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

Agenda

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|---|-------------|------------|
| 1. Call to order and introductions  | J. Hale     | 2 minutes  |
| 2. Public comment (2 minutes per speaker)   |             | 8 minutes  |
| 3. President's report   | J. Hale     | 5 minutes  |
| 4. Executive Director's report  | B. Nicholls | 5 minutes  |
| 5. Consent agenda (action) <ul style="list-style-type: none"><li>• Approval of minutes (January 2015) <sup>1</sup></li><li>• Approval of financials (December 2014)<sup>2</sup></li><li>• Approval of letter of support for San Diego Half Marathon <sup>3</sup></li><li>• Approval of letter of support for San Diego Pride <sup>3</sup></li></ul> | E. Reynoso  | 2 minutes  |
| 6. Discussion concerning east MAD expansion and authorization to survey property owners (action)  | P. Katz     | 10 minutes |
| 7. Approval of Business Improvement District budget (action) <sup>4</sup>   | C. Moreno   | 5 minutes  |
| 5. Pride Plaza update and authorization for "parklet" demonstration (action)  | M. Brennon  | 10 minutes |
| 6. Adjourn  |             |            |
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Attachments:

1. Board minutes January, 2015
2. Board financial documents December, 2014

3. Letters of support
  4. Hillcrest BID Budget
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**Notices to the public:**

Brown Act:

*Government Code 54950* (The Brown Act) requires that a brief description of each item to be transacted or discussed be posted at least 72 hours prior to a regular meeting. Action may not be taken on items not posted on the agenda.

Meeting facilities are accessible to persons with disabilities. If you require special assistance to participate in the meeting, notify Benjamin Nicholls at (619) 299-3330 at least 48 hours prior to the meeting.

Public Comment:

You are welcomed and encouraged to participate in this meeting. Public comment is taken (2 minutes maximum per person) on items listed on the agenda when they are called. Public Comment on items not listed on the agenda will be heard at the meeting as noted on the agenda. Comments on controversial items may be limited and large groups are encouraged to select one or two speakers to represent the opinion of the group. The order of Agenda items is listed for reference and may be taken in any order deemed appropriate by the Board of Directors. The Agenda provides a general description and staff recommendations; however, the Board of Directors may take action other than what is recommended.

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Hillcrest Business Association  
3737 Fifth Ave. #202, San Diego, CA 92103  
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Hillcrest Business Association  
**Board of Directors Meeting**  
Public Meeting ~ January 13, 2015, 5pm  
Joyce Beers Community Center  
1230 Cleveland Ave., San Diego CA 92103

Board members in attendance: Ryan Bedrosian, Michael Brennan, Tami Daiber, Johnathan Hale, Charles Kauffman, Sam Korish, Cecilia Moreno, Eddie Reynoso, Maggie Roland, Brett Serwalt

HBA Staff in attendance: Ben Nicholls, Marisa Romero

Public in attendance: Julio De Guzman, Tony Duran, Anne Garwood, David Lundin, Adriana Martinez, Nancy Moors, Patrick Pierce, Lauren Prescott, Elka Westin, Matt Wahlstrom, Mike Wright.

**Public comment (2 minutes per speaker)**

V. Moore presented an award to the Hillcrest Business Association to allow to conduct survey at Cityfest and Hillcrest Business Association. Many other Hillcrest Businesses support.

Nancy Moore thanked everyone for contributing donations and participating in community.

David Lundin stated that the public should feel welcomed, encouraged, etc. Censoring of comments.

M. Wahlstrom reported that link is outdated on Hillcrest Business Association website, HBA is being wreckless with funds.

Martinez presented extensive newsletter of 2014 annual report and plans for 2015.

T. Duran passed out Jan. newsletter and presents new legislation.

**President's report**

J. Hale announced board retreat will be on 2/13 and will be off site. Will be planning HBA Board agenda for the next 18 months or so. It will be an all day activity.

J. Hale requested a save the date for our quarterly HBA member open house. HBA will be meeting on the 29<sup>th</sup> at Buffilo public house on University at Fourth. The topic will be an update on the Pipeline project that is working its way through the neighborhood.

