



Hillcrest Business Association

Board of Directors Meeting

Public Meeting ~ June 17, 2014, 5pm

Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103

Agenda

Call to order and introductions	J. Hale	2 minutes
Public comment (1 minute per speaker)		5 minutes
Reports (info items):		
1. President's report <ul style="list-style-type: none"> • Protocol for individual board members taking action on behalf of the HBA • Pride Flag Fundraising 	J. Hale	5 minutes
Consent items (Action):		
1. Approval of Minutes (May 2014)	E. Reynoso	1 minute
2. Approval of April Financials	C. Moreno	1 minute
Beautification		
1. Purchase of Christmas Decorations (action item)	C. Moreno	1 minute
2. AT&T Building Update (discussion)	C. Moreno	2 minute
3. Pernicanos Mural Update (discussion)	C. Moreno	2 minute
Marketing		
1. Re Printing of the Hillcrest Guide (action)	E. Reynoso	2 minutes
Executive Committee Items		
1. Fat Tuesday and the GSDBA Charitable Youth Foundation (action)	J. Hale	2 minutes
2. Approving entering into an agreement with the City (action)	J. Hale	1 minutes
3. Designating an officer of the corporation to sign the agreements (action)	J. Hale	1 minute
4. Designating an officer of the corporation to sign the requests for reimbursement (action)	J. Hale	1 minutes
5. Designating an officer of the corporation to sign the program reports (action)	J. Hale	1 minutes
6. Renewed insurance Documents for FY15 Purchase Order Submittal (action)	J. Hale	1minutes
7. Marriage Flag Raising for 6/26/2014 (action)	E. Reynoso	3 minutes
**Closed Session **	J. Hale	20 minutes
1. Cassandra Ramhap EDD Claim		
2. Interim Executive Director		

Attachments:

1. May 2014 Minutes
2. April 2014 Financials



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ May 27, 2014, 5pm
Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103
Board of Directors Meeting

Board in Attendance: Johnathan Hale, Michael Brennan, Mike Rosensteel, Cecelia Moreno, Glenn Younger, Nick Papantonakis, Ronald Baranov, Pete Katz, Ryan Bedrosian and Dalour Younan.

Absent Board Members: Morgan Freeman, Eddie Reynoso, Alphonso Tsang, and Sam Korish.

Staff in Attendance: Sonya Stauffer, Marisa Romero and Megan Gamwell

Audience in Attendance: Hutton Marshall, Mary Joseph, Christina Carrie, Charles Kaufman

Public Comment:

City of San Diego – Urban Forestry Management Discussion:

C. Carries: Gave a presentation to the Board on behalf of the Urban forestry management plan which is in draft and will be ready this June. C. Carrie informed the board on the benefits of having trees in the neighborhood. The goals are to develop nurture and protect a sustainable urban/ community forest, steps to achieve the goals include: Inventory in the neighborhoods, implementations and monitoring a \$7500 planning grant from California dept. of forestry and fire protection. C. Carries would like to work together to advocate plant and care for trees in the neighborhood. C. Carrie handed out a survey for the board to fill out and turn in.

Presidents Report:

J. Hale: Updated the Board on the status of the CDC that has moved into its final phase. The Board was updated on The Pride Flag that has been reconciled in the books. After review of the financials there is a negative income of \$4,124.16 after all final expenditures have come through however there is one more invoice for flag maintenance we are waiting to receive from Pride. After the invoice is received the project will be shy of \$1,000 to break even. The next project will include tiles and lighting for 2015.

D. Younan: Asked if the LGBT Center was going to be responsible for the maintenance and financials of the Pride Flag.

J. Hale: The original intent was to have the CDC take over the project but the CDC is not yet officially registered. The Pride organization is responsible for reimbursing the HBA for any maintenance on the flag. Any new projects or maintenance for the flag are the responsibility of the Pride Flag Committee as long as it is done through a fundraising effort. If the HBA so chooses, with the approval of the Board, they may fundraise for the Pride Flag.

The First Year of the Pride Flag project the Pride of Hillcrest Block Party donated 100% of proceeds to the Pride Flag Project. In year two of the Pride of Hillcrest Block Party the same arrangements were to



be made, however the official minutes stating that proceeds for year two would go to the Pride Flag Project, have not been found. The Board must take action to approve 100% of proceeds for the second Pride of Hillcrest Block Party to be donated to the Pride Flag Project.

J. Hale: Requested that the Board assemble a committee next month to recruit new board members for the 2014 October elections.

D. Younnan: Inquired about the relationship between Matt Whalstrom and the HBA.

J. Hale: Stated that there was a disagreement in the past between the HBA and M. Whalstrom concerning a lighting project bid that went out. The Board of Directors recently amended the Bylaws to state that one must have a physical business in Hillcrest to be a Board Member. M. Whalstrom is a legitimate member but is not qualified to be a Board Member, that has caused some tensions as well. The HBA attorney is approving the Bylaws, which will be presented next board meeting and approved by the membership at the October election.

J. Hale: Read aloud a message from S. Stauffer to M. Whalstrom in April 2014.

Executive Report:

S. Stauffer: Updated the board on the status of Fat Tuesday financials, there is one more bill being processed and it appears that there was a profit of \$2,161.91 on Fat Tuesday, Taste \$3,0212 and sold an addition of 1,200 tickets. Movie Night is this weekend on May 31st.

J. Hale: Suggested that the Board reach out to MO's group and Lips to create a sub committee to organize Fat Tuesday next year.

