

Post date:	
Initial:	



Hillcrest Business Association
Board of Directors Meeting
 Public Meeting ~ March 14, 2017, 4pm
 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. President's report (information) | T. Daiber | 5 minutes |
| 4. Executive Director's report (information) | B. Nicholls | 5 minutes |
| 5. Consent agenda (action) | M. Roland | |
| a. Approval of minutes (January & February 2017) ¹ | | |
| b. Approval of financials (January 2016) ² | | |
| 6. Florence Elementary trashcan program (action) ³ | B. Nicholls | 10 minutes |
| 7. Update concerning the EMAD meeting (information) | M. Roland | 10 minutes |
| 8. Hillcrest car show proposal (action) | B. Nicholls | 10 minutes |
| 9. Endorsement of nomination Hillcrest Business rep to UCPD (action) | B. Nicholls | 5 minutes |

Adjourn

Attachments:

1. Board minutes January & February, 2017
2. Board financial documents January, 2017

3. Proposed trashcan locations

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

Post date:	
Initial:	



2017 Ad hoc committees:

- EMAD ad-hoc committee (M. Roland)
 - CityFest ad hoc committee (J. Baro)
 - Mardi Gras ad hoc committee (J. Baro)
 - Normal Street Greenway (M. Brennan)
 - Security (P. Katz)
 - 1000 University Ave. Block (J. Jackson)
 - Washington Street Action Team (Younan)
-

Attachments:

1. Board minutes January & February, 2017
2. Board financial documents January, 2017

3. Proposed trashcan locations



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ January 10, 2017, 4pm
Joyce Beers Community Center
1230 Cleveland Ave., San Diego CA 92103

Minutes

Board in attendance:

Tami Daiber, Jessica Baro Ryan Bedrosian, Paul Smith Bryan Lovering Cecilia Moreno Jeff Jackson Larry Malone Glenn Younger Maggie Roland

Staff in attendance:

Marisa Romero, Benjamin Nicholls.

Public in attendance

Brittany Bailey Mary Joseph Diego Barriga

- T. Daiber called the meeting to order.
- T. Daiber gave the president's report and announced that the HBA had produced a successful Taste n Tinis event bringing in over 600 ticket purchasers and raised over \$6,000 for neighborhood improvements.
- T. Daiber announced the winner of the Shop Hillcrest for the Holidays was chosen from Cody's Home and Gifts and was awarded \$3,000 in prizes.

- B. Nicholls gave the Executive Directors report. He reported that Mardi Gras ticket sales were launched that week and promotions were being executed.
- B. Nicholls gave an office report for the UCPD.
- B. Nicholls announced that the HBA is working with the City to conduct a business survey throughout the neighborhood. A walking survey and HBA quarterly mixer will be taking place on 2/16.

- M. Roland presented the consent agenda.
 - Approval of minutes (December 2016)
 - Approval of financials (November 2016)
 - R. Bedrosian/ G. Younger 10/0/0

- B. Nicholls gave a report on available seat on the Uptown Community Parking District board. Announced that Jessica Baro would like to be nominated.
 - T. Daiber/G. Younger 10/0/0



-
- B.Nicholls presented City's plan on expanding the SanDag bike plan to 10th and Park Blvd. Bike lanes will add an additional 20 lanes to the neighborhood for the loss of parking in front of business storefronts.
 - B. Nicholls requests a support of City's project.
 - T. Daiber/R. Bedrosian 10/0/0
 - B. Nicholls gave report on the San Diego Pride partnership agreement for 2017 Block Party. States that funds from Block Party will be used towards the maintenance of the Pride Plaza and all future projects in that Normal Block area.
 - R. Bedrosian requests that SD Pride still includes HBA promotions in all Pride advertisements
 - R. Bedrosian/G. Younger 10/0/0
 - M. Roland gave the final report on the BID FY18 budget and no changes have been made to this year's budget.
 - M. Roland requests that we approve City contract to manage the Hillcrest BID.
 - T.Daiber/G. Younger 10/0/0
 - B.Nicholls gave an update on the proposed Cityfest 5k with partnership of David Perloff and Pacific Magazine.
 - C. Moreno makes a statement that since D. Perloff is not present at Board Meeting the action item can not be set in motion

Meeting Adjourned

Hillcrest Business Improvement Association, Inc.