J. Hale acknowledged Ron Baranov, who has stepped back from the board after nineteen years with the organization, one of the longest serving board members we've ever had. Asks membership to join



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HBA at the open house and present some special recognition for Ron.

J. Hale announces Glenn Younger has elected to stay on as Vice President.

### **Executive Director's report**

B. Nicholls reported HBA staff are working hard on preparations for Hillcrest Mardi Gras on 2/17, going to be back at the old location at 4<sup>th</sup> and University. Staff working on logistics, promotions, sponsorship and entertainment.

B. Nicholls reported staff is currently working to implement proposed changes at Normal Street and will be making presentations at HTC, Uptown Planners and to City staff. Slowly approaching the Uptown Community Parking district for initial funding.

B. Nicholls reported the preliminary results from Shop Hillcrest for the Holidays and Hillcrest Taste 'n tinis. Taste 'n Tinis generated about \$6,500 in revenue from the event with 30 businesses participating and 1,200 visiting participants. For Shop Hillcrest event an estimated 7,000 participants, granting over \$2300 shopping spree to the winners.

B. Nicholls presented a plan to put together a community clean up day with HTC.

### **Consent agenda**

E. Reynoso presented the Consent agenda (action)

- Approval of minutes (December 2014)  
Motion to approve December minutes R. Bedrosian/Tami Daiber  
8/0/1
- Approval of financials (November 2014)  
Motion to approve November financials Korish/Younger 8/0/1
- Approval of letter of support for Heat Bar and Kitchen license expansion  
Motion to approve letter of support Reynoso/Brennan 9/0/0
- Approval of letter of support for San Diego Half Marathon <sup>3</sup>  
C. Moreno requested sponsor contacts, sponsor that was anti-LGBT "Rock Church". Past ED wanted to work with promotions for business community. Needs to be presented at next Board Meeting.

### **Appointment of new Vice President (action)**

J. Hale requested the item be tabled.

### **Approval of agreement for bookkeeping services (action)**



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B. Nicholls reported the HBA currently doesn't have an agreement with book keeper. Presents the agreement and states the creation of agreements, responsibilities and rates have stayed same.

T. Deiber questioned about finances.

D. Lundin questioned about new bids for contracts.

B. Nicholls stated HBA has put out to bid in past.

N. Moore reported it has been 5 years since the last bidding out of contract.

Motion to approve agreement for bookkeeping services E. Reynoso/Maggie 9/0/0 with contention that new contract be made with edits.

#### **Update of SOP#1 Board Committees (action)**

C. Moreno proposed changes to the way the HBA committees operate. Under the current rules, public in attendance can vote at HBA committee meetings. Under the changes shown in the membership packet, only HBA members can vote. Proposes a refocus of energies on constituency we serve and the membership. Anyone who show up to committee meetings have right to vote. Members must be in good standing to vote.

Motion to approve update of SOP #1 Board of Committees T. Deiber / S. Korish 9/0/0

#### **Discussion and action concerning support for advertising agreement with Hale Media for Hillcrest Mardi Gras (action)**

B. Nicholls stated that the HBA spends a lot of money promoting special events and activities. Last year the HBA contracted with Hale media to provide LGBT specific engagement teams to promote events in clubs. Before 2014 we had used interns for this purpose.

B. Nicholls stated that HBA wanted continue using Hale media to provide the promotional service. Reported the street teams for Mardi Gras were about \$1,200 for 8 events, hard costs to pay labor and \$500 for an advertising campaign, social media posts, mobile messages, e-newsletter blasts. All are hard costs. The value is about \$15,000.

B. Nicholls stated that any board member that gets paid by the organization must abstain from any vote concerning these payments.

J. Hale stated that he had donated advertising and company had to pay hard cost of staffing.

D. Lundin stated that California law says that there is a public conflict of interest and the organization needs to put it out for contracted bids.



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Motion to support advertising agreement with Hale Media for Hillcrest Mardi Gras Korish/Serwalt- 9/0/0

**Discussion and action concerning hiring advocacy organization to assist with negotiations with SANDAG (action)**

B. Nicholls reported that over the last several months a number of business people have approached him to express their concerns about changes proposed by SanDag's bicycle plans. The group of business and property owners were concerned that the proposed closure of the ramp that connects University Ave. to Washington would stifle business.

