - Accounting	\$	22,100.00	\$	13,100.00	\$	1,000.00	\$	8,000.00				
50065 - Audit	\$	7,375.00	\$	1,000.00	\$	3,375.00		3,000.00				
50070 - Equipment Purchase	\$	2,700.00	\$	2,700.00								
50075 - Consultants/Interns	\$	5,000.00			\$	5,000.00						
50080 - Bank & Credit Card Charges	\$	600.00	\$	600.00								
50085 - Repair / Maintenance / Cleaning	\$	2,100.00	\$	2,100.00								
50090 - Office Supplies	\$	3,200.00	\$	1,400.00	\$	1,800.00						
50095 - Postage and Delivery	\$	500.00	\$	500.00								
50100 - Printing/Photocopy	\$	2,000.00	\$	1,200.00	\$	800.00						
50105 - Permits												
50110 - Dues/Subscriptions	\$	2,000.00	\$	2,000.00								
50115 - Staff Development	\$	2,500.00	\$	2,500.00								
50120 - Meetings	\$	4,000.00	\$	3,400.00	\$	600.00						
50125 - Legal	\$	8,500.00	\$	8,500.00								
50130 - Telephone & Internet	\$	8,842.00	\$	7,642.00			\$	1,200.00				
50135 - Parking/Mileage	\$	2,400.00	\$	2,400.00								
50140 - Depreciation	\$	300.00	\$	300.00								
50220 - Insurance	\$	8,000.00	\$	6,000.00			\$	2,000.00				
51000 - Outreach/Promotion	\$	313,405.00	\$	26,000.00	\$	-	\$	267,805.00	\$	19,600.00	\$	-
Promotion/Marketing/Campaigns	\$	30,000.00	\$	14,500.00			\$	15,500.00				
Banners	\$	3,600.00	\$	3,600.00								
Web communications	\$	1,200.00	\$	200.00			\$	1,000.00				
Hillcrest Map	\$	5,000.00	\$	5,000.00								
Pride of Hillcrest Block Party	\$	90,000.00			\$	90,000.00						
Farmers Market	\$	30,000.00			\$	30,000.00						
Taste 'n Tinis	\$	14,351.00			\$	14,351.00						
CityFest	\$	119,753.00			\$	119,753.00						
Taste	\$	13,701.00			\$	13,701.00						
Business Open House	\$	1,400.00			\$	1,400.00						
Newsletter	\$	4,400.00	\$	2,700.00			\$	1,700.00				

53000 - Physical Improvements	\$ 216,149.00	\$ 44,117.00	\$ 110,808.00	\$ -	\$ 61,224.00		4
Hillcrest Sign Utilities/Maint.	\$ 800.00		\$ 800.00				
Security	\$ 38,000.00		\$ 38,000.00				
Street Cleaning	\$ 45,000.00		\$ 15,000.00		\$ 30,000.00		
Pressure washing	\$ 24,000.00		\$ 11,200.00		\$ 12,800.00		
Dumpsters	\$ 4,300.00	\$ 2,300.00			\$ 2,000.00		
Tree and Flower Basket Maintenance	\$ 22,000.00		\$ 12,000.00		\$ 10,000.00		
Tree Trimming large trees	\$ 8,000.00		\$ 8,000.00				
EMAD Expansion	\$ 10,000.00	\$ 10,000.00					
Homeless outreach services	\$ 17,000.00	\$ 17,000.00					
Special Projects	\$ 16,908.00		\$ 16,908.00				
Contingency	\$ 30,141.00	\$ 14,817.00	\$ 8,900.00		\$ 6,424.00		6
Total Expense	\$ 832,172.00	\$ 216,459.00	\$ 115,183.00	\$ 359,359.00	\$ 114,000.00	\$ 27,671.00	
Total Income	\$ 845,816.00	\$ 14,101.00	\$ -	\$ (957.00)	\$ -	\$ -	
Net Income	\$ 13,644.00						
Budget Notes:							
2 Operations							
3 Promotions and Marketing							
4 Beautification							
6 Overall organizational reserve set at three months of operating							