



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ June 14, 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 |
| 3. Adjourn to Closed Session to consider the evaluation of employee performance, pursuant to section 54957 (b) of the Ralph M. Brown Act (action) ¹ | T. Daiber | 5 minutes |
| 4. Adjourn to Open Session and report on closed session (information) | T. Daiber | 2 minutes |
| 5. Consideration of executive compensation (action) | T. Daiber | 5 minutes |
| 6. President's report (information) | T. Daiber | 5 minutes |
| 7. Executive Director's report (information) | B. Nicholls | 5. minutes |
| 8. Consent agenda (action)
a. Approval of minutes (May 2016) ²
b. Approval of financials (April 2016) ³ | M. Brennan | 5. minutes |
| 9. Discussion concerning selecting a new security company ⁴ (action) | B. Nicholls | 15 minutes |

Attachments:

1. B. Nicholls annual staff report and board priorities
2. Board minutes May, 2016
3. Board financial documents April, 2016
4. Contract with security company
5. Proposed modification to HBA budget

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.

Hillcrest Business Association
3737 Fifth Ave. #202, San Diego, CA 92103
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- | | | |
|---|-------------|------------|
| 10. Discussion concerning modifying HBA organizational budget (action) ⁵ | B. Nicholls | 5 minutes |
| 11. Update concerning Normal Street Greenway (action) | M. Brennan | 10 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)

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Executive Director Annual Review

As part of my annual review, please find below an outline of what I believe to be significant accomplishments. These accomplishments do not include ongoing elements such as general administration of the organization, social networking, production of newsletters, or overseeing security and cleaning programs, which were all performed to as high a standard as any BID in San Diego.

The accomplishments are grouped by project area.

Events and promotions:

- **Successfully implemented the Pride of Hillcrest Block Party:** In 2015, the event was produced in conjunction with San Diego Pride. Despite communications and unanticipated logistics problems, the event was a huge success and raised \$25,000 for the community. In 2016, SD Pride sought to produce a competing event. I was able to work with the business community to convince them to cancel their competing event.
- **Reinvigorated Nightmare on Normal Street:** The HBA built on the success of this event in 2014 and in 2015 created the second most financially profitable event for HBA produced in 2015. Through cutting costs and increased neighborhood awareness, this event raised \$47,000 for the community.
- **Expanded profits for Hillcrest Taste ‘n Tinis and Taste of Hillcrest while cutting the need for outside consultants:** In FY2016, for both these events, the HBA took on the work that had been implemented poorly by third party PR consultants. HBA staff built relationships with media outlets (including television) and through a variety of techniques were able to create a variety of earned media. Both tasting events were the most profitable they have ever been with Taste of Hillcrest bringing in record gross sales of over \$40,000.
- **Implemented CityFest:** I maintained profitability of CityFest while adding new events and attractions. As of 2015 HBA’s staff have worked on a combined twelve CityFest events. This institutional memory is an accomplishment in its own right and serves to make CityFest a stable, profitable and efficiently produced festival.
- **Expanded Hillcrest Farmers Market economic activity:** The Hillcrest Farmers Market continued to expand financially in 2015. The event broke its own record for income three times in FY16. The HBA negotiated a new agreement with the Market Manager and was the first farmers market in the city to take advantage of recently passed laws to offer beer and wine sampling.
- **Hillcrest craft beer crawl:** In 2015 the HBA partnered with a variety of bars and restaurants to produce the first Hillcrest Craft Beer Crawl. In 2016 a second one was produced. Both events raised \$1,500 for the HBA.
- **Re-imagine Normal Street:** As part of the community engagement efforts for the Normal Street Greenway the HBA implemented the Re-imagine Normal Street event as a way to showcase the ideas for a public park on Normal Street. The event was almost entirely funded through existing programs, a grant and sponsors. This included sponsorship funds from KUT+A and San Diego County Credit Union, and a grant from SANDAG. This project included a wide variety of volunteer and programming efforts including: volunteer teams from KTU+A that produced a wide variety of temporary installations; donations from third party groups to provide astro-turf, yoga and bootcamp demonstrations, musical instruments, a lending library, and animal interactions; musical performances; a movie night; and a event in partnership with the San Diego Architectural Foundation that included a variety of speakers talking about public spaces. The event also featured a creative and efficient marketing campaign that included decorating sidewalks and street fixtures, television coverage and a robust social media campaign.
- **Positive public relations Campaign:** The HBA has been the focus of a variety of negative social media efforts over the last few years. At my last review, I proposed a positive campaign via

traditional media networks such as TV and print, backed up by social media. I proposed that the positive media would focus on the efforts of the HBA. This effort has been implemented and deployed with the following efforts promoted: a showcase of the Hillcrest HUB, Farmers Market sampling, promotions for the Homeless Outreach Team, Mardi Gras promotions in Hillcrest, and promotions for Normal Street.

- **Neighborhood promotional videos:** HBA staff created and deployed two promotional videos that specifically target tourists at hotels. This effort fits well with the re-print of our tourist map and encourages visitors to ask for the map at their concierge desk. The video focuses on the businesses of Hillcrest and their unique qualities as a means to attract the traveling customer.

Organization and leadership

- **SANDAG bicycle engagement:** Over the last year, I have engaged with SANDAG and implemented a strong strategy to engage with this public agency and their supporters. This effort included bringing in expert lobbying talent, fundraising for much of their fee, securing the ramps between Washington and University for auto traffic, preserving over 190 parking spaces, and securing commitments from SANDAG to mitigate parking losses and work with HBA on the Normal Street Greenway Project.
- **Uptown Plan engagement:** I completed a plan that was begun in 2011 to engage with the uptown plan process that sidestepped the Uptown Planners and propose a business friendly agenda for the plan. This included building a coalition of partners that resulted in the successful adoption of 100'-120' height limits in Hillcrest, the retention of appropriate density goals, and the removal of the proposed historic district in the heart of Hillcrest.
- **Renewed engagement with partner neighborhoods:** I have taken a proactive effort to engage with our neighborhood partners such as East Village, Little Italy, Gaslamp Quarter, and Mission Hills. This resulted in attending their events, partnering with them on the debate, an effort to fully fund the Homeless Outreach teams and mutual engagement with the SDOG lawsuit.
- **Hosted candidate's debate:** I worked with partner neighborhoods including the Gaslamp Quarter, East Village Association, Mission Hills and Downtown to host a candidate's debate for City Council District Three. Over 100 people attended and \$250 was raised for the BIDF. This effort also resulted in many of the HBA's priority legislative items being placed before the candidates.
- **Managed engagement SDOG lawsuit:** I engaged with the SDOG v. City of San Diego lawsuit. I solicited an attorney that went on to represent three of the four BIDs in the lawsuit. The HBA was recently dismissed from this suit as a result of our lawyer's work.

