



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

Agenda

<b>Call to order and introductions</b>	J. Hale	2 minutes
<b>Public comment</b> (1 minute per speaker)		13 minutes
1. City of San Diego – Urban Forestry Management Discussion		10 minutes
<b>Reports</b> (info items):		
1. President’s report	J. Hale	5 minutes
2. Executive Director’s report	S. Stauffer	10 minutes
<b>Consent items</b> (Action):		
1. Approval of Minutes (April 2014)	E. Reynoso	1 minute
2. Approval of March Financials	C. Moreno	1 minute
<b>Beautification</b>		
1. Rocks in Tree Wells (Action item)	S. Stauffer	1 minute
2. Lights on Park East Side (Action item)	S. Stauffer	1 minute
<b>Marketing</b>		
1. Budget (Discussion)	E. Reynoso	3 minutes
<b>Executive Committee Items</b>		
1. Pride Flag Funds (Action)	C. Moreno	5 minutes
2. Fat Tuesday Financials (Discussion)	J. Hale	1 minute
3. Bylaws (Discussion)	S. Stauffer	1 minutes
4. CDC (Discussion)	G. Younger	2 minutes
5. Pride Plaza letter of support (Action)	M. Brennan	3 minutes
6. Mobility Committee (Action)	M. Brennan	1 minute
7. HBA Membership Poll on Bike Path (Action)	J. Hale	3 minutes
8. Deco Bike Share Recommendation for Uptown Planner (Action)	S. Stauffer	5 minutes

Attachments:

1. April 2014 minutes
2. March 2014 Financials



Hillcrest Business Association  
**Board of Directors Meeting**  
Public Meeting ~ April 15, 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, Alphonso Tsang, Sam Korish, Glenn Younger, Nick Papantonakis, Eddie Reynoso.

**Absent Board Members:** Morgan Freeman, Ronald Baranov, Ryan Bedrosian, Dalour Younan, Pete Katz,

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

**Audience in Attendance:** Mary Joseph, Vince Meehan, Matt Wahlstrom, Elizabeth Studebaker, Steven Kende, Adriana Martinez, Bret Serwat, Mike Maance, Meredith Dibden Brown, Lukas Volk, Trish Lumberg.

Public Comment:

M. Brennan: Presented the Board with a design concept the Hillcrest CDC was considering. The project would temporarily take over the public right of way with out affecting parking to showcase the possibility of building a permanent "Pride Plaza". M. Brennan would like to take this concept to the Special Events Committee and hopefully see it moved to next months Board Meeting.

J. Hale: Commented that he had met with Council President Todd Gloria, when he was still Interim Mayor, to discuss ways to activate the space around the Flag such as semi permanent barriers and bringing power to that area around the Flag. J. Hale is in support of the concept.

A. Martinez: Introduced herself as a representative of Council President Todd Gloria's office and handed out information and a newsletter. A. Martinez inquired about the meeting J. Hale mentioned above, and whom he had spoken to.

J. Hale: In response to A. Martinez J. Hale stated that he had spoken with Anthony Bernal and Council President Todd Gloria. They spoke of the possibility of placing power under the streets but the company they were looking at went bankrupt. Would like to work in tandem with Council President Todd Gloria's Office and allocate some of the budget to this project.

G. Younger: Commented that the Hillcrest CDC had plans to meet with Howard Blackson of Civics Innovation Lab, this upcoming Thursday.

M. Brennan: Mentioned that Chris Shaw was onboard for the proposed temporary "Pride Plaza" project.

**J. Hale called the meeting to order at 5:11**



Presidents Report:

J. Hale: Called the meeting to order and wanted to recognize the new transitions in the HBA office and commends S. Stauffer for her hard work and “the great improvements, attention to details” and the productive space the Board and the HBA is in.

Executive Directors Report:

S. Stauffer: Updated the board on the progress of the HBA Office starting with;

**Tree Grate Insurance Report:**

The Tree grates were stolen in January and the HBA was able to recover the costs less the deductible at \$ 1,000.

**Steam Machine Reimbursement:**

Mission Janitorial took the Steam Machine back and reimbursed the costs because the machine was not functioning properly. The HBA decided to keep the water reclamation part of the machine to be used for different projects where water needs to be collected. There was a full reimbursement. They took the machine back based on the fact that it was the wrong machine for the project.

G. Younger: Asked if the total cost of the Steam Machine was \$5,000.

S. Sonya: “Yes.”

J. Hale: The machine we purchased was not the right tool and suggested we continue looking for the proper machine.

G. Younger: “What is the appropriate machine needed for the project?”

S. Stauffer: “I will follow up on that.” **Mission Janitorial** had initially suggested a different machine than the one purchased.