B. Nicholls requested to hire a consulting firm to assist making sure that the ramp remain open to auto traffic and that if University Ave. made one way to auto traffic, that it be made east bound so as to support through traffic past their businesses (items with the most consensus). Proposing a 4 month contract with a consulting firm California Strategies. SanDag would raise half of the \$20,000 to hire the firm and HBA would match their contribution.

B. Nicholls reported the lawsuit is not related to SanDag and that there were two separate projects going on, but set a precedence.

California Strategies representative discussed the scope of services and identifying the best options for the project implementation.

Hale questioned the success rate and stated that the company had a good reputation with the City of San Diego.

M. Roland requested a strategy with alternative offers and caseload bandwidth. M. Roland advised they work with SanDag Board to implement plans.

Brennan proposed a plan with solution based options for the bike community.

C. Moreno requested a cap on fundraising numbers, if business properties surpass that cap, that they could return with action for the board to vote again.

Motion to move forward with contract if community matches funds. E. Reynoso/ T. Deiber 8/1/0

Hale ended meeting with closing statement to invite those not happy with organization to attend mixers, not at legislative meetings. Proposed a more constructive way to communicate and volunteer in our projects.

Meeting adjourned.

# Hillcrest Business Improvement Association, Inc.

## Balance Sheet

As of December 31, 2014

	<u>Dec 31, 14</u>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
10035 · Comerica - Checking	238,568.80
<b>Total Checking/Savings</b>	<u>238,568.80</u>
<b>Accounts Receivable</b>	
12000 · Accounts Receivable	20,072.00
<b>Total Accounts Receivable</b>	<u>20,072.00</u>
<b>Other Current Assets</b>	
10115 · SBEP City Fees & Services	22,343.00
10125 · MAD Receivable	19,326.98
10145 · Farmers Market Receivable	16,575.73
10155 · Prepaid Expense	5,607.20
10165 · Workers Compensation Deposit	842.00
10175 · Commission for Arts Grant Rcvbl	27,671.00
<b>Total Other Current Assets</b>	<u>92,365.91</u>
<b>Total Current Assets</b>	351,006.71
<b>Fixed Assets</b>	
10200 · Office Furniture & Equipment	19,273.93
10220 · Accumulated Depreciation	-14,178.80
<b>Total Fixed Assets</b>	<u>5,095.13</u>
<b>TOTAL ASSETS</b>	<u><u>356,101.84</u></u>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	
<b>Current Liabilities</b>	
<b>Other Current Liabilities</b>	
20210 · Accrued Expenses	180.24
20225 · SBEP Advance	14,586.52
20230 · Sales Tax Payable	135.00
20235 · City Fest Deferred Revenue	8,000.00

**Hillcrest Business Improvement Association, Inc.**

**Balance Sheet**

As of December 31, 2014

	<u>Dec 31, 14</u>
<b>21000 - Payroll Liabilities</b>	
Vacation Payable	1,616.60
<b>Total 21000 - Payroll Liabilities</b>	<u>1,616.60</u>
<b>Total Other Current Liabilities</b>	<u>24,518.36</u>
<b>Total Current Liabilities</b>	<u>24,518.36</u>
<b>Total Liabilities</b>	24,518.36
<b>Equity</b>	
31100 - Unrestricted Net Assets	323,926.49
Net Income	<u>7,656.99</u>
<b>Total Equity</b>	<u>331,583.48</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>356,101.84</u></u>