Beautification:

- **Homeless Outreach program:** I partnered with the Council Member Gloria to implement a pilot homeless outreach program that, over the last year, assisted over 800 homeless individuals and provided permanent housing for 17. I managed and oversaw this initiative including contract negotiation, managing government funding and day-to-day oversight of the teams. I also deployed two newsletters to educate our members and a poster campaign to educate our customers.
- **Normal Street Greenway Design:** I assembled team of some of San Diego's foremost designers to donate their time to create a concept for Normal Street park that included a collaborative effort to meet the goals set fourth by our government partners, creative designs that fit with neighborhood goals, 3D images and videos, and presentations. The working group also is currently in negotiations with government agencies to have them implement the designs.
- **East Hillcrest MAD:** In light of the creation of the bike lanes, the need for continued services in the east end and the creation of Normal Street Greenway, I implemented a survey for the expansion of the east Hillcrest MAD. I successfully engaged with the business owner community and solicited enough support to reach the threshold required to move forward with the city process for expanding the MAD.
- **Comprehensive business survey:** In FY2016, I began a comprehensive survey that built on the MAD

survey and included surveys of business owners. The survey results are being coded into a GIS mapping system that will assist in business recruitment and the application for the National Main Street Program anticipated for later 2016.

Benjamin Nicholls
2016 Annual Review – Goal Setting 2016/2017

Item	Priorities Proposed	Board Approved
1. Continue to work on long term solutions / security with City officials / other community ED's or community organizations (currently working with Downtown Partnership, East Village Association, City Heights, Barrio, etc.) to source funds or other than HBA;	1,9,3,3,6	
2. Finalize the MAD expansion for ballot measure.	1,1,1,2,4	
3. Re-engage volunteer activities (not just for special events) to augment cleaning efforts, graffiti removal, etc. – Monthly volunteer programs??	9,10, 1,4,5	
4. Work more closely with businesses to solicit more involvement in HBA	4,5,5,2,1	
5. Develop a plan to activate vacant suites such as working with the property owners to have “pop-up” events, promote other businesses, and/or keep dark storefronts illuminated at night	2,4,6,5,10	
6. Continue involvement with parking district such as working to facilitate the implementation of the signage criteria and directional new signage for Uptown/install Hillcrest community signage (UCPD funds only)	6, 3,8,8,9	
7. Continue annual business surveys to solicit other ideas on how HBA can help business; [How do we bring people back to the community after events?]	5,6,7,6,7	
8. Alternative sources of funding the group. The city funds, the MAD funds, profits from Farmers Markets, and profit from events allow the HBA to do more than many like organizations. But there is a limit to the numbers of Block parties, and “Taste-of” events that HBA can run. Expanding our income should be somewhere on Ben’s list.	3,1,9,1,3	
9. Actively engage with community and seek other sources of funding for Normal Street Greenway; creating a more permanent space for our larger events.	10, 7,2,7,2	
10. Continue development of the GIS mapping system to input data from other sources and internal sources (member surveys, maintenance requests, etc)	8, 8,3.5,9,8	
TOP FIVE PROPOSED PRIORITIES: #2, #1, #4, #5, #8 (3 Executive, 2 Board responses)		



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ May10, 2016, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Board in attendance:

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

Staff in attendance:

Megan Gamwell, Mary Joseph and Benjamin Nicholls.

Public in attendance

Mara Elliot, Ann Garwood, Jonathan Hale, Sam Khorish, David Lundin. Nancy Moores, Saraphina Scapicchio, Robert Scradar, Mike Wright, Matt Wahlstrom and Nancy Younnan.

Public Comment

- M. Elliot, candidate for City Attorney, introduced herself to the board.
- A. Garwood expressed concern about trash on 7th ave between Robinson and University.
- M. Wahlstrom expressed concern about comments made by B.Nicholls in a recent editorial about a proposed AIDS Memorial in Hillcrest. Asked who allowed B. Nicholls to authorize the HBA to pay to maintain the AIDS Memorial.
- Representative from Marty Block's office introduced themselves to the board.

President's report

- T. Daiber reported that the candidates debate, organized by the HBA and a number of other groups, was a huge success with about 100 people participating.
- Staff reviews will be occurring this month and next.
- Since the last meeting, the HBA hosted the Taste of Hillcrest event.
- T. Daiber reminded that board of the attendance policy surrounding committee meetings and board meetings.

Treasurer's report

- C. Moreno walked the board through the financial report for the Taste of Hillcrest. There is a new line item to account for staff time. In the past HBA paid a PR Company over \$6,000 to promote and manage this event. Staff is currently doing it much more efficiently and effectively.
- C. Moreno commented that this is probably the most financially successful Taste of Hillcrest the HBA has produced.
- B. Nicholls walked the board through the new P&L which now reflects staff time.

Executive Director Report

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- B. Nicholls is working with the CRA to engage with the Mayor's office regarding ensuring that the permitting for the bike way is done in a way that favors the commitments to mitigate the parking that SANDAG has committed to.

Consent agenda

- M. Brennan presented the consent agenda. Approval of minutes (April 2016) and Approval of financials (March 2016).
 - Motion to approve consent agenda Pete.Katz/Ryan Bedrosian 12/0/0

Proposal to partner with SD Pride for Pride Block Party

- B. Nicholls updated the board on the status of the proposed Pride Block Party contract with Pride. The only substantive change from a proposal sent back in October is that Pride has requested a post event meeting to discuss finances. Nick Meade will work as the mediator between Pride and the HBA.
- C. Moreno inquired about how the funds will be split between HBA and Pride such as maintenance and deferred maintenance of the Pride Flag Monument.
- S. Scapicchio expressed enthusiasm to move forward with a partnership with the HBA and Pride.
- C. Moreno asked for S. Scapicchio to explain to the board why Pride changed their mind to revisit the Pride contract.
- S. Scapicchio explained she was not part of that decision and would like to move forward.
- J. Hale commented that The BOD of Pride was conflicted on the path of Pride for 2016 and the mission wasn't aligned this year with sponsoring the neighborhood event, Pride Block Party.
- T. Daiber would like clarification that the HBA retain all intellectual property of the event and asked for a longer contract.
- R. Bedrosian stated that the new contract says HBA has control over the production and logistics of the event. He believes working with Pride will make this event very successful.
- G. Younger concerned that a longer contract would hinder the opportunity for the HBA to produce the event independently if that becomes a more profitable option for both HBA and Pride.
- P. Katz and M. Brennan expressed hesitation to sign up for more than one year.
- B. Lovering would like to make sure that maintaining the monument is part of the contract.
- T. Daiber identified some conflicting language in the contract and would like it fixed.
- G. Younger made a motion to approve agreement as stated and included that the intellectual property of the event belong to the HBA.
 - G. Younger/ D. Younan 12/0/0