S. Stauffer: Met with Pride and the City of San Diego earlier in the day to discuss the Pride of Hillcrest Block Party. S. Stauffer spoke with Mark Catrambone, and have identified 18 locations where San Diego Urban Forestry group could come in and work. On Sunday June 1st the Rock'n'Roll Marathon will be coming through the neighborhood. Met with Greg Sandowski, owner of the Uptown Shopping Center, soon to be the HUB . There is a packet attached to the board packets with a description of the HUB project. They plan to start in June and be finished within 3 months after the start date. S. Stauffer updated the Board on the progress of Deco Bikes in Hillcrest. Deco Bikes have identified 6 bike Share Stations in Hillcrest, and has contacted all the businesses that will be impacted by the Bike Share Stations. There are a few alternate routes the HBA and its members would like Deco Bikes to consider based on feed back from the UCPD and business members.

C. Moreno: Requested that the HUB come speak to the Board.

Consent items:

Motion to approve April minutes and March financials G. Younger/N. Papatantokis 10/0/0

Beautification Committee:

Rocks in the Tree wells



S. Stauffer: Beautification has agreed to move "Rocks in the Tree Wells" to the board level. Beautification would like to allocate a portion of the funds received from the steam machine reimbursement, towards purchasing rocks with the MAD to cover the expenses for the trees in their district. Stated that there are 67 tree wells in the MAD area and will cost \$2,479, in zone 2 there are 126 trees and will cost \$4,662. Approximately \$3,400 will be coming from the general fund and \$2,479 coming from the MAD fund. S. Stauffer requested an amount no more than \$9,000 to begin the project on June 1, 2014.

G. Younger: Inquired if the rocks were being used to replace the missing tree grates.

J. Hale: Inquired if the Rocks were being donated.

S. Stauffer: Stated that the Beautification Committee has agreed to purchase the rocks. S. Stauffer discussed materials and options with the City of San Diego, and believed this is the best route.

P. Katz: Inquired on the size of the rocks.

M. Brennan: Stated that the rock are 1-2" in diameter.

S. Stauffer: Stated that smaller rocks are more expensive and can cause more of a maintenance issue.

P. Katz: Expressed concern with the cost and maintenance of the rocks.

G. Younger: Stated that the board should look into two issues, the city may think its okay but other codes may have issues with placing rocks in the tree wells. There are specific rules as outlined by California Building Codes to be considered such as curbs and wheel chair access.

J. Hale: Requested clarification on these codes.

P. Katz: Suggested using decomposed granite instead of rocks.

S. Stauffer: Stated that decomposed granite was more expensive then the rocks and would cost a couple hundred dollars per tree well.

D. Younan: Suggested the board turn to Elizabeth Studabaker on this issue.

S. Stauffer: Stated that E. Studabaker suggested using the gravel and rocks.

G. Younger: Requested a 2nd quote for the decomposed granite instead of the gravel.

Motion to approve the expense for the rocks in the tree wells for no more than \$9,000.

M. Brennan/G. Younger 5/3/2

Lights on Park East Side



S. Stauffer: Discussed completing the lighting project on Park Blvd. S. Stauffer has met with the businesses and property managers on the east side of the street and has received a quote of \$3,500 to complete the lighting on the east side of the street, the west side is already completed.

Motion to approve lights on Park Blvd.

G. Younger/N. Papatanokis 10/0/0

Marketing Committee

M. Gamwell: Filled in for E. Reynoso on the Marketing Budget for 2014. The Committee discussed re implementing a few of last years Marketing Campaigns including radio partnerships, Co-op pages and the Fabulous Guide to Hillcrest. The committee would like to implement more projects that market Hillcrest as a destination location and has already met with a few vendors that can assist Hillcrest in meeting these goals.

J. Hale: Requested that supporting documentation be brought next time to the meeting in conjunction to budget discussions and requested that Marketing prepare information for next months board meeting in regards to reprinting the Fabulous Guide to Hillcrest Map.

Executive Committee

Pride Flag Funds:

C. Moreno: Discussed The Pride Block Party and requested that proceed for the second year be donated to the Pride Flag and would like to put forth the idea that we vote to donate proceeds of the third Pride of Hillcrest Block party to the Pride flag as well.

J. Hale: Commented that year two of proceeds go 100% to the Pride Flag and on an ongoing bases 50% of proceeds will go towards the Pride Flag. Currently the HBA splits 50% of proceeds with Pride. Moving forward J. Hale would like to see the HBA's 50% be split with half going towards the Flag and the other half towards beautification projects.

Motion to retroactively fund the Pride Flag with 100% of our proceeds from year two of the Pride of Hillcrest Block Party and on an go forward basis 50% of the HBA's proceeds will be allocated towards the Pride Flag project and maintenance.

C. Moreno/G. Younger 10/0/0

Fat Tuesday Financials:

J. Hale: Updated the Board on the status of the Fat Tuesday Financials, as it stands the HBA has a net profit of \$2,000. A lot of liquor sales diminished because of the bars located inside the footprint of the event. J. Hale would like to suggest that all net proceeds go to the GSDBA foundation. The agreement was 50% but J. Hale expressed interest to give 100% of the net profit. The HBA would also like to discuss waiving the fee to McFarlane Promotions for Fat Tuesday and follow up that no additional bills need to be submitted. On a go forward bases these contracts need to be re assessed and J. Hale expressed interest in taking the event in house, as had been done previously.



Bylaws

S. Stauffer: Updated the board on the status of the Bylaws. The HBA attorney C. Graham had been on vacation and is now back and working on them now.

J. Hale: Requested that the Bylaws be much more specific than they had been previously. Specifically that anyone who is eligible for the Board has a physical business within the Hillcrest BID boundaries.

S. Stauffer: Commented that the attorney is working on the Bylaw's pro bono and that there is time to have those Bylaw's amended and ready before the October Elections.