A/R Aging Summary

As of January 31, 2017

	Current	1 - 30	31 - 60	61 - 90	> 90	TOTAL
Ace Hardware	0.00	200.00	0.00	0.00	0.00	200.00
Busalacchi's A Modo Mio	0.00	0.00	0.00	0.00	1,000.00	1,000.00
Campari America	0.00	0.00	0.00	0.00	3,500.00	3,500.00
Cody's Home+Gift	0.00	200.00	0.00	0.00	0.00	200.00
Comerica Bank	0.00	0.00	0.00	0.00	1,500.00	1,500.00
Flick's	0.00	200.00	0.00	0.00	0.00	200.00
Heineken USA	0.00	0.00	0.00	0.00	3,000.00	3,000.00
Lestats	0.00	200.00	0.00	0.00	0.00	200.00
Phildaelphia Insurance	0.00	0.00	5,968.04	0.00	17,982.46	23,950.50
Richs Nightclub	0.00	600.00	0.00	0.00	0.00	600.00
San Diego County Credit Union	0.00	12,000.00	0.00	0.00	0.00	12,000.00
San Diego Pride	0.00	0.00	0.00	0.00	0.00	0.00
Scripps Health	0.00	0.00	0.00	0.00	3,000.00	3,000.00
Torreon Importers, Inc.	0.00	200.00	0.00	0.00	0.00	200.00
UCSD	0.00	0.00	0.00	0.00	2,000.00	2,000.00
Wonderful and Wild	0.00	200.00	0.00	0.00	0.00	200.00
TOTAL	0.00	13,800.00	5,968.04	0.00	31,982.46	51,750.50

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of January 31, 2017

Jan 31, 17

ASSETS

Current Assets

Checking/Savings

10035 · Comerica - Checking 63,557.89

10045 · PayPal 656.20

Total Checking/Savings 64,214.09

Accounts Receivable

12000 · Accounts Receivable 51,750.50

Total Accounts Receivable 51,750.50

Other Current Assets

10110 · Block Party Prepaid/Rcvbl. 1,800.00

10125 · MAD Receivable 11,582.73

10145 · Farmers Market Receivable 14,165.04

10150 · TOT City & County Receivable 5,000.00

10155 · Prepaid Expense 5,639.13

10175 · Commission for Arts Grant Rcvbl 22,833.00

10190 · Tech. Assistance/Acctg. Rcvbl. 800.00

Total Other Current Assets 61,819.90

Total Current Assets 177,784.49

Fixed Assets

10200 · Office Furniture & Equipment 21,364.81

10220 · Accumulated Depreciation -16,258.40

Total Fixed Assets 5,106.41

TOTAL ASSETS 182,890.90

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

20215 · BID Assessment 2,296.94

20225 · SBEP Advance 12,471.71

20230 · Sales Tax Payable 46.55

20235 · City Fest Deferred Revenue 235.00

21000 · Payroll Liabilities

FUTA Payable 84.01

Hillcrest Business Improvement Association, Inc.

Balance Sheet

As of January 31, 2017

	<u>Jan 31, 17</u>
Vacation Payable	5,036.62
Total 21000 · Payroll Liabilities	<u>5,120.63</u>
Total Other Current Liabilities	<u>20,170.83</u>
Total Current Liabilities	<u>20,170.83</u>
Total Liabilities	20,170.83
Equity	
31100 · Unrestricted Net Assets	167,008.33
Net Income	<u>-4,288.26</u>
Total Equity	<u>162,720.07</u>
TOTAL LIABILITIES & EQUITY	<u><u>182,890.90</u></u>