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

				<b>TOTAL</b>		
	<b>Dec 14</b>	<b>Budget</b>	<b>Variance</b>	<b>Jul - Dec 14</b>	<b>Budget</b>	<b>Variance</b>
<b>Income</b>						
40015 · CityFest	0.00	0.00	0.00	164,347.59	163,919.00	428.59
40020 · Farmers Market	17,016.27	18,334.00	-1,317.73	115,159.19	110,004.00	5,155.19
40030 · SBEP	0.00	2,746.00	-2,746.00	8,082.50	10,984.00	-2,901.50
40040 · MAD	8,506.13	7,238.00	1,268.13	50,042.87	46,803.00	3,239.87
40045 · MAD Reserve	0.00	2,083.00	-2,083.00	0.00	12,498.00	-12,498.00
40050 · BID	10,545.71	9,223.00	1,322.71	56,404.41	58,338.00	-1,933.59
40055 · BID Carry Forward	0.00	84.00	-84.00	0.00	504.00	-504.00
40080 · Newsletter/Advertising	0.00	84.00	-84.00	0.00	504.00	-504.00
40100 · Nightmare on Normal Street	0.00			38,366.25		
40115 · Taste 'N Tinis	1,666.00	6,615.00	-4,949.00	4,466.00	19,847.00	-15,381.00
40135 · Hillcrest Hoedown	0.00	0.00	0.00	0.00	37,583.00	-37,583.00
40140 · Banner Space	0.00	417.00	-417.00	0.00	2,502.00	-2,502.00
40155 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	109,322.58	129,971.00	-20,648.42
40160 · Hillcrest Map.	0.00	250.00	-250.00	0.00	1,500.00	-1,500.00
40165 · Shop Hillcrest for the Holidays	0.00			2,000.00		
40180 · Other Income	0.00	130.00	-130.00	508.49	780.00	-271.51
<b>Total Income</b>	<b>37,734.11</b>	<b>47,204.00</b>	<b>-9,469.89</b>	<b>548,699.88</b>	<b>595,737.00</b>	<b>-47,037.12</b>
<b>Expense</b>						
<b>50000 · Personnel</b>						
50005 · Salaries	16,009.24	14,259.00	1,750.24	82,838.38	80,454.00	2,384.38
50025 · Employer Taxes - Federal	1,690.02	1,139.00	551.02	6,866.14	6,442.00	424.14
50030 · Employer Taxes - State	118.29	0.00	118.29	776.31	0.00	776.31
50035 · Health Insurance	995.86	746.00	249.86	5,535.92	4,476.00	1,059.92
50040 · Workers Comp Insurance	0.00	256.00	-256.00	812.00	1,536.00	-724.00
<b>Total 50000 · Personnel</b>	<b>18,813.41</b>	<b>16,400.00</b>	<b>2,413.41</b>	<b>96,828.75</b>	<b>92,908.00</b>	<b>3,920.75</b>
<b>50045 · Operating</b>						
50050 · Rent Office Space	723.00	804.00	-81.00	5,121.00	4,824.00	297.00
50055 · Storage	550.00	300.00	250.00	1,925.00	1,800.00	125.00
50060 · Accounting	1,845.80	1,843.00	2.80	11,067.20	11,058.00	9.20
50065 · Audit	0.00	0.00	0.00	5,000.00	7,375.00	-2,375.00
50070 · Equipment Purchase	0.00	225.00	-225.00	249.00	1,350.00	-1,101.00
50075 · Intern/Consultant	0.00	417.00	-417.00	4,482.00	2,502.00	1,980.00



Hillcrest Business Improvement Association, Inc.