Discussion concerning homeless strategy (information)



-
- B. Nicholls updated the group on the HBA's work concerning the homeless population. The HBA is currently using the last of the money provided by Scripps hospital and is expected to conclude the Homeless Outreach program at the end of the fiscal year.
 - Based on the pilot and interest from other neighborhoods and council offices, B. Nicholls took the liberty of writing a letter requesting that the homeless outreach efforts be expanded throughout the city and be funded by the general fund. A number of other BIDs have written similar letters.
 - B. Nicholls attended a budget meeting at city hall and requested this letter be added to the proposed City Budget and received positive feedback from the City.
 - D. Younan would like this issue be addressed with the hospitals in Hillcrest as well as working with local neighborhoods.
 - J. Hale believes HBA should do a social media campaign to bring awareness of the issue to city officials.
 - N. Moore doesn't believe the Alpha Project outreach worked and would like to try another approach.
 - P. Katz proposed a better HBA security team to address the problem.
 - B. Nicholls and P. Katz interviewed a new security service. Asked that the HBA increase the budget to increase our security enforcement in the neighborhood.
 - T. Daiber suggested a committee date to discuss this issue.

Update concerning Normal Street Greenway and approval of crowdfunding campaign (action)

- B. Nicholls stated that as part of its contribution to the Normal Street Greenway HBA is proposing a crowdfunding campaign to raise \$90k.
- The HBA has made a video and expects to launch the campaign on Thursday at the Re-imagine Normal Street event.
- B. Nicholls requested authorization to accept donations for the project.
- G. Younger suggested that it would be better if it went through the CDC.
- D. Lundin commented that donations could not be tax deductible if the HBA was the recipient.
- J. Hale asked what happens if the project is not completed where do the donations go.
- M. Brennan would like the donation option stay open for further discussion.
- C. Moreno proposed that the money go directly to the CDC and they give it to the HBA.
- L. Malone suggested running parallel fundraisers.
- M. Wahlstrom expressed concern over a joint fundraiser between the HBA and the CDC and that it could raise legal concerns. M. Wahlstrom pointed out the boundaries of the HBA and the proposed park plans.
- M. Roland motion to run parallel fundraisers for the project both through the CDC and the HBA.
 - B. Lovering/L. Malone 10/0/0

Meeting adjourned

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of April 30, 2016

Apr 30, 16

ASSETS

Current Assets

Checking/Savings

10035 - Comerica - Checking 135,258.73

10045 - PayPal 656.20

Total Checking/Savings 135,914.93

Accounts Receivable

12000 - Accounts Receivable 19,651.01

Total Accounts Receivable 19,651.01

Other Current Assets

10110 - Block Party Prepaid Expense 150.00

10115 - SBEP City Fees & Services 20,000.00

10125 - MAD Receivable 9,991.29

10135 - City Fest Receivable 435.00

10145 - Farmers Market Receivable 11,723.06

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. 2,900.00

Total Other Current Assets 75,382.96

Total Current Assets 230,948.90

Fixed Assets

10200 - Office Furniture & Equipment 21,364.81

10220 - Accumulated Depreciation -16,258.40

Total Fixed Assets 5,106.41

TOTAL ASSETS 236,055.31

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

20225 - SBEP Advance 2,849.70

20230 - Sales Tax Payable 69.00

20235 - City Fest Deferred Revenue 2,000.00

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of April 30, 2016

	<u>Apr 30, 16</u>
20255 - Pride Block Party Deferred	5,000.00
21000 - Payroll Liabilities	
Vacation Payable	<u>3,797.79</u>
Total 21000 - Payroll Liabilities	<u>3,797.79</u>
Total Other Current Liabilities	<u>13,716.49</u>
Total Current Liabilities	<u>13,716.49</u>
Total Liabilities	13,716.49
Equity	
31100 - Unrestricted Net Assets	262,954.89
Net Income	<u>-40,616.07</u>
Total Equity	<u>222,338.82</u>
TOTAL LIABILITIES & EQUITY	<u><u>236,055.31</u></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2015 through April 2016

	TOTAL					
	Apr 16	Budget	Variance	Jul '15 - Apr 16	Budget	Variance
Income						
40015 · CityFest	0.00	0.00	0.00	124,199.17	163,919.00	-39,719.83
40020 · Farmers Market	19,311.25	18,334.00	977.25	185,149.63	183,340.00	1,809.63
40030 · SBEP	2,594.26	2,768.00	-173.74	19,642.30	22,144.00	-2,501.70
40040 · MAD	5,692.29	7,516.00	-1,823.71	81,366.90	75,151.00	6,215.90
40045 · MAD Reserve	0.00	1,802.00	-1,802.00	0.00	21,404.00	-21,404.00
40050 · BID	12,824.89	8,794.00	4,030.89	86,168.79	96,420.00	-10,251.21
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	840.00	-840.00
40085 · Technical Assistance/Acctg.	300.00			5,000.00		
40100 · Nightmare on Normal Street	0.00			66,282.05		
40110 · Taste	35,027.07	29,776.00	5,251.07	39,557.07	44,665.00	-5,107.93
40115 · Taste 'N Tinis	450.00	0.00	450.00	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	4,170.00	-2,670.00
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	1,300.00	17,582.31
40185 · Re-Imagine Normal Street	0.00			2,000.00		
Total Income	76,199.76	69,621.00	6,578.76	770,958.84	766,171.00	4,787.84
Expense						
50000 · Personnel						
50005 · Salaries	15,173.47	15,376.00	-202.53	158,024.56	148,760.00	9,264.56
50025 · Employer Taxes - Federal	1,160.78	1,138.00	22.78	12,560.81	10,997.00	1,563.81
50030 · Employer Taxes - State	0.00	0.00	0.00	1,302.00	2,985.00	-1,683.00
50035 · Health Insurance	1,197.24	747.00	450.24	12,731.78	7,470.00	5,261.78
50040 · Workers Comp Insurance	657.82	257.00	400.82	1,792.35	2,570.00	-777.65
Total 50000 · Personnel	18,189.31	17,518.00	671.31	186,411.50	172,782.00	13,629.50
50045 · Operating						
50050 · Rent Office Space	922.40	804.00	118.40	10,337.47	8,040.00	2,297.47
50055 · Storage	0.00	300.00	-300.00	4,613.91	3,000.00	1,613.91