J. Hale: Suggested that this item be moved to the Beautification Agenda to find the appropriate machine.

**Taste of Hillcrest:**

“We are ready!” Taste of Hillcrest is next Saturday (April 19) and we are ahead on ticket sales.

J. Hale: “Where are you kicking off?”

M. Romero: “Rite Aid Parking lot before noon at 11:30 am.”

C. Moreno: Inquired about the ticket sale cutoff point.

M. Gamwell: Commented that last year Ticket Sales were at a total of 1,100 participants, and this year we hope to exceed that number. We have asked Mcfarlane Promotions to notify the restaurants that they should prepare at least 1,000 samples, up from the 800 samples we asked for last year.



C. Moreno: Requested the HBA follow up with all the participating restaurants to ensure they are prepared for this increased volume in attendance.

G. Younger: Suggested that the HBA encourage participants to visit all areas of Hillcrest to avoid congestion on Fifth Ave and at the restaurants closest to the Will Call.

J. Hale: Recommended sending out another email to participating restaurants on April 17, 2014, informing them that they should be prepared for at least 1,000 bites.

**PROW:**

S. Stauffer The HBA is currently billing businesses once a year for PROW, after review the HBA found that the billing was not up to date. The HBA is now working on having all Businesses in compliance with PROW and collecting all necessary payments.

**Open House:**

S. Stauffer: Encouraged the Board to participate at the upcoming HBA Open House and Mixer at Amici's East Coast Pizzeria on April 30<sup>th</sup>.

**RFP for Flag:**

S. Stauffer: Updated the Board on the progress of the RFP sent out on the "Uplight" project. The deadline for the RFP was due on the April 14<sup>th</sup> and the HBA only received one quote. The quote is available with Board binders. S. Stauffer stated that this needs to go back to committee and brought back to Board.

J. Hale: Mentioned that the Executive Committee did not have quorum this month and because of that all items on the agenda are discussions. The topic of up lighting the Flag had already been discussed in previous meetings and J. Hale feels comfortable with this item moving forward for the next months Board Meeting after it is discussed at next months Executive Meeting.

M. Brennan: "I thought last months meeting we approved up to \$5,000 pending any other offers."

J. Hale: "We can move forward with that portion of it, but we still need to have a conversation at committee level with the details."

M. Brennan: Asked if there could be a meeting set up sooner then next Board Meeting with the Vendor.

J. Hale: Stated that we can move forward with the notion of up to \$5,000 for the project, but the committee still needs to decide what tier we want to come in at.

Consent Items:

**Approval of Minutes:**

Revised set of minutes: February 2014 and March E. Reynoso /A. Tsang (6/0/2)

**Approval of February Financials:**

Mary Joseph presented the Financials:



E. Reynoso: Asked M. Joseph about the marketing budget, which we have gone through rather rapidly. "Where is the payment for the shuttle service coming out of?"

M. Joseph: "I will review and return with answers."

Motion to Approve the Financial as printed G. Younger/ E. Reynoso (9/0/0)

Executive Committee items:

### **ByLaws Update:**

J. Hale: We made an amendment that only businesses in the footprint of the BID could be eligible to run for the HBA Board of Directors. We sought council from the City and any business that pays a BID assessment tax (aside from mailboxes) to the City can be a member of the HBA as long as they have an address, not a post office box, in the neighborhood. Matt Wahlstrom has been concerned in the past with these bylaws, because Matt Wahlstrom has a business outside of the BID but they have a registered PO box in the neighborhood. We have the right to determine who is a member and we can also determine associate members. We will be drafting up changes that will satisfy the City's definition of members and tiers for members and those who can run for the Board of Directors.

G. Younger: States that we should be cautious with the Bylaws based on the vague description from the City. We took the City's advice verbatim in the past and it is actually very vague.

J. Hale: We have the right to determine who can run and how we operate it is a separate issue from membership. I have contacted the Mayors office because anyone can be a member of these organizations if they pay their dues and have a PO Box. We will deal with this issue next month and have a new process for electing members for October.

### **Board Nominations**

J. Hale: Stated that based on our current Bylaws the Board cannot elect new members mid term, which means the Board will run short when people excuse themselves early from their positions. The HBA and the Board would like to address this issue in the Bylaws to establish a mid term process to bring in new Board Members. The Board will wait till October to elect new members.

M. Rosensteel: Introduced Steve Pendei, Vince Mehaan and Mike Mance and Bret Serwalt.

J. Hale: Requested that the prospective new Board Members pass along their information to the HBA so that they can be considered for the October elections. J. Hale would like to get more HBA members engaged and voting during the annual meeting either through Proxy vote or during the election meeting.