**Profit & Loss Budget vs. Actual**

July through December 2014

				TOTAL		
	Dec 14	Budget	Variance	Jul - Dec 14	Budget	Variance
50080 · Bank & Credit Card Charges	0.00	50.00	-50.00	182.19	300.00	-117.81
50085 · Repair/Maintenance/Cleaning	203.50	175.00	28.50	1,565.05	1,050.00	515.05
50090 · Office Supplies	37.68	267.00	-229.32	974.42	1,602.00	-627.58
50095 · Postage and Delivery	0.00	42.00	-42.00	199.79	252.00	-52.21
50100 · Printing/Photocopy	193.51	167.00	26.51	771.72	1,002.00	-230.28
50110 · Dues/Subscriptions	0.00	167.00	-167.00	500.00	1,002.00	-502.00
50115 · Staff Development	0.00	209.00	-209.00	465.75	1,254.00	-788.25
50120 · Meetings	289.99	333.00	-43.01	1,115.42	1,998.00	-882.58
50125 · Legal	0.00	0.00	0.00	18,776.32	8,500.00	10,276.32
50130 · Telephone & Internet	865.61	737.00	128.61	4,675.92	4,422.00	253.92
50135 · Parking/Mileage	205.00	200.00	5.00	1,205.00	1,200.00	5.00
50140 · Depreciation	0.00	25.00	-25.00	0.00	150.00	-150.00
50330 · D & O / Liability Insurance	0.00	667.00	-667.00	6,789.00	4,002.00	2,787.00
<b>Total 50045 · Operating</b>	<b>4,914.09</b>	<b>6,628.00</b>	<b>-1,713.91</b>	<b>65,064.78</b>	<b>55,643.00</b>	<b>9,421.78</b>
<b>51000 · Neighborhood/Outreach Promotion</b>						
51515 · CityFest	500.00	0.00	500.00	116,558.46	119,753.00	-3,194.54
51525 · Promotion/Marketing/Campaigns	550.00	2,980.00	-2,430.00	8,577.04	17,880.00	-9,302.96
51526 · Taste	0.00	0.00	0.00	1,188.17	0.00	1,188.17
51527 · Taste 'N Tinis	4,816.08	4,783.00	33.08	8,489.83	14,351.00	-5,861.17
51530 · Banners	0.00	300.00	-300.00	1,735.04	1,800.00	-64.96
51535 · Web Site Communications	0.00	84.00	-84.00	0.00	504.00	-504.00
51540 · Business Mixers/Open House	0.00	117.00	-117.00	1,750.44	702.00	1,048.44
51545 · Newsletter	0.00	225.00	-225.00	1,364.77	1,350.00	14.77
51555 · Farmer's Market	150.00	2,500.00	-2,350.00	4,585.00	15,000.00	-10,415.00
51565 · Hillcrest Map	0.00	417.00	-417.00	0.00	2,502.00	-2,502.00
51570 · Hillcrest Hoedown.	0.00	0.00	0.00	0.00	42,173.00	-42,173.00
51575 · Pride Flag Project	0.00			961.69		
51800 · Pride of Hillcrest/Block Party	0.00	0.00	0.00	98,889.06	90,000.00	8,889.06
51880 · Nightmare on Normal	1,544.20			33,483.97		
<b>Total 51000 · Neighborhood/Outreach Promotion</b>	<b>7,560.28</b>	<b>11,406.00</b>	<b>-3,845.72</b>	<b>161,525.01</b>	<b>306,015.00</b>	<b>-144,489.99</b>
<b>53000 · Physical Improvements</b>						
53125 · Hillcrest Sign Utilities/Maint.	66.09	67.00	-0.91	390.69	402.00	-11.31
53130 · Security	3,165.40	3,167.00	-1.60	18,992.40	19,002.00	-9.60

Hillcrest Business Improvement Association, Inc.

**Profit & Loss Budget vs. Actual**

July through December 2014

				TOTAL		
	<u>Dec 14</u>	<u>Budget</u>	<u>Variance</u>	<u>Jul - Dec 14</u>	<u>Budget</u>	<u>Variance</u>
53135 · Street Cleaning	3,908.00	4,477.00	-569.00	23,448.00	26,862.00	-3,414.00
53137 · Pressure Washing	1,999.00	2,001.00	-2.00	11,994.00	12,006.00	-12.00
53138 · Utility Box Wraps	0.00	417.00	-417.00	0.00	2,502.00	-2,502.00
53150 · Dumpsters	197.74	359.00	-161.26	1,477.96	2,154.00	-676.04
53155 · Tree & Flower Maintenance	3,401.00	2,918.00	483.00	22,432.00	17,508.00	4,924.00
53156 · Tree Trimming Large Trees	0.00	1,084.00	-1,084.00	3,910.00	6,504.00	-2,594.00
53161 · Special Projects	2,167.00	2,084.00	83.00	6,732.96	12,504.00	-5,771.04
53165 · Contingency	8,730.80	4,100.00	4,630.80	12,187.88	24,600.00	-12,412.12
<b>Total 53000 · Physical Improvements</b>	<u>23,635.03</u>	<u>20,674.00</u>	<u>2,961.03</u>	<u>101,565.89</u>	<u>124,044.00</u>	<u>-22,478.11</u>
<b>Total Expense</b>	<u>54,922.81</u>	<u>55,108.00</u>	<u>-185.19</u>	<u>541,042.89</u>	<u>578,610.00</u>	<u>-37,567.11</u>
	<u><b>-17,188.70</b></u>	<u><b>-7,904.00</b></u>	<u><b>-9,284.70</b></u>	<u><b>7,656.99</b></u>	<u><b>17,127.00</b></u>	<u><b>-9,470.01</b></u>