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2015 through April 2016

	TOTAL					
	Apr 16	Budget	Variance	Jul '15 - Apr 16	Budget	Variance
50060 - Accounting	1,843.50	1,842.00	1.50	18,433.20	18,420.00	13.20
50065 - Audit	0.00	0.00	0.00	6,500.00	7,375.00	-875.00
50070 - Equipment Purchase	313.24	225.00	88.24	4,519.76	2,250.00	2,269.76
50075 - Intern/Consultant	807.00	417.00	390.00	8,098.50	4,170.00	3,928.50
50080 - Bank & Credit Card Charges	0.00	50.00	-50.00	359.11	500.00	-140.89
50085 - Repair/Maintenance/Cleaning	248.25	175.00	73.25	3,569.33	1,750.00	1,819.33
50090 - Office Supplies	19.50	267.00	-247.50	1,730.84	2,670.00	-939.16
50095 - Postage and Delivery	0.00	42.00	-42.00	147.00	420.00	-273.00
50100 - Printing/Photocopy	7.65	167.00	-159.35	2,732.83	1,670.00	1,062.83
50110 - Dues/Subscriptions	0.00	167.00	-167.00	39.00	1,670.00	-1,631.00
50115 - Staff Development	0.00	209.00	-209.00	1,363.60	2,090.00	-726.40
50120 - Meetings	608.94	334.00	274.94	3,219.65	3,340.00	-120.35
50125 - Legal	0.00	0.00	0.00	18,956.69	8,500.00	10,456.69
50130 - Telephone & Internet	533.76	737.00	-203.24	7,195.51	7,370.00	-174.49
50135 - Parking/Mileage	225.75	200.00	25.75	2,391.26	2,000.00	391.26
50330 - D & O / Liability Insurance	0.00	500.00	-500.00	7,356.75	7,000.00	356.75
Total 50045 - Operating	5,529.99	6,436.00	-906.01	101,564.41	82,235.00	19,329.41
51000 - Neighborhood/Outreach Promotion						
51515 - CityFest	0.00	0.00	0.00	99,870.86	119,753.00	-19,882.14
51525 - Promotion/Marketing/Campaigns	368.94	2,500.00	-2,131.06	14,251.35	25,000.00	-10,748.65
51526 - Taste	4,322.33	9,134.00	-4,811.67	4,682.93	13,701.00	-9,018.07
51527 - Taste 'N Tinis	500.00	0.00	500.00	13,072.11	14,351.00	-1,278.89
51529 - Promotion/Parking Campaign	0.00	833.00	-833.00	0.00	8,330.00	-8,330.00
51530 - Banners	0.00	300.00	-300.00	2,420.00	3,000.00	-580.00
51535 - Web Site Communications	704.15	100.00	604.15	1,576.56	1,000.00	576.56
51540 - Business Mixers/Open House	768.78	0.00	768.78	2,472.96	1,400.00	1,072.96
51545 - Newsletter	0.00	675.00	-675.00	2,308.45	4,400.00	-2,091.55
51555 - Farmer's Market	0.00	2,500.00	-2,500.00	12,321.64	25,000.00	-12,678.36
51556 - Farmer's Market Trolley	1,820.00			14,695.00		
51565 - Hillcrest Map	0.00	0.00	0.00	7,000.00	5,000.00	2,000.00
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 April 2016

	TOTAL					
	Apr 16	Budget	Variance	Jul '15 - Apr 16	Budget	Variance
51810 · Movie Night	0.00			1,009.21		
51880 · Nightmare on Normal	0.00			53,390.57		
51885 · Bike Advocacy	5,000.00			20,200.00		
51890 · Contingency	0.00			316.25		
Total 51000 · Neighborhood/Outreach Promotion	13,484.20	16,042.00	-2,557.80	338,530.44	310,935.00	27,595.44
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	53.66	67.00	-13.34	3,015.81	670.00	2,345.81
53130 · Security	3,305.13	3,167.00	138.13	31,791.30	31,670.00	121.30
53135 · Street Cleaning	3,908.00	3,750.00	158.00	35,172.00	37,500.00	-2,328.00
53137 · Pressure Washing	2,094.50	2,000.00	94.50	18,850.50	20,000.00	-1,149.50
53150 · Dumpsters	356.00	359.00	-3.00	3,945.93	3,590.00	355.93
53155 · Tree & Flower Maintenance	5,907.00	1,834.00	4,073.00	40,417.00	18,340.00	22,077.00
53156 · Tree Trimming Large Trees	0.00	667.00	-667.00	4,420.00	6,670.00	-2,250.00
53159 · EMAD Expansion	0.00	1,000.00	-1,000.00	270.89	10,000.00	-9,729.11
53161 · Special Projects	0.00	1,409.00	-1,409.00	7,617.00	14,090.00	-6,473.00
53164 · Homeless Outreach Services	0.00	1,417.00	-1,417.00	31,552.71	14,170.00	17,382.71
53165 · Contingency	0.00	2,512.00	-2,512.00	7,464.12	25,120.00	-17,655.88
53166 · Normal Street Greenway Project	551.30			551.30		
Total 53000 · Physical Improvements	16,175.59	18,182.00	-2,006.41	185,068.56	181,820.00	3,248.56
Total Expense	53,379.09	58,178.00	-4,798.91	811,574.91	747,772.00	63,802.91
	22,820.67	11,443.00	11,377.67	-40,616.07	18,399.00	-59,015.07

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of April 30, 2016

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Anheuser-Busch	0.00	0.00	0.00	2,500.00	0.00	2,500.00
Buffalo Exchange, LTD	0.00	0.00	0.00	0.00	52.00	52.00
Busalacchhi'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
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	250.00	0.00	0.00	250.00
Phildadelphia Insurance	0.00	0.00	354.01	1,881.00	11,146.00	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	2,000.00	0.00	2,000.00
Which Wich	0.00	0.00	0.00	0.00	52.00	52.00
	0.00	0.00	604.01	6,381.00	12,666.00	19,651.01