E. Reynoso: Suggested increasing the number of Board Members to help mitigate this issue in the future

G. Younger: Advised that by increasing the number of Board members the Board would also be increasing the number of members needed to make quorum.

### **Bike Route Ad Hoc**



M. Brennan: Updated the Board on the status of Bike Route Ad Hoc Committee which is scheduled to meet at 1pm next Tuesday (April 22) in front of Obelisk Mercantile.

### **Hillcrest Community Foundation**

J. Hale: Discussed the Hillcrest Community Foundation with the Board. The HBA has been seeking a way to fundraise through a joint tax-deductible organization, and has found that we cannot use a side organization to fundraise in this manner. Moving forward the HBA will be separating itself from the Hillcrest Community Foundation, and its daily activities.

J. Hale: Also commented on the fundraising for the Hillcrest Pride Flag Monument and stated that the HBA never sold tiles as a tax-deductible item. Any fundraising the HBA chooses to do will be done directly through the HBA rather than as a joint venture between the HBA and the Hillcrest Community Foundation. We will need to get together to create proper line items for fundraising.

G. Younger: Stated that the HBA may have difficulties receiving grants such as the *Ron Roberts Grant*, which require a 501 (c) 3. Grants like these were the initial reasoning for the relationship between the Hillcrest Community Foundation and the HBA.

J. Hale: Responded that the HBA's current understanding of the situation does not allow for this type of relationship, where funds are submitted to the Hillcrest Community Foundation and transferred to the HBA.

C. Moreno: Inquired on the possession of the 501 (c) 3.

G. Younger: Responded stating that as of last Tuesday (April 8) the 501 (c) 3 is active. Currently all the taxes, paper work and requirements have been submitted. The changes to the board fee are taken care of and the board member changes have been made and should be listed online shortly. We were just dealing with these last years taxes that we are taking care of. The one major change was that Ben Nicholls was the contact person and G. Younger is.

J. Hale: Inquired if the Hillcrest Community Foundation Board of Directors had approved the changes in the contact person. What the HBA would like to do is, establish the clear differentiation between the two organizations.

G. Younger: As far as the State of California is concerned. The Hillcrest Community Foundation was inactive because there weren't Board members and the Board had not met in 3 years. With the change of Board Members and the payment of \$20 the Hillcrest Community Foundation is now considered active.

C. Moreno: Inquired is the Hillcrest Community Foundation would have to reimburse the HBA for the seed money used to start the 501(c) 3.

J. Hale: The HBA never seeded the organization.



C. Moreno: Stated that when Warren Simon was Executive Director of the HBA, the HBA had given the Hillcrest Community Foundation \$1,000.

J. Hale: "We will have to review this at our next executive meeting."

G. Younger: There was no money in the bank account and it was closed years ago.

C. Moreno: "Did that money go back to the HBA?"

G. Younger: What ever Money that was left in Bank Acct. would have gone back to the HBA.

C. Moreno: It was the California Banck and Trust that would have handled this exchange and we can have Mary Joseph look into this matter.

**Attorney Retainer**

J. Hale: When we were dealing with our legal issues we dealt with the volunteer attorney. The HBA would like to place a Volunteer Attorney on retainer. We will converse with him tomorrow (April 16) and be prepared to discuss this next Board Meeting.

**Meeting adjourned 5:47**

# Hillcrest Business Improvement Association, Inc.

## Balance Sheet

As of March 31, 2014

	<u>Mar 31, 14</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
Checking/Savings	
10035 · Comerica - Checking	226,333.15
Total Checking/Savings	<u>226,333.15</u>
Accounts Receivable	
12000 · Accounts Receivable	17,854.17
Total Accounts Receivable	<u>17,854.17</u>
Other Current Assets	
10115 · SBEP City Fees & Services	20,900.00
10125 · MAD Receivable	31,724.20
10155 · Prepaid Expense	3,023.71
10165 · Workers Compensation Deposit	842.00
10175 · Commission for Arts Grant Rcvbl	15,279.00
10185 · Pride Flag Receivable	16,372.78
Total Other Current Assets	<u>88,141.69</u>
Total Current Assets	332,329.01
Fixed Assets	
10200 · Office Furniture & Equipment	24,893.41
10220 · Accumulated Depreciation	-13,139.00
Total Fixed Assets	<u>11,754.41</u>
<b>TOTAL ASSETS</b>	<u><u>344,083.42</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
Current Liabilities	
Other Current Liabilities	
20210 · Accrued Expenses	7,683.64
20225 · SBEP Advance	7,425.95
20230 · Sales Tax Payable	1,263.00
20250 · Pride Flag Donations Payable	30,924.55



Hillcrest Business Improvement Association, Inc.