# Hillcrest Business Improvement Association, Inc.

## Profit & Loss by Class

July through December 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
<b>Income</b>						
<b>40010 - City Fest Income</b>						
Beer & Wine	0.00	31,100.00	0.00	0.00	0.00	31,100.00
Booth	0.00	62,958.02	0.00	0.00	0.00	62,958.02
<b>Grants</b>						
Commission for Arts & Culture	0.00	18,539.57	0.00	0.00	0.00	18,539.57
County of San Diego	0.00	6,000.00	0.00	0.00	0.00	6,000.00
SBEP City Fees & Services	0.00	15,040.00	0.00	0.00	0.00	15,040.00
<b>Total Grants</b>	<b>0.00</b>	<b>39,579.57</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>39,579.57</b>
<b>Sponsorship</b>						
Wyndham Worldwide	0.00	1,280.00	0.00	0.00	0.00	1,280.00
Sponsorship - Other	0.00	29,430.00	0.00	0.00	0.00	29,430.00
<b>Total Sponsorship</b>	<b>0.00</b>	<b>30,710.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>30,710.00</b>
<b>Total 40010 - City Fest Income</b>	<b>0.00</b>	<b>164,347.59</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>164,347.59</b>
<b>40020 - Farmers Market</b>	<b>0.00</b>	<b>115,159.19</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>115,159.19</b>
<b>40030 - SBEP</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>8,082.50</b>	<b>8,082.50</b>
<b>40040 - MAD</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>50,042.87</b>	<b>0.00</b>	<b>50,042.87</b>
<b>40050 - BID</b>	<b>0.00</b>	<b>0.00</b>	<b>53,268.43</b>	<b>0.00</b>	<b>3,135.98</b>	<b>56,404.41</b>
<b>40100 - Nightmare on Normal Street</b>	<b>0.00</b>	<b>38,366.25</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>38,366.25</b>
<b>40115 - Taste 'N Tinis</b>	<b>0.00</b>	<b>4,466.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>4,466.00</b>
<b>40155 - Pride of Hillcrest/Block Party</b>	<b>0.00</b>	<b>109,322.58</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>109,322.58</b>
<b>40165 - Shop Hillcrest for the Holidays</b>	<b>0.00</b>	<b>2,000.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>2,000.00</b>
<b>40180 - Other Income</b>	<b>404.49</b>	<b>104.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>508.49</b>
<b>Total Income</b>	<b>404.49</b>	<b>433,765.61</b>	<b>53,268.43</b>	<b>50,042.87</b>	<b>11,218.48</b>	<b>548,699.88</b>
<b>Expense</b>						
<b>50000 - Personnel</b>						
50005 - Salaries	28,913.26	26,878.47	16,632.88	0.00	10,413.77	82,838.38
50025 - Employer Taxes - Federal	2,703.30	2,077.81	1,287.68	0.00	797.35	6,866.14
50030 - Employer Taxes - State	387.89	223.17	157.89	0.00	7.36	776.31
50035 - Health Insurance	5,039.51	496.41	0.00	0.00	0.00	5,535.92
50040 - Workers Comp Insurance	609.00	203.00	0.00	0.00	0.00	812.00
<b>Total 50000 - Personnel</b>	<b>37,652.96</b>	<b>29,878.86</b>	<b>18,078.45</b>	<b>0.00</b>	<b>11,218.48</b>	<b>96,828.75</b>