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2015 through April 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
Total 40010 - City Fest Income	0.00	124,199.17	0.00	0.00	0.00	124,199.17
40020 - Farmers Market	176,638.11	8,511.52	0.00	0.00	0.00	185,149.63
40030 - SBEP	0.00	0.00	0.00	0.00	19,642.30	19,642.30
40040 - MAD	0.00	0.00	0.00	81,366.90	0.00	81,366.90
40050 - BID	0.00	0.00	86,168.79	0.00	0.00	86,168.79
40070 - Hillcrest Map	7,511.25	0.00	0.00	0.00	0.00	7,511.25
40085 - Technical Assistance/Acctg.	2,000.00	0.00	0.00	0.00	3,000.00	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	39,557.07	0.00	0.00	0.00	39,557.07
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	2,000.00	0.00	0.00	0.00	2,000.00
Total Income	228,304.63	352,476.22	86,168.79	81,366.90	22,642.30	770,958.84
Expense						
50000 - Personnel						
50005 - Salaries	73,864.48	47,375.53	18,822.17	0.00	17,962.38	158,024.56
50025 - Employer Taxes - Federal	6,026.33	3,678.44	1,454.91	0.00	1,401.13	12,560.81
50030 - Employer Taxes - State	308.11	559.89	155.21	0.00	278.79	1,302.00
50035 - Health Insurance	11,534.54	1,197.24	0.00	0.00	0.00	12,731.78
50040 - Workers Comp Insurance	1,134.53	657.82	0.00	0.00	0.00	1,792.35
Total 50000 - Personnel	92,867.99	53,468.92	20,432.29	0.00	19,642.30	186,411.50

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2015 through April 2016

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50045 · Operating						
50050 · Rent Office Space	6,980.77	0.00	3,356.70	0.00	0.00	10,337.47
50055 · Storage	4,613.91	0.00	0.00	0.00	0.00	4,613.91
50060 · Accounting	14,133.20	500.00	0.00	800.00	3,000.00	18,433.20
50065 · Audit	625.00	0.00	2,500.00	3,375.00	0.00	6,500.00
50070 · Equipment Purchase	4,519.76	0.00	0.00	0.00	0.00	4,519.76
50075 · Intern/Consultant	8,098.50	0.00	0.00	0.00	0.00	8,098.50
50080 · Bank & Credit Card Charges	359.11	0.00	0.00	0.00	0.00	359.11
50085 · Repair/Maintenance/Cleaning	3,494.85	74.48	0.00	0.00	0.00	3,569.33
50090 · Office Supplies	1,730.84	0.00	0.00	0.00	0.00	1,730.84
50095 · Postage and Delivery	147.00	0.00	0.00	0.00	0.00	147.00
50100 · Printing/Photocopy	2,732.83	0.00	0.00	0.00	0.00	2,732.83
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	3,066.55	153.10	0.00	0.00	0.00	3,219.65
50125 · Legal	18,956.69	0.00	0.00	0.00	0.00	18,956.69
50130 · Telephone & Internet	6,209.52	210.00	775.99	0.00	0.00	7,195.51
50135 · Parking/Mileage	2,062.33	328.93	0.00	0.00	0.00	2,391.26
50330 · D & O / Liability Insurance	4,934.90	0.00	2,421.85	0.00	0.00	7,356.75
Total 50045 · Operating	84,068.36	1,266.51	9,054.54	4,175.00	3,000.00	101,564.41
51000 · Neighborhood/Outreach Promotion						
51525 · Promotion/Marketing/Campaigns	10,473.24	594.36	3,183.75	0.00	0.00	14,251.35
51526 · Taste	253.58	4,429.35	0.00	0.00	0.00	4,682.93
51527 · Taste 'N Tinis	0.00	13,072.11	0.00	0.00	0.00	13,072.11
51530 · Banners	2,420.00	0.00	0.00	0.00	0.00	2,420.00
51535 · Web Site Communications	1,566.61	9.95	0.00	0.00	0.00	1,576.56
51540 · Business Mixers/Open House	565.74	693.56	1,213.66	0.00	0.00	2,472.96
51545 · Newsletter	1,506.79	0.00	801.66	0.00	0.00	2,308.45
51555 · Farmer's Market	9,511.64	2,810.00	0.00	0.00	0.00	12,321.64
51556 · Farmer's Market Trolley	13,925.00	770.00	0.00	0.00	0.00	14,695.00
51565 · Hillcrest Map	7,000.00	0.00	0.00	0.00	0.00	7,000.00
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	0.00	1,009.21	0.00	0.00	0.00	1,009.21
51880 · Nightmare on Normal	0.00	53,390.57	0.00	0.00	0.00	53,390.57

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2015 through April 2016

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
51885 - Bike Advocacy	20,200.00	0.00	0.00	0.00	0.00	20,200.00
51890 - Contingency	0.00	0.00	316.25	0.00	0.00	316.25
Total 51000 - Neighborhood/Outreach Promotion	69,920.73	163,223.53	5,515.32	0.00	0.00	238,659.58
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.	1,690.91	0.00	0.00	1,324.90	0.00	3,015.81
53130 - Security	0.00	0.00	0.00	31,791.30	0.00	31,791.30
53135 - Street Cleaning	1,002.12	0.00	23,916.96	10,252.92	0.00	35,172.00
53137 - Pressure Washing	1,317.90	0.00	4,730.30	12,802.30	0.00	18,850.50
53150 - Dumpsters	1,094.14	0.00	2,851.79	0.00	0.00	3,945.93
53155 - Tree & Flower Maintenance	14,041.61	0.00	15,216.91	11,158.48	0.00	40,417.00
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	2,175.00	0.00	0.00	5,442.00	0.00	7,617.00
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	551.30	0.00	0.00	0.00	0.00	551.30
Total 53000 - Physical Improvements	56,710.02	0.00	51,166.64	77,191.90	0.00	185,068.56
Total Expense	303,567.10	317,829.82	86,168.79	81,366.90	22,642.30	811,574.91
	-75,262.47	34,646.40	0.00	0.00	0.00	-40,616.07

Contracting Agreement

September 15, 2010

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 #202, San Diego, CA 92103 and Citywide Protection Services (hereinafter referred to as "Contractor"), whose address is 9320 Willowgrove Ave. #F. Santee, CA 92071.