J. Hale: Requested from S. Stauffer that those Bylaws be ready by next month's meeting.

CDC

G. Younger: Updated the Board on the CDC and commented that the "Non profit status is in good shape." The commission of charitable trusts was the last file to be submitted. The Board was selected according to Bylaws and all tax filings have been completed. We should be legal organizations shortly; it may take as long as 3 months to be approved. The goals of the CDC are to seek out and develop opportunities for improvement in the Hillcrest district. The HBA is a 501(c) 6, which is a member benefit organization; the CDC is a 501 (c) 3, which is an organization for the greater good of Hillcrest. One of the projects that the CDC would like to work on is the Pride Plaza Project. The Project has currently been put on hold, however the concept behind the project is that the CDC redevelops City Land and parking that is poorly utilized. The CDC has drawn out some maps and implemented some tactical urbanism projects to experiment, this is an example of the projects that CDC can do. The goal of CDC is taking property and re developing it for better use. The CDC currently has 7 Board members with at least one member of the HBA on the CDC board.

Pride Plaza Letter of Support

M. Brennan: Gave out handouts on the Pride Plaza project. The idea is to take over some of the public right away on the intersection on Normal Street and turn it into a public plaza. Looking towards the fall to run the test plaza. The CDC next step is to collect a letter of support from the HBA Board.

Motion to approve the HBA write a letter of support for the CDC Pride Plaza in the fall of 2014.

C. Moreno/M. Rosensteel 10/0/0

Mobility Committee

M. Brennan: Make the Mobility Committee a permanent committee. The original committee was the Bike Ad Hoc Committee and the Mobility Committee would be more encompassing.

Motion to approve a permanent Mobility Committee

N. Papantonakis /C. Moreno 10/0/0



Bike Path Push Poll

J. Hale: Requested that the HBA hire a 3rd party polling company to conduct a push poll for our members on the Bike Path.

D. Younan: Inquired on the objective of the poll.

J. Hale: Stated the objective would be to obtain a clear and concise feedback from our members to give to SANDAG while providing additional information on the project to our members.

P. Katz: Stated that he does not believe the HBA should spend the money on a push poll. P. Katz would like to see the HBA take responsibility for the project in Hillcrest and make the best decision for the community as a Board.

C. Moreno: Stated that the HBA has an obligation to poll our members on this project because it is going to directly impact our members.

J. Hale: Stated that we have a responsibility to communicate these changes to our membership. J. Hale would also like to see SANDAG pay for the poll.

Motion to approve if the board is in favor or not in favor of polling our membership on the proposed Bike Path

J. Hale/G. Younger 7/2/1

Deco Bikes

S. Stauffer: Updated the board on the progress of choosing the most appropriate spaces for the Deco Bike share stations. S. Stauffer, M. Brennan and the UCPD have been establishing alternative locations for a number of the Bike Share stations that would work best for Hillcrest. The HBA is also working with its membership in deciding these Deco Bike Share stations.

J. Hale: Stated that he is opposed to any Bike Share stations that take away parking.

Motion to support Deco Bike share location as long as they do not take up metered or non-metered parking spaces.

C. Moreno/D. Younan 10/0/0

Meeting adorned 6:41pm

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of April 30, 2014

	<u>Apr 30, 14</u>
ASSETS	
Current Assets	
Checking/Savings	
10035 · Comerica - Checking	255,484.20
Total Checking/Savings	<u>255,484.20</u>
Accounts Receivable	
12000 · Accounts Receivable	11,750.17
Total Accounts Receivable	<u>11,750.17</u>
Other Current Assets	
10115 · SBEP City Fees & Services	20,900.00
10120 · BID Receivable	692.79
10125 · MAD Receivable	32,252.19
10145 · Farmers Market Receivable	4,452.76
10155 · Prepaid Expense	5,891.57
10165 · Workers Compensation Deposit	842.00
10175 · Commission for Arts Grant Rcvbl	15,279.00
Total Other Current Assets	<u>80,310.31</u>
Total Current Assets	347,544.68
Fixed Assets	
10200 · Office Furniture & Equipment	19,273.93
10220 · Accumulated Depreciation	-13,139.00
Total Fixed Assets	<u>6,134.93</u>
TOTAL ASSETS	<u>353,679.61</u>
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
20210 · Accrued Expenses	480.00
20215 · BID Assessment	-1,197.62
20225 · SBEP Advance	4,944.98

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of April 30, 2014

	<u>Apr 30, 14</u>
21000 · Payroll Liabilities	
FUTA Payable	5.01
Vacation Payable	<u>5,364.95</u>
Total 21000 · Payroll Liabilities	<u>5,369.96</u>
Total Other Current Liabilities	<u>9,597.32</u>
Total Current Liabilities	<u>9,597.32</u>
Total Liabilities	9,597.32
Equity	
31100 · Unrestricted Net Assets	333,486.81
Net Income	<u>10,595.48</u>
Total Equity	<u>344,082.29</u>
TOTAL LIABILITIES & EQUITY	<u><u>353,679.61</u></u>

Hillcrest Business Improvement Association, Inc.
Profit & Loss Budget vs. Actual
 July 2013 through April 2014