**Hillcrest Business Improvement Association, Inc.**

**Profit & Loss by Class**

July through December 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
<b>50045 - Operating</b>						
50050 - Rent Office Space	2,726.45	0.00	2,394.55	0.00	0.00	5,121.00
50055 - Storage	1,925.00	0.00	0.00	0.00	0.00	1,925.00
50060 - Accounting	7,388.14	3,446.12	0.00	232.94	0.00	11,067.20
50065 - Audit	0.00	0.00	1,625.00	3,375.00	0.00	5,000.00
50070 - Equipment Purchase	249.00	0.00	0.00	0.00	0.00	249.00
50075 - Intern/Consultant	4,482.00	0.00	0.00	0.00	0.00	4,482.00
50080 - Bank & Credit Card Charges	182.19	0.00	0.00	0.00	0.00	182.19
50085 - Repair/Maintenance/Cleaning	1,565.05	0.00	0.00	0.00	0.00	1,565.05
50090 - Office Supplies	974.42	0.00	0.00	0.00	0.00	974.42
50095 - Postage and Delivery	199.79	0.00	0.00	0.00	0.00	199.79
50100 - Printing/Photocopy	379.09	0.00	392.63	0.00	0.00	771.72
50110 - Dues/Subscriptions	500.00	0.00	0.00	0.00	0.00	500.00
50115 - Staff Development	465.75	0.00	0.00	0.00	0.00	465.75
50120 - Meetings	1,115.42	0.00	0.00	0.00	0.00	1,115.42
50125 - Legal	18,776.32	0.00	0.00	0.00	0.00	18,776.32
50130 - Telephone & Internet	3,872.68	0.00	803.24	0.00	0.00	4,675.92
50135 - Parking/Mileage	1,205.00	0.00	0.00	0.00	0.00	1,205.00
50330 - D & O / Liability Insurance	3,741.44	0.00	3,047.56	0.00	0.00	6,789.00
<b>Total 50045 - Operating</b>	<b>49,747.74</b>	<b>3,446.12</b>	<b>8,262.98</b>	<b>3,607.94</b>	<b>0.00</b>	<b>65,064.78</b>
<b>51000 - Neighborhood/Outreach Promotion</b>						
51525 - Promotion/Marketing/Campaigns	3,488.74	421.50	4,666.80	0.00	0.00	8,577.04
51526 - Taste	0.00	1,188.17	0.00	0.00	0.00	1,188.17
51527 - Taste 'N Tinis	428.90	8,060.93	0.00	0.00	0.00	8,489.83
51530 - Banners	1,735.04	0.00	0.00	0.00	0.00	1,735.04
51540 - Business Mixers/Open House	1,026.51	0.00	723.93	0.00	0.00	1,750.44
51545 - Newsletter	105.00	0.00	1,259.77	0.00	0.00	1,364.77
51555 - Farmer's Market	0.00	4,585.00	0.00	0.00	0.00	4,585.00
51575 - Pride Flag Project	961.69	0.00	0.00	0.00	0.00	961.69
51800 - Pride of Hillcrest/Block Party	0.00	98,889.06	0.00	0.00	0.00	98,889.06
51880 - Nightmare on Normal	0.00	33,483.97	0.00	0.00	0.00	33,483.97
<b>Total 51000 - Neighborhood/Outreach Promotion</b>	<b>7,745.88</b>	<b>146,628.63</b>	<b>6,650.50</b>	<b>0.00</b>	<b>0.00</b>	<b>161,025.01</b>
<b>51520 - City Fest</b>						

Hillcrest Business Improvement Association, Inc.