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2016 through January 2017

	TOTAL					
	Jan 17	Budget	Variance	Jul '16 - Jan 17	Budget	Variance
Income						
40015 · CityFest	833.00	0.00	833.00	147,176.25	160,000.00	-12,823.75
40020 · Farmers Market	15,738.37	17,500.00	-1,761.63	119,487.59	122,500.00	-3,012.41
40030 · SBEP	2,883.12	2,623.00	260.12	9,740.29	11,235.00	-1,494.71
40040 · MAD	6,442.02	7,539.00	-1,096.98	50,757.29	51,345.00	-587.71
40050 · BID	6,209.15	10,188.00	-3,978.85	53,597.94	61,344.00	-7,746.06
40075 · Beer Crawl	0.00	5,000.00	-5,000.00	0.00	5,000.00	-5,000.00
40080 · Newsletter/Advertising	0.00	0.00	0.00	0.00	1,000.00	-1,000.00
40085 · Technical Assistance/Acctg.	500.00	300.00	200.00	1,100.00	1,500.00	-400.00
40100 · Nightmare on Normal Street	0.00	0.00	0.00	49,741.97	50,000.00	-258.03
40110 · Taste	0.00	10,250.00	-10,250.00	0.00	10,250.00	-10,250.00
40115 · Taste 'N Tinis	-30.00	0.00	-30.00	18,208.05	18,000.00	208.05
40140 · Banner Space	12,000.00	208.00	11,792.00	14,500.00	1,456.00	13,044.00
40145 · Pride Flag	0.00			1,261.40		
40155 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	88,639.65	110,000.00	-21,360.35
40160 · Hillcrest Map.	0.00	250.00	-250.00	0.00	1,750.00	-1,750.00
40180 · Other Income	1,800.00	133.00	1,667.00	11,981.00	931.00	11,050.00
Total Income	46,375.66	53,991.00	-7,615.34	566,191.43	606,311.00	-40,119.57
Expense						
50000 · Personnel						
50005 · Salaries	14,201.36	14,523.00	-321.64	106,212.69	97,661.00	8,551.69
50025 · Employer Taxes - Federal	1,170.41	1,786.00	-615.59	8,755.28	12,196.00	-3,440.72
50030 · Employer Taxes - State	868.09	1,740.00	-871.91	1,302.09	3,080.00	-1,777.91
50035 · Health Insurance	1,479.70	841.00	638.70	9,126.06	5,887.00	3,239.06
50040 · Workers Comp Insurance	0.00	144.00	-144.00	1,458.80	1,008.00	450.80
Total 50000 · Personnel	17,719.56	19,034.00	-1,314.44	126,854.92	119,832.00	7,022.92
50045 · Operating						
50050 · Rent Office Space	1,000.80	803.00	197.80	6,830.40	5,621.00	1,209.40
50060 · Accounting	1,843.50	1,891.00	-47.50	12,899.25	12,637.00	262.25
50065 · Audit	1,050.00	0.00	1,050.00	6,750.00	12,000.00	-5,250.00
50070 · Equipment Purchase	0.00	175.00	-175.00	3,421.28	1,225.00	2,196.28
50075 · Intern/Consultant	0.00	832.00	-832.00	0.00	5,824.00	-5,824.00
50080 · Bank & Credit Card Charges	92.91	50.00	42.91	627.53	350.00	277.53

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2016 through January 2017

	TOTAL					
	Jan 17	Budget	Variance	Jul '16 - Jan 17	Budget	Variance
50085 · Repair/Maintenance/Cleaning	300.00	233.00	67.00	2,555.16	1,631.00	924.16
50090 · Office Supplies	225.33	266.00	-40.67	3,167.95	1,862.00	1,305.95
50095 · Postage and Delivery	0.00	29.00	-29.00	313.26	203.00	110.26
50100 · Printing/Photocopy	50.46	107.00	-56.54	181.90	749.00	-567.10
50110 · Dues/Subscriptions	0.00	50.00	-50.00	630.00	750.00	-120.00
50115 · Staff Development	216.20	100.00	116.20	216.20	700.00	-483.80
50120 · Meetings	514.59	291.00	223.59	2,199.71	2,037.00	162.71
50125 · Legal	0.00	625.00	-625.00	13,585.29	4,375.00	9,210.29
50130 · Telephone & Internet	1,524.85	625.00	899.85	6,268.84	4,375.00	1,893.84
50135 · Parking/Mileage	216.25	199.00	17.25	1,609.50	1,393.00	216.50
50330 · D & O / Liability Insurance	54.00	791.00	-737.00	5,286.60	5,537.00	-250.40
Total 50045 · Operating	7,088.89	7,067.00	21.89	66,542.87	61,269.00	5,273.87
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	3,646.00	0.00	3,646.00	96,705.68	100,000.00	-3,294.32
51525 · Promotion/Marketing/Campaigns	1,127.57	2,083.00	-955.43	8,461.14	14,581.00	-6,119.86
51527 · Taste 'N Tinis	1,997.31	0.00	1,997.31	9,163.05	12,000.00	-2,836.95
51530 · Banners	1,420.00	375.00	1,045.00	2,480.00	2,625.00	-145.00
51535 · Web Site Communications	0.00	126.00	-126.00	884.38	882.00	2.38
51540 · Business Mixers/Open House	0.00	280.00	-280.00	1,332.25	1,940.00	-607.75
51545 · Newsletter	1,528.86	425.00	1,103.86	2,373.82	2,575.00	-201.18
51555 · Farmer's Market	0.00	0.00	0.00	925.00	0.00	925.00
51556 · Farmer's Market Trolley	0.00	1,292.00	-1,292.00	6,402.50	9,044.00	-2,641.50
51565 · Hillcrest Map	0.00	416.00	-416.00	0.00	2,912.00	-2,912.00
51575 · Pride Flag Project	0.00			2,377.56		
51800 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	84,444.90	75,000.00	9,444.90
51870 · Mardi Gras	1,325.00	0.00	1,325.00	1,325.00	5,000.00	-3,675.00
51880 · Nightmare on Normal	7,556.19	0.00	7,556.19	38,407.48	35,000.00	3,407.48
Total 51000 · Neighborhood/Outreach Promotion	18,600.93	4,997.00	13,603.93	255,282.76	261,559.00	-6,276.24
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	121.65	66.00	55.65	428.63	462.00	-33.37
53130 · Security	6,140.00	6,140.00	0.00	47,096.95	42,980.00	4,116.95
53135 · Street Cleaning	0.00	3,666.00	-3,666.00	23,448.00	25,662.00	-2,214.00
53137 · Pressure Washing	2,094.50	2,000.00	94.50	15,091.50	14,000.00	1,091.50