				TOTAL	
	Apr 14	Budget	Variance	Jul '13 - Apr 14	Budget
Income					
40015 · CityFest	0.00			163,919.25	130,000.00
40020 · Farmers Market	18,108.64	13,334.00	4,774.64	187,149.50	133,340.00
40030 · SBEP	2,480.97	2,140.00	340.97	20,940.02	17,120.00
40040 · MAD	8,543.31	7,511.00	1,032.31	92,371.56	78,985.00
40045 · MAD Reserve	0.00	0.00	0.00	5,000.00	25,000.00
40050 · BID	10,350.65	9,226.00	1,124.65	92,000.31	95,640.00
40055 · BID Carry Forward	0.00	2,334.00	-2,334.00	0.00	23,340.00
40065 · Hillcrest Fat Tuesday	870.00			63,252.77	
40080 · Newsletter/Advertising	0.00	84.00	-84.00	0.00	840.00
40095 · Movie Night	0.00			33.50	
40110 · Taste	44,665.17	8,625.00	36,040.17	44,665.17	25,875.00
40115 · Taste 'N Tinis	600.00			19,847.30	17,000.00
40120 · Interest	0.00	100.00	-100.00	12.62	1,000.00
40135 · Hillcrest Hoedown	0.00			37,582.91	38,700.00
40140 · Banner Space	0.00	667.00	-667.00	0.00	6,670.00
40145 · Pride Flag	16,439.25			30,924.55	
40155 · Pride of Hillcrest/Block Party	0.00			129,971.45	140,000.00
40160 · Hillcrest Map.	0.00	359.00	-359.00	0.00	3,590.00
40180 · Other Income	7,908.21	167.00	7,741.21	9,207.99	1,670.00
Total Income	109,966.20	44,547.00	65,419.20	896,878.90	738,770.00
Expense					
50000 · Personnel					
50005 · Salaries	13,419.57	14,290.00	-870.43	139,150.78	138,924.00
50025 · Employer Taxes - Federal	1,031.59	1,572.00	-540.41	11,190.36	15,416.00
50030 · Employer Taxes - State	51.79	0.00	51.79	2,380.94	2,281.00
50035 · Health Insurance	216.90	788.00	-571.10	8,516.26	7,880.00
50040 · Workers Comp Insurance	478.76	194.00	284.76	2,115.24	1,940.00
Total 50000 · Personnel	15,198.61	16,844.00	-1,645.39	163,353.58	166,441.00
50045 · Operating					
50050 · Rent Office Space	783.00	726.00	57.00	8,073.00	7,260.00
50055 · Storage	0.00	150.00	-150.00	2,475.00	1,500.00
50060 · Accounting	1,842.00	1,835.00	7.00	18,416.20	18,350.00
50065 · Audit	0.00			6,000.00	7,500.00

Hillcrest Business Improvement Association, Inc.
Profit & Loss Budget vs. Actual
 July 2013 through April 2014

				TOTAL	
	Apr 14	Budget	Variance	Jul '13 - Apr 14	Budget
50070 · Equipment Purchase	0.00	225.00	-225.00	87.91	2,250.00
50075 · Intern/Consultant	0.00	417.00	-417.00	2,041.00	4,170.00
50080 · Bank & Credit Card Charges	24.78	50.00	-25.22	599.37	500.00
50085 · Repair and Maintenance	370.00	100.00	270.00	2,155.00	1,000.00
50090 · Office Supplies	652.02	267.00	385.02	5,568.76	2,670.00
50095 · Postage and Delivery	50.95	42.00	8.95	262.50	420.00
50100 · Printing/Photocopy	0.00	340.00	-340.00	87.75	3,400.00
50110 · Dues/Subscriptions	0.00	667.00	-667.00	480.00	6,670.00
50120 · Meetings	36.21	251.00	-214.79	3,710.68	2,510.00
50125 · Legal	0.00	167.00	-167.00	0.00	1,670.00
50130 · Telephone & Internet	511.15	447.00	64.15	7,820.15	4,470.00
50135 · Parking/Mileage	206.25	200.00	6.25	2,257.50	2,000.00
50140 · Depreciation	0.00	100.00	-100.00	0.00	1,000.00
50145 · Bad Debt Expense	0.00			1,200.00	
50330 · D & O / Liability Insurance	0.00	326.00	-326.00	6,045.00	6,418.00
Total 50045 · Operating	4,476.36	6,310.00	-1,833.64	67,279.82	73,758.00
51000 · Neighborhood/Outreach Promotion					
51515 · CityFest	1,490.40			119,753.02	85,000.00
51525 · Promotion/Marketing/Campaigns	3,971.93	2,034.00	1,937.93	30,753.98	20,340.00
51526 · Taste	7,309.37	770.00	6,539.37	13,701.38	7,700.00
51527 · Taste 'N Tinis	997.50			14,351.03	15,000.00
51528 · Amazing High Heel Race	0.00	0.00	0.00	201.35	0.00
51530 · Banners	150.00	300.00	-150.00	3,340.00	3,000.00
51535 · Web Site Communications	0.00	84.00	-84.00	0.00	840.00
51545 · Newsletter	0.00	225.00	-225.00	2,465.47	2,250.00
51555 · Farmer's Market	3,257.08	1,667.00	1,590.08	29,160.13	16,670.00
51560 · Business Forum/Open House	664.00	117.00	547.00	664.00	1,170.00
51565 · Hillcrest Map	0.00	359.00	-359.00	0.00	3,590.00
51570 · Hillcrest Hoedown.	0.00			42,173.35	36,500.00
51575 · Pride Flag Project	0.00			16,372.78	
51800 · Pride of Hillcrest/Block Party	1,449.60			116,323.84	90,000.00
51810 · Movie Night	300.00			3,376.00	
51820 · Hillcrest Fat Tuesday	1,127.46			61,090.86	
Total 51000 · Neighborhood/Outreach Promotion	20,717.34	5,556.00	15,161.34	453,727.19	282,060.00

Hillcrest Business Improvement Association, Inc.
Profit & Loss Budget vs. Actual
 July 2013 through April 2014