**Balance Sheet**

As of March 31, 2014

	<u>Mar 31, 14</u>
21000 · Payroll Liabilities	
Vacation Payable	5,364.95
<b>Total 21000 · Payroll Liabilities</b>	<u>5,364.95</u>
<b>Total Other Current Liabilities</b>	<u>52,662.09</u>
<b>Total Current Liabilities</b>	<u>52,662.09</u>
<b>Total Liabilities</b>	52,662.09
Equity	
31100 · Unrestricted Net Assets	333,486.81
Net Income	<u>-42,065.48</u>
<b>Total Equity</b>	<u>291,421.33</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>344,083.42</u></u>

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

	TOTAL					
	Mar 14	Budget	Variance	Jul '13 - Mar 14	Budget	Variance
<b>Income</b>						
40015 · CityFest	0.00			163,919.25	130,000.00	33,919.25
40020 · Farmers Market	15,574.17	13,334.00	2,240.17	164,396.50	120,006.00	44,390.50
40030 · SBEP	2,480.00	2,140.00	340.00	18,459.05	14,980.00	3,479.05
40040 · MAD	7,835.25	4,511.00	3,324.25	83,828.25	71,474.00	12,354.25
40045 · MAD Reserve	0.00	0.00	0.00	5,000.00	25,000.00	-20,000.00
40050 · BID	10,649.84	9,352.00	1,297.84	81,649.66	86,414.00	-4,764.34
40055 · BID Carry Forward	0.00	2,334.00	-2,334.00	0.00	21,006.00	-21,006.00
40065 · Hillcrest Fat Tuesday	44,532.77			62,382.77		
40080 · Newsletter/Advertising	0.00	84.00	-84.00	0.00	756.00	-756.00
40095 · Movie Night	0.00			33.50		
40110 · Taste	0.00	8,625.00	-8,625.00	0.00	17,250.00	-17,250.00
40115 · Taste 'N Tinis	200.00			19,247.30	17,000.00	2,247.30
40120 · Interest	0.00	100.00	-100.00	12.62	900.00	-887.38
40135 · Hillcrest Hoedown	0.00			37,582.91	38,700.00	-1,117.09
40140 · Banner Space	0.00	667.00	-667.00	0.00	6,003.00	-6,003.00
40155 · Pride of Hillcrest/Block Party	0.00			129,971.45	140,000.00	-10,028.55
40160 · Hillcrest Map.	0.00	359.00	-359.00	0.00	3,231.00	-3,231.00
40180 · Other Income	1,092.00	167.00	925.00	1,299.78	1,503.00	-203.22
<b>Total Income</b>	<b>82,364.03</b>	<b>41,673.00</b>	<b>40,691.03</b>	<b>767,783.04</b>	<b>694,223.00</b>	<b>73,560.04</b>
<b>Expense</b>						
<b>50000 · Personnel</b>						
50005 · Salaries	13,608.33	14,290.00	-681.67	125,731.21	124,634.00	1,097.21
50025 · Employer Taxes - Federal	1,064.22	1,572.00	-507.78	10,158.77	13,844.00	-3,685.23
50030 · Employer Taxes - State	239.42	765.00	-525.58	2,329.15	2,281.00	48.15
50035 · Health Insurance	543.38	788.00	-244.62	8,299.36	7,092.00	1,207.36
50040 · Workers Comp Insurance	0.00	194.00	-194.00	1,636.48	1,746.00	-109.52
<b>Total 50000 · Personnel</b>	<b>15,455.35</b>	<b>17,609.00</b>	<b>-2,153.65</b>	<b>148,154.97</b>	<b>149,597.00</b>	<b>-1,442.03</b>
<b>50045 · Operating</b>						
50050 · Rent Office Space	783.00	726.00	57.00	7,290.00	6,534.00	756.00
50055 · Storage	275.00	150.00	125.00	2,475.00	1,350.00	1,125.00
50060 · Accounting	1,842.00	1,835.00	7.00	16,574.20	16,515.00	59.20
50065 · Audit	0.00			6,000.00	7,500.00	-1,500.00
50070 · Equipment Purchase	0.00	225.00	-225.00	87.91	2,025.00	-1,937.09