Hillcrest Business Improvement Association, Inc.

Profit & Loss Budget vs. Actual

July 2016 through January 2017

	TOTAL					
	Jan 17	Budget	Variance	Jul '16 - Jan 17	Budget	Variance
53150 · Dumpsters	355.74	375.00	-19.26	2,109.44	2,625.00	-515.56
53155 · Tree & Flower Maintenance	0.00	1,834.00	-1,834.00	13,920.00	12,838.00	1,082.00
53156 · Tree Trimming Large Trees	0.00	1,000.00	-1,000.00	0.00	3,500.00	-3,500.00
53159 · EMAD Expansion	0.00	0.00	0.00	16,250.00	16,500.00	-250.00
53161 · Special Projects	0.00	364.00	-364.00	3,131.01	3,006.00	125.01
53165 · Contingency	0.00	2,705.00	-2,705.00	323.61	11,180.00	-10,856.39
Total 53000 · Physical Improvements	8,711.89	18,150.00	-9,438.11	121,799.14	132,753.00	-10,953.86
Total Expense	52,121.27	49,248.00	2,873.27	570,479.69	575,413.00	-4,933.31
	-5,745.61	4,743.00	-10,488.61	-4,288.26	30,898.00	-35,186.26

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2016 through January 2017

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
Income						
40015 · CityFest	0.00	147,176.25	0.00	0.00	0.00	147,176.25
40020 · Farmers Market	119,487.59	0.00	0.00	0.00	0.00	119,487.59
40030 · SBEP	0.00	0.00	0.00	0.00	9,740.29	9,740.29
40040 · MAD	0.00	0.00	0.00	50,757.29	0.00	50,757.29
40050 · BID	0.00	0.00	53,597.94	0.00	0.00	53,597.94
40085 · Technical Assistance/Acctg.	0.00	0.00	0.00	0.00	1,100.00	1,100.00
40100 · Nightmare on Normal Street	0.00	49,741.97	0.00	0.00	0.00	49,741.97
40115 · Taste 'N Tinis	0.00	18,208.05	0.00	0.00	0.00	18,208.05
40140 · Banner Space	2,500.00	12,000.00	0.00	0.00	0.00	14,500.00
40145 · Pride Flag	1,261.40	0.00	0.00	0.00	0.00	1,261.40
40155 · Pride of Hillcrest/Block Party	0.00	88,639.65	0.00	0.00	0.00	88,639.65
40180 · Other Income	11,981.00	0.00	0.00	0.00	0.00	11,981.00
Total Income	135,229.99	315,765.92	53,597.94	50,757.29	10,840.29	566,191.43
Expense						
50000 · Personnel						
50005 · Salaries	54,832.02	31,031.61	11,460.06	0.00	8,889.00	106,212.69
50025 · Employer Taxes - Federal	4,753.99	2,393.38	912.80	0.00	695.11	8,755.28
50030 · Employer Taxes - State	571.68	201.34	372.89	0.00	156.18	1,302.09
50035 · Health Insurance	9,126.06	0.00	0.00	0.00	0.00	9,126.06
50040 · Workers Comp Insurance	1,458.80	0.00	0.00	0.00	0.00	1,458.80
Total 50000 · Personnel	70,742.55	33,626.33	12,745.75	0.00	9,740.29	126,854.92
50045 · Operating						
50050 · Rent Office Space	6,830.40	0.00	0.00	0.00	0.00	6,830.40
50060 · Accounting	7,144.25	4,655.00	0.00	0.00	1,100.00	12,899.25
50065 · Audit	6,750.00	0.00	0.00	0.00	0.00	6,750.00
50070 · Equipment Purchase	3,421.28	0.00	0.00	0.00	0.00	3,421.28
50080 · Bank & Credit Card Charges	627.53	0.00	0.00	0.00	0.00	627.53
50085 · Repair/Maintenance/Cleaning	2,555.16	0.00	0.00	0.00	0.00	2,555.16
50090 · Office Supplies	3,167.95	0.00	0.00	0.00	0.00	3,167.95
50095 · Postage and Delivery	313.26	0.00	0.00	0.00	0.00	313.26
50100 · Printing/Photocopy	181.90	0.00	0.00	0.00	0.00	181.90
50110 · Dues/Subscriptions	630.00	0.00	0.00	0.00	0.00	630.00
50115 · Staff Development	216.20	0.00	0.00	0.00	0.00	216.20
50120 · Meetings	2,199.71	0.00	0.00	0.00	0.00	2,199.71
50125 · Legal	13,585.29	0.00	0.00	0.00	0.00	13,585.29