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

Recitals

The HBA is seeking security patrol services within the Hillcrest commercial areas in Hillcrest, San Diego.

Agreement

Services to be provided

Contractor shall provide security services described below in the area described on the attachment map (Attachment C).

Term and terminations

The term of this agreement shall be one month from the date of its execution and will continue indefinitely until canceled by either party. This agreement may be canceled by either party for any reason with thirty days written notice. If this agreement is cancelled for any reason by either party, there will be no liability on the part of either party regarding this agreement.

Independent contractor status

Contractor is not an employee of the City or HBA. All staff costs relating to the project must be borne by Contractor. Contractor shall have no authority to bind the City or HBA in any manner or to incur any obligation, debt, or liability of any kind, on behalf of or against the City or HBA. Signing this agreement does not assign any rights, obligations, and/or duties of Hillcrest Business Association under this agreement to any third party. This agreement does not create a contractual relationship between the City or HBA and any third party.

Governing law

Contractor shall at all times comply with all applicable laws, statutes, ordinances, and regulations of the City, county, state, and federal governments. Subcontractor shall also comply with all notices issued by the City under the authority of all current or future laws, statutes, ordinances, or regulations.

Conflict of interest

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

Insurance

Contractor shall defend, indemnify, protect, and hold harmless the City and HBA, their elected officials, departments, officers, employees, representatives, and agents from and against any and all claims asserted, or liability established, for damages or injuries to any person or property. Contractor shall provide Commercial General Liability [CGL] Insurance, naming HBA and the "The City of San Diego, its elected officials, officers, employees, representatives, and agents" as additionally insured. Contractor shall provide Workers' Compensation Insurance, as required by the laws of the State of California for all of Contractor's employees who are subject to this agreement, with Employers' Liability coverage with a limit of at least one million dollars (\$1,000,000). "The City of San Diego, its elected officials, officers, employees, representatives, and agents" shall be named as additionally insured in the CGL. The policies shall be kept in force for the duration of the term and any extended use. The certificate(s) of insurance shall be delivered to HBA at the execution of this contract. All insurance required by the terms of this agreement must be provided by insurers licensed to do business in the State of California which are rated at least "A-, VI" by the current AM Best Ratings Guide. Non-admitted surplus lines insurers may be accepted provided they are included on the most recent list of California eligible surplus lines insurers (LESLI list) and otherwise meet City requirements. If the City is made a party to any judicial or administrative proceeding to resolve the dispute between HBA and Contractor, Contractor shall defend and indemnify the City as described herein.

Payment

- A. HBA shall pay Contractor an amount not to exceed \$6,140.00 monthly (or \$73,680.00 annually) for services described in Attachment # A. These prices include: \$5,040 for standing guard and \$1,100 for regular evening patrol.
- B. The hourly rate for other services requests shall be billed at \$20 per hour.
- C. Billing shall occur once per month no later than thirty days after the date of each monthly invoice.
- D. Additional or "on-call" coverage requests will be made in writing by HBA and will be billed at the regular rate. Requests made with less than 48 hours notice will be charged at the overtime rate.

Agreements with third parties

Upon signing the Contractor shall disclose and provide copies of all agreements with third parties relating to the project including rental agreements, service contracts, entertainment agreements, sponsorships, in-kind donations, special payments, and mutual benefit arrangements. Unwritten agreements shall be unacceptable.

Equal employment and nondiscriminatory provisions

Contractor shall not discriminate in any manner against any person or persons on account of race, color, religion, gender, sexual orientation, medical status, national origin, age, marital status, or physical disability in Contractor's activities pursuant to this agreement, including but not limited to the providing of goods, services, facilities, privileges, advantages, and accommodations, and the obtaining and holding of employment. Contractor shall comply with City Council Ordinance No.18173 (San Diego Municipal Code sections 22.2701 through 22.2708, as amended), EQUAL EMPLOYMENT OPPORTUNITY OUTREACH PROGRAM, a copy of which is on file in the Office of the City Clerk and by this reference is incorporated into this agreement. Contractor is individually responsible to abide by its contents. Contractor shall comply with Title VII of the Civil Rights Act of 1964, as amended; Executive Orders 11246, 11375, and 12086; the California Fair Employment Practices Act; and any other applicable

federal and state laws and regulations hereafter enacted. Contractor shall not discriminate against any employee or applicant for employment on any basis prohibited by law. Contractor may be required to comply, and require each of its Subcontractors to comply, with the provisions of the City's Living Wage Ordinance. It is the responsibility of the Contractor to determine if compliance is required. Contractor is required where applicable to comply with the Americans with Disabilities Act, the City of San Diego Drug Free Workplace requirements, and Storm Water Management and Discharge Control Ordinance.

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.

Materials, supplies and equipment. Contractor shall furnish all materials, supplies and equipment necessary to fully perform the services specified herein. Contractor shall not rely on any third party contribution or donated materials unless disclosed and agreed upon by HBA.

Authorization. HBA hereby represents and warrants that while not the owner of the premises where services are to be provided the HBA is fully authorized by the owner to enter into this agreement.

Supervision. Contractor shall provide supervision adequate to insure that the services rendered pursuant to this agreement are of high quality.

No joint venture or partnership. This agreement shall not be construed or interpreted to create or establish any joint venture or partnership between the parties.

IN WITNESS WHEREOF, the parties have executed this agreement

on _____, at _____, California.

HILLCREST BUSINESS
ASSOCIATION

Contractor

By:

Benjamin Nicholls
Executive Director
3737 Fifth Avenue, #202
San Diego, California 92103
(619) 299-3330 Tel.
(619) 299-4230 Fax

By: _____

Attachment A: scope of work

Contractor agrees to provide the following:

- Provide security services described below in the geographic areas described on Attachment C. Services shall be provided in all areas of the public right of way including alleyways and privately owned public areas such as parking lots and storefront vestibules.

- Security services in all zones shall include:
 - Periodic patrols by uniformed and armed staff of the area described, between the hours of 6pm and 6am.
 - Logging, reporting and engaging with any security issues that might disrupt customers.
 - Influencing problematic individuals or groups of individuals to relocate beyond the boundaries of the areas described above.
 - Where appropriate, engage with the San Diego Police Department in such a way that supports their law enforcement activity.
 - Provide daily reports of all issues observed during regular patrols including hazardous conditions (such as trip hazards, fallen tree limbs, street light outages, etc.), security incidences and engagement with San Diego Police officers.
 - Provide a daily list of locations of stickers and graffiti to be sent to HBA's cleaning contractor for removal.
 - Provide appropriate equipment and support for staff oversight including cellular telephones and a local call center to process calls from area property owners and businesses.