	<u>Apr 14</u>	<u>Budget</u>	<u>Variance</u>	<u>TOTAL</u>	<u>Budget</u>
				<u>Jul '13 - Apr 14</u>	
53000 · Physical Improvements					
53125 · Hillcrest Sign Utilities/Maint.	53.11	67.00	-13.89	575.86	670.00
53130 · Security	3,165.40	3,042.00	123.40	31,654.00	30,420.00
53135 · Street Cleaning	3,908.00	3,910.00	-2.00	45,901.00	39,100.00
53137 · Pressure Washing	1,999.00	1,067.00	932.00	19,990.00	19,670.00
53138 · Utility Box Wraps	0.00			4,952.62	5,000.00
53150 · Dumpsters	-112.83	301.00	-413.83	5,169.29	3,010.00
53152 · Flower Baskets (Purchase)	0.00	425.00	-425.00	3,610.34	13,154.00
53155 · Tree & Flower Maintenance	5,167.63	3,865.00	1,302.63	35,764.63	20,650.00
53156 · Tree Trimming Large Trees	0.00	1,334.00	-1,334.00	10,865.00	13,340.00
53157 · Tree Light Repair	0.00	667.00	-667.00	0.00	6,670.00
53158 · Light Canopy	0.00			12,591.00	35,000.00
53165 · Contingency	5,489.50	5,398.00	91.50	30,849.09	53,980.00
Total 53000 · Physical Improvements	<u>19,669.81</u>	<u>20,076.00</u>	<u>-406.19</u>	<u>201,922.83</u>	<u>240,664.00</u>
Total Expense	<u>61,062.12</u>	<u>48,786.00</u>	<u>11,276.12</u>	<u>886,283.42</u>	<u>762,923.00</u>
	<u>48,904.08</u>	<u>-4,239.00</u>	<u>54,143.08</u>	<u>10,595.48</u>	<u>-24,153.00</u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2013 through April 2014

	<u>Variance</u>
Income	
40015 · CityFest	33,919.25
40020 · Farmers Market	53,809.50
40030 · SBEP	3,820.02
40040 · MAD	13,386.56
40045 · MAD Reserve	-20,000.00
40050 · BID	-3,639.69
40055 · BID Carry Forward	-23,340.00
40065 · Hillcrest Fat Tuesday	
40080 · Newsletter/Advertising	-840.00
40095 · Movie Night	
40110 · Taste	18,790.17
40115 · Taste 'N Tinis	2,847.30
40120 · Interest	-987.38
40135 · Hillcrest Hoedown	-1,117.09
40140 · Banner Space	-6,670.00
40145 · Pride Flag	
40155 · Pride of Hillcrest/Block Party	-10,028.55
40160 · Hillcrest Map.	-3,590.00
40180 · Other Income	7,537.99
Total Income	<u>158,108.90</u>
Expense	
50000 · Personnel	
50005 · Salaries	226.78
50025 · Employer Taxes - Federal	-4,225.64
50030 · Employer Taxes - State	99.94
50035 · Health Insurance	636.26
50040 · Workers Comp Insurance	175.24
Total 50000 · Personnel	<u>-3,087.42</u>
50045 · Operating	
50050 · Rent Office Space	813.00
50055 · Storage	975.00
50060 · Accounting	66.20
50065 · Audit	-1,500.00

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2013 through April 2014

	<u>Variance</u>
50070 · Equipment Purchase	-2,162.09
50075 · Intern/Consultant	-2,129.00
50080 · Bank & Credit Card Charges	99.37
50085 · Repair and Maintenance	1,155.00
50090 · Office Supplies	2,898.76
50095 · Postage and Delivery	-157.50
50100 · Printing/Photocopy	-3,312.25
50110 · Dues/Subscriptions	-6,190.00
50120 · Meetings	1,200.68
50125 · Legal	-1,670.00
50130 · Telephone & Internet	3,350.15
50135 · Parking/Mileage	257.50
50140 · Depreciation	-1,000.00
50145 · Bad Debt Expense	
50330 · D & O / Liability Insurance	-373.00
Total 50045 · Operating	-6,478.18
51000 · Neighborhood/Outreach Promotion	
51515 · CityFest	34,753.02
51525 · Promotion/Marketing/Campaigns	10,413.98
51526 · Taste	6,001.38
51527 · Taste 'N Tinis	-648.97
51528 · Amazing High Heel Race	201.35
51530 · Banners	340.00
51535 · Web Site Communications	-840.00
51545 · Newsletter	215.47
51555 · Farmer's Market	12,490.13
51560 · Business Forum/Open House	-506.00
51565 · Hillcrest Map	-3,590.00
51570 · Hillcrest Hoedown.	5,673.35
51575 · Pride Flag Project	
51800 · Pride of Hillcrest/Block Party	26,323.84
51810 · Movie Night	
51820 · Hillcrest Fat Tuesday	
Total 51000 · Neighborhood/Outreach Promotion	171,667.19

Hillcrest Business Improvement Association, Inc.
Profit & Loss Budget vs. Actual
 July 2013 through April 2014

	Variance
53000 · Physical Improvements	
53125 · Hillcrest Sign Utilities/Maint.	-94.14
53130 · Security	1,234.00
53135 · Street Cleaning	6,801.00
53137 · Pressure Washing	320.00
53138 · Utility Box Wraps	-47.38
53150 · Dumpsters	2,159.29
53152 · Flower Baskets (Purchase)	-9,543.66
53155 · Tree & Flower Maintenance	15,114.63
53156 · Tree Trimming Large Trees	-2,475.00
53157 · Tree Light Repair	-6,670.00
53158 · Light Canopy	-22,409.00
53165 · Contingency	-23,130.91
Total 53000 · Physical Improvements	-38,741.17
 Total Expense	 123,360.42
	34,748.48