**Hillcrest Business Improvement Association, Inc.**

**Profit & Loss Budget vs. Actual**

July 2013 through March 2014

	TOTAL					
	Mar 14	Budget	Variance	Jul '13 - Mar 14	Budget	Variance
50075 · Intern/Consultant	0.00	417.00	-417.00	2,041.00	3,753.00	-1,712.00
50080 · Bank & Credit Card Charges	0.00	50.00	-50.00	574.59	450.00	124.59
50085 · Repair and Maintenance	185.00	100.00	85.00	1,785.00	900.00	885.00
50090 · Office Supplies	609.16	267.00	342.16	4,916.74	2,403.00	2,513.74
50095 · Postage and Delivery	0.00	42.00	-42.00	211.55	378.00	-166.45
50100 · Printing/Photocopy	0.00	340.00	-340.00	87.75	3,060.00	-2,972.25
50110 · Dues/Subscriptions	20.00	667.00	-647.00	480.00	6,003.00	-5,523.00
50120 · Meetings	127.99	251.00	-123.01	3,674.47	2,259.00	1,415.47
50125 · Legal	0.00	167.00	-167.00	0.00	1,503.00	-1,503.00
50130 · Telephone & Internet	985.50	447.00	538.50	7,309.00	4,023.00	3,286.00
50135 · Parking/Mileage	200.00	200.00	0.00	2,051.25	1,800.00	251.25
50140 · Depreciation	0.00	100.00	-100.00	0.00	900.00	-900.00
50145 · Bad Debt Expense	0.00			1,200.00		
50330 · D & O / Liability Insurance	0.00	326.00	-326.00	6,045.00	6,092.00	-47.00
<b>Total 50045 · Operating</b>	<b>5,027.65</b>	<b>6,310.00</b>	<b>-1,282.35</b>	<b>62,803.46</b>	<b>67,448.00</b>	<b>-4,644.54</b>
<b>51000 · Neighborhood/Outreach Promotion</b>						
51515 · CityFest	0.00			118,262.62	85,000.00	33,262.62
51525 · Promotion/Marketing/Campaigns	326.27	2,034.00	-1,707.73	26,782.05	18,306.00	8,476.05
51526 · Taste	485.76	770.00	-284.24	6,392.01	6,930.00	-537.99
51527 · Taste 'N Tinis	77.76			13,353.53	15,000.00	-1,646.47
51528 · Amazing High Heel Race	0.00	0.00	0.00	201.35	0.00	201.35
51530 · Banners	0.00	300.00	-300.00	3,190.00	2,700.00	490.00
51535 · Web Site Communications	0.00	84.00	-84.00	0.00	756.00	-756.00
51545 · Newsletter	334.00	225.00	109.00	2,465.47	2,025.00	440.47
51555 · Farmer's Market	1,582.80	1,667.00	-84.20	25,903.05	15,003.00	10,900.05
51560 · Business Forum/Open House	0.00	117.00	-117.00	0.00	1,053.00	-1,053.00
51565 · Hillcrest Map	0.00	359.00	-359.00	0.00	3,231.00	-3,231.00
51570 · Hillcrest Hoedown.	0.00			42,173.35	36,500.00	5,673.35
51800 · Pride of Hillcrest/Block Party	0.00			114,874.24	90,000.00	24,874.24
51810 · Movie Night	0.00			3,076.00		
51820 · Hillcrest Fat Tuesday	54,275.71			59,963.40		
<b>Total 51000 · Neighborhood/Outreach Promotion</b>	<b>57,082.30</b>	<b>5,556.00</b>	<b>51,526.30</b>	<b>416,637.07</b>	<b>276,504.00</b>	<b>140,133.07</b>
<b>53000 · Physical Improvements</b>						
53125 · Hillcrest Sign Utilities/Maint.	56.92	67.00	-10.08	522.75	603.00	-80.25

Hillcrest Business Improvement Association, Inc.

**Profit & Loss Budget vs. Actual**

July 2013 through March 2014

	TOTAL					
	Mar 14	Budget	Variance	Jul '13 - Mar 14	Budget	Variance
53130 · Security	3,165.40	3,042.00	123.40	28,488.60	27,378.00	1,110.60
53135 · Street Cleaning	3,908.00	3,910.00	-2.00	41,993.00	35,190.00	6,803.00
53137 · Pressure Washing	1,999.00	1,067.00	932.00	17,991.00	18,603.00	-612.00
53138 · Utility Box Wraps	0.00			4,952.62	5,000.00	-47.38
53150 · Dumpsters	615.23	301.00	314.23	5,282.12	2,709.00	2,573.12
53152 · Flower Baskets (Purchase)	318.00	425.00	-107.00	3,610.34	12,729.00	-9,118.66
53155 · Tree Trimming & Maintenance	4,270.00	865.00	3,405.00	30,597.00	16,785.00	13,812.00
53156 · Tree Trimming Large Trees	0.00	1,334.00	-1,334.00	10,865.00	12,006.00	-1,141.00
53157 · Tree Light Repair	0.00	667.00	-667.00	0.00	6,003.00	-6,003.00
53158 · Light Canopy	0.00			12,591.00	35,000.00	-22,409.00
53165 · Contingency	1,654.00	5,398.00	-3,744.00	25,359.59	48,582.00	-23,222.41
<b>Total 53000 · Physical Improvements</b>	<b>15,986.55</b>	<b>17,076.00</b>	<b>-1,089.45</b>	<b>182,253.02</b>	<b>220,588.00</b>	<b>-38,334.98</b>
<b>Total Expense</b>	<b>93,551.85</b>	<b>46,551.00</b>	<b>47,000.85</b>	<b>809,848.52</b>	<b>714,137.00</b>	<b>95,711.52</b>
	<b>-11,187.82</b>	<b>-4,878.00</b>	<b>-6,309.82</b>	<b>-42,065.48</b>	<b>-19,914.00</b>	<b>-22,151.48</b>