- Zone One additional services shall include:
 - Foot patrols throughout the area fourteen hours a week with specific hours to be determined.
 - Provide a basic level of information to customers in the public right of way (such as directions or assistance).

- Zone Two security services shall include:
 - Daily foot patrols throughout the area, seven days a week, eight hours a day with specific hours to be determined.
 - Provide a basic level of information to customers in the public right of way (such as directions or assistance).

HBA agrees to provide the following:

- Payment based on the above schedule.

Attachment B: Conflict of interest policy

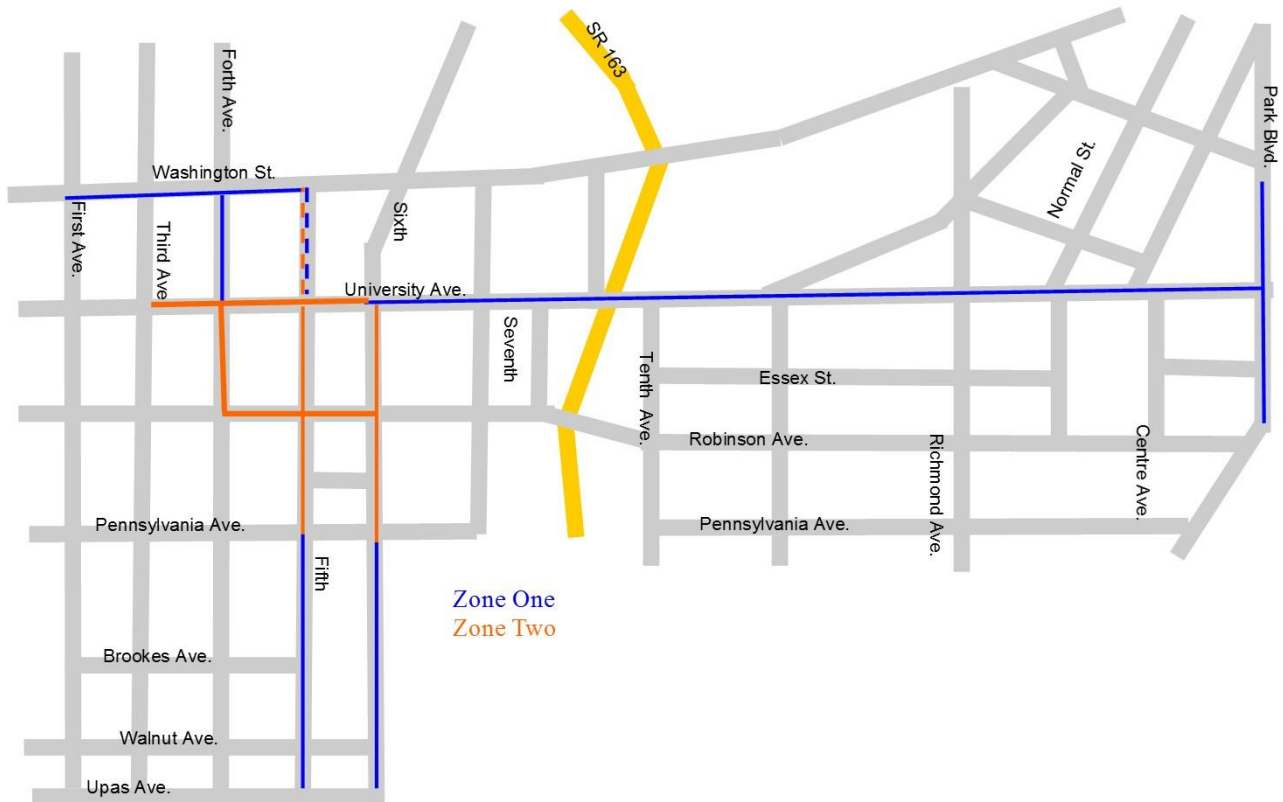
No contract may be entered into by the Hillcrest Business Association if one of its officers, members, directors, committee members, staff members or volunteers has a material financial interest in the contract or transaction, except in the following circumstances:

- (1) the material facts as to the contract or transaction and as to the party's interest are fully disclosed or known to the member, board or committee voting on the matter;
- (2) the contract or transaction is approved by the members, board or committee in good faith, by a vote sufficient without counting the vote of the interested party or parties;
- (3) the interested party or parties abstains from voting on the matter;

- (4) the contract or transaction is just and reasonable to the Hillcrest Business Association at the time it was authorized, approved or ratified;
- (5) the interested party or parties shall not actively participate in the decision about the contract or transaction, except to answer questions or provide a broad explanation;
- (6) the action is recorded in meeting minutes, noting which members voted, how the members voted, and identifying any members who abstained from voting.