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through April 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>
Income					
40010 · City Fest Income					
Beer & Wine	0.00	35,444.52	0.00	0.00	0.00
Booth	0.00	74,574.73	0.00	0.00	0.00
Grants					
Commission for Arts & Culture	0.00	8,000.00	0.00	0.00	0.00
SBEP City Fees & Services	0.00	9,900.00	0.00	0.00	0.00
TOT City & County	0.00	5,000.00	0.00	0.00	0.00
Total Grants	<u>0.00</u>	<u>22,900.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Sponsorship	0.00	31,000.00	0.00	0.00	0.00
Total 40010 · City Fest Income	<u>0.00</u>	<u>163,919.25</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
40020 · Farmers Market	0.00	187,149.50	0.00	0.00	0.00
40030 · SBEP	0.00	0.00	0.00	0.00	20,940.02
40040 · MAD	0.00	0.00	0.00	92,371.56	0.00
40045 · MAD Reserve	0.00	0.00	0.00	5,000.00	0.00
40050 · BID	0.00	0.00	92,000.31	0.00	0.00
40065 · Hillcrest Fat Tuesday	0.00	63,252.77	0.00	0.00	0.00
40095 · Movie Night	0.00	33.50	0.00	0.00	0.00
40110 · Taste	0.00	44,665.17	0.00	0.00	0.00
40115 · Taste 'N Tinis	0.00	19,847.30	0.00	0.00	0.00
40120 · Interest	12.62	0.00	0.00	0.00	0.00
40135 · Hillcrest Hoedown	0.00	37,582.91	0.00	0.00	0.00
40145 · Pride Flag	30,924.55	0.00	0.00	0.00	0.00
40155 · Pride of Hillcrest/Block Party	52.00	129,919.45	0.00	0.00	0.00
40180 · Other Income	9,207.99	0.00	0.00	0.00	0.00
Total Income	<u>40,197.16</u>	<u>646,369.85</u>	<u>92,000.31</u>	<u>97,371.56</u>	<u>20,940.02</u>
Expense					
50000 · Personnel					
50005 · Salaries	62,220.12	31,627.18	28,022.03	0.00	17,281.45
50025 · Employer Taxes - Federal	5,162.13	2,485.84	2,185.39	0.00	1,357.00
50030 · Employer Taxes - State	902.80	685.71	431.14	0.00	361.29
50035 · Health Insurance	7,488.26	1,028.00	0.00	0.00	0.00
50040 · Workers Comp Insurance	1,706.58	236.54	172.12	0.00	0.00
Total 50000 · Personnel	<u>77,479.89</u>	<u>36,063.27</u>	<u>30,810.68</u>	<u>0.00</u>	<u>18,999.74</u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through April 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>
50045 · Operating					
50050 · Rent Office Space	4,723.75	0.00	3,349.25	0.00	0.00
50055 · Storage	2,475.00	0.00	0.00	0.00	0.00
50060 · Accounting	8,978.28	1,998.00	4,993.64	506.00	1,940.28
50065 · Audit	0.00	0.00	2,625.00	3,375.00	0.00
50070 · Equipment Purchase	87.91	0.00	0.00	0.00	0.00
50075 · Intern/Consultant	0.00	2,041.00	0.00	0.00	0.00
50080 · Bank & Credit Card Charges	599.37	0.00	0.00	0.00	0.00
50085 · Repair and Maintenance	2,155.00	0.00	0.00	0.00	0.00
50090 · Office Supplies	3,476.58	0.00	2,092.18	0.00	0.00
50095 · Postage and Delivery	262.50	0.00	0.00	0.00	0.00
50100 · Printing/Photocopy	87.75	0.00	0.00	0.00	0.00
50110 · Dues/Subscriptions	480.00	0.00	0.00	0.00	0.00
50120 · Meetings	3,662.13	48.55	0.00	0.00	0.00
50130 · Telephone & Internet	5,472.59	103.61	2,243.95	0.00	0.00
50135 · Parking/Mileage	2,257.50	0.00	0.00	0.00	0.00
50145 · Bad Debt Expense	0.00	1,200.00	0.00	0.00	0.00
50330 · D & O / Liability Insurance	4,529.50	0.00	1,515.50	0.00	0.00
Total 50045 · Operating	39,247.86	5,391.16	16,819.52	3,881.00	1,940.28
51000 · Neighborhood/Outreach Promotion					
51525 · Promotion/Marketing/Campaigns	18,476.66	200.00	12,077.32	0.00	0.00
51526 · Taste	0.00	13,701.38	0.00	0.00	0.00
51527 · Taste 'N Tinis	0.00	14,351.03	0.00	0.00	0.00
51528 · Amazing High Heel Race	0.00	201.35	0.00	0.00	0.00
51530 · Banners	3,340.00	0.00	0.00	0.00	0.00
51545 · Newsletter	0.00	0.00	2,465.47	0.00	0.00
51555 · Farmer's Market	161.94	28,998.19	0.00	0.00	0.00
51560 · Business Forum/Open House	0.00	0.00	664.00	0.00	0.00
51570 · Hillcrest Hoedown.	0.00	42,173.35	0.00	0.00	0.00
51575 · Pride Flag Project	16,372.78	0.00	0.00	0.00	0.00
51800 · Pride of Hillcrest/Block Party	0.00	116,323.84	0.00	0.00	0.00
51810 · Movie Night	0.00	3,376.00	0.00	0.00	0.00
51820 · Hillcrest Fat Tuesday	0.00	61,090.86	0.00	0.00	0.00
Total 51000 · Neighborhood/Outreach Promotion	38,351.38	280,416.00	15,206.79	0.00	0.00
51520 · City Fest					