Hillcrest Business Improvement Association, Inc.

**Profit & Loss by Class**

July 2013 through March 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>
<b>Income</b>					
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	0.00	22,900.00	0.00	0.00	0.00
Sponsorship	0.00	31,000.00	0.00	0.00	0.00
Total 40010 · City Fest Income	0.00	163,919.25	0.00	0.00	0.00
40020 · Farmers Market	0.00	164,396.50	0.00	0.00	0.00
40030 · SBEP	0.00	0.00	0.00	0.00	18,459.05
40040 · MAD	0.00	0.00	0.00	83,828.25	0.00
40045 · MAD Reserve	0.00	0.00	0.00	5,000.00	0.00
40050 · BID	0.00	0.00	81,649.66	0.00	0.00
40065 · Hillcrest Fat Tuesday	0.00	62,382.77	0.00	0.00	0.00
40095 · Movie Night	0.00	33.50	0.00	0.00	0.00
40115 · Taste 'N Tinis	0.00	19,247.30	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
40155 · Pride of Hillcrest/Block Party	52.00	129,919.45	0.00	0.00	0.00
40180 · Other Income	1,299.78	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>1,364.40</b>	<b>577,481.68</b>	<b>81,649.66</b>	<b>88,828.25</b>	<b>18,459.05</b>
<b>Expense</b>					
50000 · Personnel					
50005 · Salaries	55,362.29	30,898.78	24,177.33	0.00	15,292.81
50025 · Employer Taxes - Federal	4,632.80	2,429.83	1,891.28	0.00	1,204.86
50030 · Employer Taxes - State	854.07	682.65	431.14	0.00	361.29
50035 · Health Insurance	7,271.36	1,028.00	0.00	0.00	0.00
50040 · Workers Comp Insurance	1,227.82	236.54	172.12	0.00	0.00
Total 50000 · Personnel	69,348.34	35,275.80	26,671.87	0.00	16,858.96
50045 · Operating					

Hillcrest Business Improvement Association, Inc.

**Profit & Loss by Class**

July 2013 through March 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>
50050 · Rent Office Space	4,274.75	0.00	3,015.25	0.00	0.00
50055 · Storage	2,475.00	0.00	0.00	0.00	0.00
50060 · Accounting	7,983.90	1,998.00	4,486.21	506.00	1,600.09
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	574.59	0.00	0.00	0.00	0.00
50085 · Repair and Maintenance	1,785.00	0.00	0.00	0.00	0.00
50090 · Office Supplies	2,824.56	0.00	2,092.18	0.00	0.00
50095 · Postage and Delivery	211.55	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	3,625.92	48.55	0.00	0.00	0.00
50130 · Telephone & Internet	4,961.44	103.61	2,243.95	0.00	0.00
50135 · Parking/Mileage	2,051.25	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
<b>Total 50045 · Operating</b>	<b>35,953.12</b>	<b>5,391.16</b>	<b>15,978.09</b>	<b>3,881.00</b>	<b>1,600.09</b>
<b>51000 · Neighborhood/Outreach Promotion</b>					
51525 · Promotion/Marketing/Campaigns	15,354.73	200.00	11,227.32	0.00	0.00
51526 · Taste	0.00	6,392.01	0.00	0.00	0.00
51527 · Taste 'N Tinis	0.00	13,353.53	0.00	0.00	0.00
51528 · Amazing High Heel Race	0.00	201.35	0.00	0.00	0.00
51530 · Banners	3,190.00	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	25,741.11	0.00	0.00	0.00
51570 · Hillcrest Hoedown.	0.00	42,173.35	0.00	0.00	0.00
51800 · Pride of Hillcrest/Block Party	0.00	114,874.24	0.00	0.00	0.00
51810 · Movie Night	0.00	3,076.00	0.00	0.00	0.00
51820 · Hillcrest Fat Tuesday	0.00	59,963.40	0.00	0.00	0.00
<b>Total 51000 · Neighborhood/Outreach Promotion</b>	<b>18,706.67</b>	<b>265,974.99</b>	<b>13,692.79</b>	<b>0.00</b>	<b>0.00</b>
<b>51520 · City Fest</b>					
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

Hillcrest Business Improvement Association, Inc.