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

Attachment C: Service area



	FY 16	FY17	Total Class	510 MAD	BID Detail
Income					
City Fest	\$ 163,919.00	\$ 160,000.00	\$ 160,000.00		
Farmers Market	\$ 220,000.00	\$ 210,000.00	\$ 210,000.00		
SBEF	\$ 27,671.00	\$ 25,000.00	\$ 25,000.00		
MAD	\$ 90,183.00	\$ 90,183.00	\$ 90,183.00	\$ 90,183.00	
MAD Reserve	\$ 25,000.00		\$ -		
BID	\$ 114,000.00	\$ 105,000.00	\$ 105,000.00		\$ 105,000.00
Newsletter/Advertising	\$ 1,000.00	\$ 1,000.00	\$ 1,000.00		
Taste	\$ 44,665.00	\$ 41,000.00	\$ 41,000.00		
Taste 'n Tinis	\$ 19,847.00	\$ 18,000.00	\$ 18,000.00		
Nightmare on Normal		\$ 50,000.00	\$ 50,000.00		
Pride of Hillcrest Blockparty	\$ 129,971.00	\$ 110,000.00	\$ 110,000.00		
Fat Tuesday		\$ 50,000.00	\$ 50,000.00		
Beer Crawl		\$ 5,000.00	\$ 5,000.00		
Banner space rental	\$ 5,000.00	\$ 2,500.00	\$ 2,500.00		
Hillcrest Map	\$ 3,000.00	\$ 3,000.00	\$ 3,000.00		
Other Income (Prow)	\$ 1,560.00	\$ 1,600.00	\$ 1,600.00		
Total Income	\$ 845,816.00	\$ 872,283.00	\$ 872,283.00	\$ 90,183.00	\$ 105,000.00
Expense					
50000 - Personnel	\$ 207,262.00	\$ 207,635.00		\$ -	\$ 17,100.00
50005 - Salaries/ Payroll	\$ 179,500.00	\$ 180,000.00	\$ 180,000.00		\$ 17,100.00
50025 - Employer Taxes - Federal	\$ 13,254.00	\$ 13,500.00	\$ 13,500.00		
50030 - Employer Taxes - State	\$ 2,485.00	\$ 2,485.00	\$ 2,485.00		
50035 - Health Insurance	\$ 8,950.00	\$ 10,100.00	\$ 10,100.00		
50040 - Workers Comp Insurance	\$ 3,073.00	\$ 1,550.00	\$ 1,550.00		
50045 - Operating	\$ 95,356.00	\$ 96,989.00		\$ -	\$ -
50050 - Rent Office Space	\$ 9,639.00	\$ 9,639.00	\$ 9,639.00		
50055 - Storage	\$ 3,600.00		\$ -		
50060 - Accounting	\$ 22,100.00	\$ 22,100.00	\$ 22,100.00		
50065 - Audit/ Tax	\$ 7,375.00	\$ 12,000.00	\$ 12,000.00		
50070 - Equipment Purchase	\$ 2,700.00	\$ 2,100.00	\$ 2,100.00		
50075 - Consultants/Interns	\$ 5,000.00	\$ 10,000.00	\$ 10,000.00		
50080 - Bank & Credit Card Charges	\$ 600.00	\$ 600.00	\$ 600.00		
50085 - Repair / Maintenance / Cleaning	\$ 2,100.00	\$ 2,800.00	\$ 2,800.00		
50090 - Office Supplies	\$ 3,200.00	\$ 3,200.00	\$ 3,200.00		
50095 - Postage and Delivery	\$ 500.00	\$ 350.00	\$ 350.00		
50100 - Printing/Photocopy	\$ 2,000.00	\$ 1,300.00	\$ 1,300.00		
50110 - Dues/Subscriptions	\$ 2,000.00	\$ 1,000.00	\$ 1,000.00		
50115 - Staff Development	\$ 2,500.00	\$ 1,200.00	\$ 1,200.00		
50120 - Meetings	\$ 4,000.00	\$ 3,500.00	\$ 3,500.00		
50125 - Legal	\$ 8,500.00	\$ 7,500.00	\$ 7,500.00		
50130 - Telephone & Internet	\$ 8,842.00	\$ 7,500.00	\$ 7,500.00		
50135 - Parking/Mileage	\$ 2,400.00	\$ 2,400.00	\$ 2,400.00		
50140 - Depreciation	\$ 300.00	\$ 300.00	\$ 300.00		
50220 - Insurance	\$ 8,000.00	\$ 9,500.00	\$ 9,500.00		
51000 - Outreach/Promotion	\$ 313,405.00	\$ 326,000.00		\$ -	\$ 19,600.00
Promotion/Marketing/Campaigns	\$ 30,000.00	\$ 25,000.00	\$ 25,000.00		\$ 15,500.00
Banners	\$ 3,600.00	\$ 4,500.00	\$ 4,500.00		
Web communications	\$ 1,200.00	\$ 1,500.00	\$ 1,500.00		\$ 1,000.00
Hillcrest Map	\$ 5,000.00	\$ 5,000.00	\$ 5,000.00		
Pride of Hillcrest Block Party	\$ 90,000.00	\$ 75,000.00	\$ 75,000.00		
Farmers Market Trolley	\$ 30,000.00	\$ 15,500.00	\$ 30,000.00		
Taste 'n Tinis	\$ 14,351.00	\$ 12,000.00	\$ 12,000.00		
CityFest	\$ 119,753.00	\$ 100,000.00	\$ 100,000.00		
Taste	\$ 13,701.00	\$ 12,000.00	\$ 12,000.00		
Nightmare on Normal Street		\$ 35,000.00	\$ 35,000.00		
Fat Tuesday		\$ 35,000.00	\$ 35,000.00		
Business Open House	\$ 1,400.00	\$ 2,500.00	\$ 2,500.00		\$ 1,400.00
Movie Night		\$ 3,500.00	\$ 3,500.00		
Newsletter	\$ 4,400.00	\$ 3,000.00	\$ 3,000.00		\$ 1,700.00
53000 - Physical Improvements	\$ 216,149.00	\$ 220,561.00		\$ 90,183.00	\$ 68,300.00
Hillcrest Sign Utilities/Maint.	\$ 800.00	\$ 800.00	\$ 800.00	\$ 800.00	
Security	\$ 38,000.00	\$ 73,680.00	\$ 38,000.00	\$ 38,000.00	
Street Cleaning	\$ 45,000.00	\$ 44,000.00	\$ 44,000.00	\$ 14,000.00	\$ 30,000.00
Pressure washing	\$ 24,000.00	\$ 24,000.00	\$ 24,000.00	\$ 11,200.00	\$ 12,800.00
Dumpsters	\$ 4,300.00	\$ 4,500.00	\$ 4,500.00	\$ 2,500.00	\$ 2,000.00
Gardening	\$ 22,000.00	\$ 22,000.00	\$ 22,000.00	\$ 12,000.00	\$ 10,000.00
Tree Trimming (large)	\$ 8,000.00	\$ 5,000.00	\$ 5,000.00	\$ 2,750.00	\$ 2,250.00
EMAD Expansion	\$ 10,000.00	\$ 16,500.00	\$ 16,500.00		
Homeless outreach services	\$ 17,000.00		\$ -		
Mainstreet application		\$ 3,200.00	\$ 3,200.00		
Lighting projects		\$ -	\$ -		
Special Projects (incl. lighting)	\$ 16,908.00	\$ 4,826.00	\$ 4,826.00		\$ 4,826.00
Contingency	\$ 30,141.00	\$ 25,255.00	\$ 25,255.00	\$ 8,933.00	\$ 6,424.00
Total Expense	\$ 832,172.00	\$ 851,185.00	\$ 836,705.00	\$ 90,183.00	\$ 105,000.00
Total Income	\$ 845,816.00	\$ 872,283.00	\$ 872,283.00	\$ -	\$ -
Net Income	\$ 13,644.00	\$ 21,098.00	\$ 35,578.00	\$ -	\$ -