



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ March 10, 2015, 5pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Meeting Minutes

Board members in attendance: Ryan Bedrosian, Michael Brennan, Tami Daiber, Johnathan Hale, Charles Kauffman, Sam Korish, Maggie Roland, Brett Serwalt, Alphonso Tsang, Pete Katz.

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

Public in attendance: Bastien Atterbury, Julio De Guzman, Anne Garwood, Katelyn Hailey, Elizabeth Hannon, Mary Joseph, Adriana Martinez, Nancy Moore, Ian Morton, Brandon Smith, Paul Smith, Matt Wahlstrom

Public comment (2 minutes per speaker)

J. Hale stated that agenda modifications cannot be made by the public and any new items should be brought to the committees for preliminary consideration.

K. Hailey presented updates from Senator Block's office for the new legislative session.

A. Martinez announced new small business programs and funding for community projects on behalf of Todd Gloria's office.

J. Guzman presented updates from his office about Urban Corps and Alpha Project services.

M. Wahlstrom presented two printed email exchanges to the board. He stated they detail his concerns concerning mailing the annual report to the membership and the Executive Director's comments on social media. He stated that both situations expose the HBIA to liability.

I. Morton presented the SD Human Dignity Foundation, a fundraiser for HIV prevention services. He requested HBA support of event.

E. Hannon spoke about the new UCPD comprehensive parking management plan.

President's report

J. Hale thanked everyone that supported Hillcrest Mardi Gras in February. J. Hale gave attendance and sales numbers.

J. Hale invited membership to participate in the Great Hillcrest Spring Cleaning.



Executive Director's report

B. Nicholls gave an update on production of Hillcrest Movie Night in the Egyptian Quarter.

B. Nicholls reported on staff performance review.

B. Nicholls reported on Megan Gamwell attending the Urban Forum of the IDA in Santa Monica.

B. Nicholls reported the annual audit was completed and live on the HBA website. The annual report had been mailed to membership. Also reported that the audit of financial statements accurate and in accordance with accounting principles.

B. Nicholls reported that at the end of the 2014 fiscal year, revenues had increased, including Hillcrest Farmers Market and through Special Events.

B. Nicholls stated that the annual report must be delivered to the City and membership at same time. Residents had sent requests to auditors that caused delays.

Consent agenda

B. Nicholls presented the Consent agenda

It was noted that the February minutes should be updated and carried over to April meeting.

Motion to approve financials. S.Korish/ P. Katz 8/0/0

Nomination and election of Board Secretary

J. Hale stated that current secretary had resigned and reported that the Executive Committee had nominated Tami Daiber to fill the open position.

Motion to approve Tami Daiber as Secretary. P. Katz/ M. Roland-8/0/0

Discussion concerning initiative to address homeless issues in Hillcrest

B. Nicholls reported that over the last several months office had been overwhelmed with reports and issues relating to the homeless in the neighborhood. Staff had meetings on the issue with property and business owners.

B. Nicholls reported on a project to engage the homeless and security team to encourage the homeless to relocate through seeking service.

B. Nicholls reported that the HBA was approached by Todd Gloria's office to create a similar pilot program for Hillcrest. The program would provide a part time team to engage the homeless



in Hillcrest under the name Hillcrest Hot team. The program would be run by the Alpha Project who currently runs the downtown homeless shelter and a variety of other service programs for the homeless. The Alpha Project has the ability to connect homeless people to services, including relocating them to the downtown shelter.

B. Nicholls requested hotlines be made available to HBA members.

B. Nicholls stated that he is enthusiastic about the program's results and to showcase the benefits of a program the HBA works to develop a new create a new MAD on the east end and potentially create a permanent funding source for this kind of program.

B. Nicholls distributed the program packet. Nicholls stated that the City is putting in \$20k for the project and the HBA would contribute the rest, about \$28k.

B. Nicholls introduced Brandon Smith from the Alpha Project.

B. Smith gave a report on a pilot project from 2014. The program new would include homeless outreach sevices and a direct hotline.

Motion to approve the project. The motion carried.

Discussion and approval of contract to repair median lights (action)

B. Nicholls reported that back in 2010 the HBA installed about 51 lights in the median on University between 10th and Normal. Last year many of the lights were stolen or simply failed. We have determined that the failed lights do not meet the warrante definition.

B. Nicholls distributed past contract that proposes to replace the lights and reprogram them. The work will cost \$5,500.

P. Smith requested security be added to new lights.

T. Daiber requested adjustments be made to contract- needed an itemized breakdown of pre-payment costs.

Motion to approve contract to repair median lights. P.Katz / T. Daiber seconds with motion to include changes be made to the contract- 8/0/0

Discussion and approval of partnership relating to Hillcrest Craft Beer Crawl (action)

M. Romero stated that Hillcrest Brewing Company (HBC) will be organizing the first LGBT Hillcrest Craft Beer Crawl. On Saturday, May 9th from 3-6pm, the walking tour will feature 12 Hillcrest restaurants and bring about 300 visitors to the event. Each restaurant will be paired with a local San Diego brewery to provide samplings to ticket puchasers. The HBC is looking for the



Hillcrest Business Association to help with business solicitations, day of event support, marketing, and a letter of support. Portion of proceeds will be set aside in separate back account to fundraise Pride Plaza.

T. Daiber requested projected revenue, staff costs, expectations, and budget.

The group agreed to move the item to the April agenda.

Review of proposed contract language for BID agreement with the City of San Diego (action)

B. Nicholls reported that The City of San Diego recently requested suggestions for an amendment to HBA five year contract with the City.

B. Nicholls stated that The Executive Committee had discussed some suggestions. Nicholls suggested one change be made to the contract. He would like a clarification inserted into the contract. Under Section 5.7 of the agreement Nicholls has requested that the following language be added: "Funds raised by the Corporation that are segregated appropriately by commonly acceptable accounting standards, and are not derived from any grant or service contract with any municipal body, shall not be subject to the provisions of this agreement."

B. Nicholls stated that the HBA will be meeting with the City of San Diego in the next few weeks to discuss adding this to the contract.

Meeting adjourned.