**Profit & Loss by Class**

July 2013 through March 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>
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	10,673.34	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
<b>Total 51520 · City Fest</b>	<u>0.00</u>	<u>118,262.62</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
<b>53000 · Physical Improvements</b>					
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	522.75	0.00
53130 · Security	0.00	0.00	0.00	28,488.60	0.00
53135 · Street Cleaning	15,688.80	0.00	13,055.41	13,248.79	0.00
53137 · Pressure Washing	6,356.82	0.00	2,917.29	8,716.89	0.00
53138 · Utility Box Wraps	4,952.62	0.00	0.00	0.00	0.00
53150 · Dumpsters	2,597.09	0.00	1,792.05	892.98	0.00
53152 · Flower Baskets (Purchase)	3,292.34	0.00	318.00	0.00	0.00
53155 · Tree Trimming & Maintenance	4,630.60	0.00	5,480.16	20,486.24	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	23,615.59	0.00	1,744.00	0.00	0.00
<b>Total 53000 · Physical Improvements</b>	<u>71,998.86</u>	<u>0.00</u>	<u>25,306.91</u>	<u>84,947.25</u>	<u>0.00</u>
<b>Total Expense</b>	<u>196,006.99</u>	<u>424,904.57</u>	<u>81,649.66</u>	<u>88,828.25</u>	<u>18,459.05</u>
	<u><b>-194,642.59</b></u>	<u><b>152,577.11</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through March 2014

	<u>TOTAL</u>
<b>Income</b>	
<b>40010 · City Fest Income</b>	
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>
<b>Total 40010 · City Fest Income</b>	163,919.25
<b>40020 · Farmers Market</b>	164,396.50
<b>40030 · SBEP</b>	18,459.05
<b>40040 · MAD</b>	83,828.25
<b>40045 · MAD Reserve</b>	5,000.00
<b>40050 · BID</b>	81,649.66
<b>40065 · Hillcrest Fat Tuesday</b>	62,382.77
<b>40095 · Movie Night</b>	33.50
<b>40115 · Taste 'N Tinis</b>	19,247.30
<b>40120 · Interest</b>	12.62
<b>40135 · Hillcrest Hoedown</b>	37,582.91
<b>40155 · Pride of Hillcrest/Block Party</b>	129,971.45
<b>40180 · Other Income</b>	<u>1,299.78</u>
<b>Total Income</b>	767,783.04
<b>Expense</b>	
<b>50000 · Personnel</b>	
50005 · Salaries	125,731.21
50025 · Employer Taxes - Federal	10,158.77
50030 · Employer Taxes - State	2,329.15
50035 · Health Insurance	8,299.36
50040 · Workers Comp Insurance	<u>1,636.48</u>
<b>Total 50000 · Personnel</b>	148,154.97
<b>50045 · Operating</b>	



# Hillcrest Business Improvement Association, Inc.

## Profit & Loss by Class

July 2013 through March 2014

	<u>TOTAL</u>
50050 · Rent Office Space	7,290.00
50055 · Storage	2,475.00
50060 · Accounting	16,574.20
50065 · Audit	6,000.00
50070 · Equipment Purchase	87.91
50075 · Intern/Consultant	2,041.00
50080 · Bank & Credit Card Charges	574.59
50085 · Repair and Maintenance	1,785.00
50090 · Office Supplies	4,916.74
50095 · Postage and Delivery	211.55
50100 · Printing/Photocopy	87.75
50110 · Dues/Subscriptions	480.00
50120 · Meetings	3,674.47
50130 · Telephone & Internet	7,309.00
50135 · Parking/Mileage	2,051.25
50145 · Bad Debt Expense	1,200.00
50330 · D & O / Liability Insurance	6,045.00
<b>Total 50045 · Operating</b>	<b>62,803.46</b>
51000 · Neighborhood/Outreach Promotion	
51525 · Promotion/Marketing/Campaigns	26,782.05
51526 · Taste	6,392.01
51527 · Taste 'N Tinis	13,353.53
51528 · Amazing High Heel Race	201.35
51530 · Banners	3,190.00
51545 · Newsletter	2,465.47
51555 · Farmer's Market	25,903.05
51570 · Hillcrest Hoedown.	42,173.35
51800 · Pride of Hillcrest/Block Party	114,874.24
51810 · Movie Night	3,076.00
51820 · Hillcrest Fat Tuesday	59,963.40
<b>Total 51000 · Neighborhood/Outreach Promotion</b>	<b>298,374.45</b>
51520 · City Fest	
Advertising	4,356.28
Ambulance	1,680.00
BID Crew & Equipment	3,922.42