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through April 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>
Advertising	0.00	4,356.28	0.00	0.00	0.00
Ambulance	0.00	1,680.00	0.00	0.00	0.00
BID Crew & Equipment	0.00	3,922.42	0.00	0.00	0.00
City Fees (SDPD/Fire)	0.00	14,975.30	0.00	0.00	0.00
Concessions	0.00	14,126.00	0.00	0.00	0.00
Entertainment	0.00	10,021.00	0.00	0.00	0.00
Equipment Rental	0.00	48,627.09	0.00	0.00	0.00
Event Management	0.00	12,163.74	0.00	0.00	0.00
Ice Trailer	0.00	488.75	0.00	0.00	0.00
Permits	0.00	560.10	0.00	0.00	0.00
Promotions	0.00	1,216.36	0.00	0.00	0.00
Security	0.00	5,723.55	0.00	0.00	0.00
Shuttle Services	0.00	81.00	0.00	0.00	0.00
Supplies/Printing	0.00	1,521.43	0.00	0.00	0.00
Trash Management	0.00	290.00	0.00	0.00	0.00
Total 51520 · City Fest	<u>0.00</u>	<u>119,753.02</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
53000 · Physical Improvements					
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	575.86	0.00
53130 · Security	0.00	0.00	0.00	31,654.00	0.00
53135 · Street Cleaning	16,481.27	0.00	14,920.38	14,499.35	0.00
53137 · Pressure Washing	7,416.29	0.00	2,917.29	9,656.42	0.00
53138 · Utility Box Wraps	4,952.62	0.00	0.00	0.00	0.00
53150 · Dumpsters	2,175.74	0.00	2,100.57	892.98	0.00
53152 · Flower Baskets (Purchase)	3,292.34	0.00	318.00	0.00	0.00
53155 · Tree & Flower Maintenance	4,980.60	0.00	7,163.08	23,620.95	0.00
53156 · Tree Trimming Large Trees	10,865.00	0.00	0.00	0.00	0.00
53158 · Light Canopy	0.00	0.00	0.00	12,591.00	0.00
53165 · Contingency	29,105.09	0.00	1,744.00	0.00	0.00
Total 53000 · Physical Improvements	<u>79,268.95</u>	<u>0.00</u>	<u>29,163.32</u>	<u>93,490.56</u>	<u>0.00</u>
Total Expense	<u>234,348.08</u>	<u>441,623.45</u>	<u>92,000.31</u>	<u>97,371.56</u>	<u>20,940.02</u>
	<u>-194,150.92</u>	<u>204,746.40</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through April 2014

	<u>TOTAL</u>
Income	
40010 · City Fest Income	
Beer & Wine	35,444.52
Booth	74,574.73
Grants	
Commission for Arts & Culture	8,000.00
SBEP City Fees & Services	9,900.00
TOT City & County	<u>5,000.00</u>
Total Grants	22,900.00
Sponsorship	<u>31,000.00</u>
Total 40010 · City Fest Income	163,919.25
40020 · Farmers Market	187,149.50
40030 · SBEP	20,940.02
40040 · MAD	92,371.56
40045 · MAD Reserve	5,000.00
40050 · BID	92,000.31
40065 · Hillcrest Fat Tuesday	63,252.77
40095 · Movie Night	33.50
40110 · Taste	44,665.17
40115 · Taste 'N Tinis	19,847.30
40120 · Interest	12.62
40135 · Hillcrest Hoedown	37,582.91
40145 · Pride Flag	30,924.55
40155 · Pride of Hillcrest/Block Party	129,971.45
40180 · Other Income	<u>9,207.99</u>
Total Income	896,878.90
Expense	
50000 · Personnel	
50005 · Salaries	139,150.78
50025 · Employer Taxes - Federal	11,190.36
50030 · Employer Taxes - State	2,380.94
50035 · Health Insurance	8,516.26
50040 · Workers Comp Insurance	<u>2,115.24</u>
Total 50000 · Personnel	163,353.58

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through April 2014

	<u>TOTAL</u>
50045 · Operating	
50050 · Rent Office Space	8,073.00
50055 · Storage	2,475.00
50060 · Accounting	18,416.20
50065 · Audit	6,000.00
50070 · Equipment Purchase	87.91
50075 · Intern/Consultant	2,041.00
50080 · Bank & Credit Card Charges	599.37
50085 · Repair and Maintenance	2,155.00
50090 · Office Supplies	5,568.76
50095 · Postage and Delivery	262.50
50100 · Printing/Photocopy	87.75
50110 · Dues/Subscriptions	480.00
50120 · Meetings	3,710.68
50130 · Telephone & Internet	7,820.15
50135 · Parking/Mileage	2,257.50
50145 · Bad Debt Expense	1,200.00
50330 · D & O / Liability Insurance	6,045.00
Total 50045 · Operating	<u>67,279.82</u>
51000 · Neighborhood/Outreach Promotion	
51525 · Promotion/Marketing/Campaigns	30,753.98
51526 · Taste	13,701.38
51527 · Taste 'N Tinis	14,351.03
51528 · Amazing High Heel Race	201.35
51530 · Banners	3,340.00
51545 · Newsletter	2,465.47
51555 · Farmer's Market	29,160.13
51560 · Business Forum/Open House	664.00
51570 · Hillcrest Hoedown.	42,173.35
51575 · Pride Flag Project	16,372.78
51800 · Pride of Hillcrest/Block Party	116,323.84
51810 · Movie Night	3,376.00
51820 · Hillcrest Fat Tuesday	61,090.86
Total 51000 · Neighborhood/Outreach Promotion	<u>333,974.17</u>
51520 · City Fest	