Hillcrest Business Improvement Association, Inc.

Profit & Loss by Class

July 2016 through January 2017

	110 GENERAL	220 SPECIAL EVENTS	410 BID CONTRACT	510 MAD	610 SBEP	TOTAL
50130 · Telephone & Internet	6,268.84	0.00	0.00	0.00	0.00	6,268.84
50135 · Parking/Mileage	1,609.50	0.00	0.00	0.00	0.00	1,609.50
50330 · D & O / Liability Insurance	3,954.15	1,332.45	0.00	0.00	0.00	5,286.60
Total 50045 · Operating	59,455.42	5,987.45	0.00	0.00	1,100.00	66,542.87
51000 · Neighborhood/Outreach Promotion						
51515 · CityFest	0.00	96,705.68	0.00	0.00	0.00	96,705.68
51525 · Promotion/Marketing/Campaigns	5,326.72	425.59	2,708.83	0.00	0.00	8,461.14
51527 · Taste 'N Tinis	0.00	9,163.05	0.00	0.00	0.00	9,163.05
51530 · Banners	1,060.00	0.00	1,420.00	0.00	0.00	2,480.00
51535 · Web Site Communications	884.38	0.00	0.00	0.00	0.00	884.38
51540 · Business Mixers/Open House	0.00	668.96	663.29	0.00	0.00	1,332.25
51545 · Newsletter	844.96	0.00	1,528.86	0.00	0.00	2,373.82
51555 · Farmer's Market	925.00	0.00	0.00	0.00	0.00	925.00
51556 · Farmer's Market Trolley	0.00	6,402.50	0.00	0.00	0.00	6,402.50
51575 · Pride Flag Project	2,377.56	0.00	0.00	0.00	0.00	2,377.56
51800 · Pride of Hillcrest/Block Party	0.00	84,444.90	0.00	0.00	0.00	84,444.90
51870 · Mardi Gras	0.00	1,325.00	0.00	0.00	0.00	1,325.00
51880 · Nightmare on Normal	0.00	38,407.48	0.00	0.00	0.00	38,407.48
Total 51000 · Neighborhood/Outreach Promotion	11,418.62	237,543.16	6,320.98	0.00	0.00	255,282.76
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	428.63	0.00	428.63
53130 · Security	8,901.92	0.00	0.00	38,195.03	0.00	47,096.95
53135 · Street Cleaning	6,149.13	0.00	13,395.51	3,903.36	0.00	23,448.00
53137 · Pressure Washing	430.00	0.00	10,469.36	4,192.14	0.00	15,091.50
53150 · Dumpsters	0.00	0.00	1,052.22	1,057.22	0.00	2,109.44
53155 · Tree & Flower Maintenance	2,034.97	0.00	8,904.12	2,980.91	0.00	13,920.00
53159 · EMAD Expansion	16,250.00	0.00	0.00	0.00	0.00	16,250.00
53161 · Special Projects	2,421.01	0.00	710.00	0.00	0.00	3,131.01
53165 · Contingency	323.61	0.00	0.00	0.00	0.00	323.61
Total 53000 · Physical Improvements	36,510.64	0.00	34,531.21	50,757.29	0.00	121,799.14
Total Expense	178,127.23	277,156.94	53,597.94	50,757.29	10,840.29	570,479.69
	-42,897.24	38,608.98	0.00	0.00	0.00	-4,288.26