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2013 through March 2014

	<u>TOTAL</u>
City Fees (SDPD/Fire)	14,975.30
Concessions	14,126.00
Entertainment	10,021.00
Equipment Rental	48,627.09
Event Management	10,673.34
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
<b>Total 51520 · City Fest</b>	<b>118,262.62</b>
<b>53000 · Physical Improvements</b>	
53125 · Hillcrest Sign Utilities/Maint.	522.75
53130 · Security	28,488.60
53135 · Street Cleaning	41,993.00
53137 · Pressure Washing	17,991.00
53138 · Utility Box Wraps	4,952.62
53150 · Dumpsters	5,282.12
53152 · Flower Baskets (Purchase)	3,610.34
53155 · Tree Trimming & Maintenance	30,597.00
53156 · Tree Trimming Large Trees	10,865.00
53158 · Light Canopy	12,591.00
53165 · Contingency	25,359.59
<b>Total 53000 · Physical Improvements</b>	<b>182,253.02</b>
<b>Total Expense</b>	<b>809,848.52</b>
	<b><u><u>-42,065.48</u></u></b>

# Step 1: Pride Plaza: Tactical Urbanism



The intersection of University Avenue and Normal Street today.

By reclaiming excess pavement, an urban plaza can be created for people. This can be done without removing any parking or distributing traffic flow.

*Tactical Urbanism is loosely defined as inexpensive, individual projects that make small places more lively and enjoyable.*



## PRIDE PLAZA

Monday July 14th thru Thursday July 17th:  
 During the week leading up to Pride Events, "Pride Plaza" will be created as a temporary installation. As a temporary installation, the community can see the potential public space, without committing to an expensive, permanent construction.  
 As part of the installation, the community will be asked for ideas and input on the design of the plaza. Seating, tables, and plants will be temporarily installed to help activate the plaza. Soft programming, such as musicians, entertainers, art and games will bring activity to the plaza.

- Design Priorities:
- 1.) Maximize open public space on Normal St. between University Ave and Washington Street.
  - 2.) Visually narrow the ROW so the street appears to be more narrow.
  - 3.) Prioritize design for the pedestrian experience, while providing adequate traffic flow for cars and safe facilities for bicycles.
  - 4.) Maintain approximately the same amount of parking as currently available on the street.

# Step 2: Paint and Planters

After the temporary Pride installation, the second step would be to create a semi-permanent plaza using paint, planters, and other non-permanent materials. A semi-permanent plaza still allows for reconfiguration and design refinement.



# Step 3: Finalize Design

The typical design process can take years to complete, and does not give the community a chance to try out the space and refine the design prior to permanent construction.  
 Providing a temporary space (Steps 1 & 2) gives the community time to give input into the design, while at the same time enjoying a temporary plaza. During this time, the design can be finalized for both the plaza and the Normal Rambias, and construction drawings completed.

- Design Priorities Continued:
- 5.) Allow for continuation and possible expansion of Hillcrest Farmers Market.
  - 6.) Increase area's desirability, economic vitality, and property values by including world-class design excellence, beauty, art, and environmental quality.





## Step 4: Construction

It is hoped that the construction of the Plaza, and the reconfiguration of Normal Street could be done simultaneously with the SANDAG Regional Bike Project. Construction for the bike project is scheduled to begin in 2016-17.

SANDAG's Regional Bike Corridor will become a part of the final design at University and Normal Streets, and the bike corridor will extend on Normal to Lincoln. SANDAG has shown a willingness to work with the community.



## Step 5: Finishing Touches

Public Art, bioswales, seating, lighting, and maintenance: These finishing touches will help create a sense of place and neighborhood identity.



Prepared by 3mph Productions  
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## The Big Picture

A Ramblas - Anchored at either end by a Public Plaza and a Park

The goal is to create open public space using the Normal Street median, and which is anchored at one end by a Plaza in Hillcrest and at the other end by the Historic Teachers Training Annex Building in University Heights.

How can the goal be accomplished now, after so many other attempts? Success will come from using a process that involves and excites the community in the design and implementation of the project.

Urban Public Space for Hillcrest and University Heights.

It is a Five Step Process:  
Step 1: Tactical Urbanism  
Step 2: Paint and Planters  
Step 3: Finalize Design  
Step 4: Construction  
Step 5: Finishing Touches