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through April 2014

	TOTAL
Advertising	4,356.28
Ambulance	1,680.00
BID Crew & Equipment	3,922.42
City Fees (SDPD/Fire)	14,975.30
Concessions	14,126.00
Entertainment	10,021.00
Equipment Rental	48,627.09
Event Management	12,163.74
Ice Trailer	488.75
Permits	560.10
Promotions	1,216.36
Security	5,723.55
Shuttle Services	81.00
Supplies/Printing	1,521.43
Trash Management	290.00
Total 51520 · City Fest	119,753.02
53000 · Physical Improvements	
53125 · Hillcrest Sign Utilities/Maint.	575.86
53130 · Security	31,654.00
53135 · Street Cleaning	45,901.00
53137 · Pressure Washing	19,990.00
53138 · Utility Box Wraps	4,952.62
53150 · Dumpsters	5,169.29
53152 · Flower Baskets (Purchase)	3,610.34
53155 · Tree & Flower Maintenance	35,764.63
53156 · Tree Trimming Large Trees	10,865.00
53158 · Light Canopy	12,591.00
53165 · Contingency	30,849.09
Total 53000 · Physical Improvements	201,922.83
Total Expense	886,283.42
	<u>10,595.48</u>

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of April 30, 2014

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>
619 Spirits	0.00	0.00	0.00	2,000.00	0.00
About Time	0.00	0.00	0.00	0.00	52.00
Above & Beyond USA	0.00	0.00	0.00	0.00	52.00
Brazen BBQ	0.00	0.00	0.00	0.00	0.00
Buffalo Exchange, LTD	0.00	52.00	0.00	0.00	52.00
City of San Diego	0.00	0.00	0.00	0.00	5,721.17
Cohabitat	0.00	0.00	52.00	0.00	0.00
DCSS III, Inc.	0.00	0.00	52.00	0.00	0.00
Deli Lama	0.00	0.00	52.00	0.00	52.00
Designer Style Sunglasses LLC	0.00	0.00	0.00	0.00	52.00
E Cosway	0.00	0.00	0.00	0.00	52.00
Family Health Centers of San Diego	0.00	0.00	0.00	0.00	285.00
Fastbiz	0.00	0.00	52.00	0.00	0.00
FIDO and Co.	0.00	0.00	0.00	0.00	52.00
Fig Tree Cafe	0.00	0.00	0.00	0.00	52.00
Gossip	0.00	52.00	0.00	0.00	0.00
H & R Block	0.00	0.00	52.00	0.00	0.00
Harvest Landscape.	0.00	0.00	0.00	0.00	0.00
Hillcrest Hardware.	0.00	0.00	0.00	0.00	52.00
Hollywood Tans	0.00	0.00	0.00	0.00	0.00
Jack in the Box	0.00	0.00	0.00	0.00	0.00
Luigi Vera, Buy, Trade & Sell	0.00	0.00	52.00	0.00	0.00
Mint 11	0.00	0.00	52.00	0.00	0.00
Obelisk, Inc.	0.00	52.00	0.00	0.00	0.00
Pizza Al Taglio, Inc.	0.00	0.00	0.00	0.00	52.00
Principle Real Estate Group	0.00	0.00	52.00	0.00	0.00
Remo Partners LLC	0.00	0.00	0.00	0.00	52.00
Richs Nightclub	0.00	0.00	0.00	0.00	1,130.00
ROC Concepts LLC	0.00	0.00	52.00	0.00	0.00
Rred Gallery & Wine Bar	0.00	0.00	52.00	0.00	0.00
San Diego Pride	0.00	0.00	0.00	0.00	0.00
Snooze Hic LLC	0.00	0.00	52.00	0.00	0.00
Svedka Vodka	0.00	0.00	0.00	0.00	0.00
Tammy's Beauty Salon	0.00	52.00	0.00	0.00	52.00
The Range Kitchen & Cocktails	0.00	0.00	0.00	0.00	0.00
The Unoptical, Inc.	0.00	0.00	52.00	0.00	0.00
Two Hands Mobile Message	0.00	0.00	0.00	0.00	350.00
Uptown Pets	0.00	0.00	52.00	0.00	0.00
Vortex Maintenance, Inc.	0.00	0.00	0.00	0.00	52.00
Whaley Studios	0.00	0.00	52.00	0.00	0.00
Which Wich	0.00	0.00	52.00	0.00	0.00
Whole Foods Market	0.00	0.00	0.00	0.00	600.00
TOTAL	<u><u>0.00</u></u>	<u><u>208.00</u></u>	<u><u>780.00</u></u>	<u><u>2,000.00</u></u>	<u><u>8,762.17</u></u>

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of April 30, 2014

	<u>TOTAL</u>
619 Spirits	2,000.00
About Time	52.00
Above & Beyond USA	52.00
Brazen BBQ	0.00
Buffalo Exchange, LTD	104.00
City of San Diego	5,721.17
Cohabitat	52.00
DCSS III, Inc.	52.00
Deli Lama	104.00
Designer Style Sunglasses LLC	52.00
E Cosway	52.00
Family Health Centers of San Diego	285.00
Fastbiz	52.00
FIDO and Co.	52.00
Fig Tree Cafe	52.00
Gossip	52.00
H & R Block	52.00
Harvest Landscape.	0.00
Hillcrest Hardware.	52.00
Hollywood Tans	0.00
Jack in the Box	0.00
Luigi Vera, Buy, Trade & Sell	52.00
Mint 11	52.00
Obelisk, Inc.	52.00
Pizza Al Taglio, Inc.	52.00
Principle Real Estate Group	52.00
Remo Partners LLC	52.00
Richs Nightclub	1,130.00
ROC Concepts LLC	52.00
Red Gallery & Wine Bar	52.00
San Diego Pride	0.00
Snooze Hic LLC	52.00
Svedka Vodka	0.00
Tammy's Beauty Salon	104.00
The Range Kitchen & Cocktails	0.00
The Unoptical, Inc.	52.00
Two Hands Mobile Message	350.00
Uptown Pets	52.00
Vortex Maintenance, Inc.	52.00
Whaley Studios	52.00
Which Wich	52.00
Whole Foods Market	600.00
TOTAL	<u><u>11,750.17</u></u>