**Profit & Loss by Class**

July through December 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
Advertising	0.00	8,087.07	0.00	0.00	0.00	8,087.07
Ambulance	0.00	1,640.00	0.00	0.00	0.00	1,640.00
BID Crew & Equipment	0.00	5,153.78	0.00	0.00	0.00	5,153.78
City Fees (SDPD/Fire)	0.00	16,314.10	0.00	0.00	0.00	16,314.10
Concessions	0.00	5,065.29	0.00	0.00	0.00	5,065.29
Entertainment	0.00	10,799.00	0.00	0.00	0.00	10,799.00
Equipment Rental	0.00	43,292.69	0.00	0.00	0.00	43,292.69
Event Management	0.00	3,397.87	0.00	0.00	0.00	3,397.87
Ice Trailer	0.00	437.40	0.00	0.00	0.00	437.40
Permits	0.00	25.00	0.00	0.00	0.00	25.00
Promotions	0.00	1,280.00	0.00	0.00	0.00	1,280.00
Security	0.00	6,984.75	0.00	0.00	0.00	6,984.75
Shuttle Services	0.00	1,635.68	0.00	0.00	0.00	1,635.68
Spirits	0.00	9,895.80	0.00	0.00	0.00	9,895.80
Supplies/Printing	0.00	2,050.03	0.00	0.00	0.00	2,050.03
Trash Management	0.00	500.00	0.00	0.00	0.00	500.00
<b>Total 51520 · City Fest</b>	<b>0.00</b>	<b>116,558.46</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>116,558.46</b>
<b>53000 · Physical Improvements</b>						
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	390.69	0.00	390.69
53130 · Security	0.00	0.00	0.00	18,992.40	0.00	18,992.40
53135 · Street Cleaning	6,491.20	0.00	9,453.44	7,503.36	0.00	23,448.00
53137 · Pressure Washing	0.00	0.00	3,695.00	8,299.00	0.00	11,994.00
53150 · Dumpsters	465.00	0.00	1,012.96	0.00	0.00	1,477.96
53155 · Tree & Flower Maintenance	8,267.42	0.00	3,982.10	10,182.48	0.00	22,432.00
53156 · Tree Trimming Large Trees	3,910.00	0.00	0.00	0.00	0.00	3,910.00
53161 · Special Projects	5,665.96	0.00	0.00	1,067.00	0.00	6,732.96
53165 · Contingency	10,054.88	0.00	2,133.00	0.00	0.00	12,187.88
<b>Total 53000 · Physical Improvements</b>	<b>34,854.46</b>	<b>0.00</b>	<b>20,276.50</b>	<b>46,434.93</b>	<b>0.00</b>	<b>101,565.89</b>
<b>Total Expense</b>	<b>130,001.04</b>	<b>296,512.07</b>	<b>53,268.43</b>	<b>50,042.87</b>	<b>11,218.48</b>	<b>541,042.89</b>
	<b>-129,596.55</b>	<b>137,253.54</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>7,656.99</b>

Hillcrest Business Improvement Association, Inc.

**A/R Aging Summary**

As of December 31, 2014

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>&gt; 90</u>	<u>TOTAL</u>
Above & Beyond USA	0.00	0.00	0.00	0.00	52.00	52.00
AT&T.	0.00	0.00	0.00	0.00	1,000.00	1,000.00
Brazen BBQ	0.00	0.00	0.00	0.00	0.00	0.00
Buffalo Exchange, LTD	0.00	0.00	0.00	0.00	52.00	52.00
Campari America	0.00	0.00	3,500.00	0.00	0.00	3,500.00
Cohabitat	0.00	0.00	0.00	0.00	52.00	52.00
Deli Lama	0.00	0.00	0.00	0.00	52.00	52.00
E Cosway	0.00	0.00	0.00	0.00	52.00	52.00
Family Health Centers of San Diego	0.00	0.00	0.00	0.00	0.00	0.00
Fastbiz	0.00	0.00	0.00	0.00	52.00	52.00
FIDO and Co.	0.00	0.00	0.00	0.00	52.00	52.00
Fig Tree Cafe	0.00	0.00	0.00	0.00	52.00	52.00
Gossip	0.00	0.00	0.00	0.00	52.00	52.00
H & R Block	0.00	0.00	0.00	0.00	52.00	52.00
Harvest Landscape.	0.00	0.00	0.00	0.00	0.00	0.00
Hollywood Tans	0.00	0.00	0.00	0.00	0.00	0.00
Jack in the Box	0.00	0.00	0.00	0.00	0.00	0.00
Mint 11	0.00	0.00	0.00	0.00	52.00	52.00
Obelisk, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Pizza Al Taglio, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Principle Real Estate Group	0.00	0.00	0.00	0.00	52.00	52.00
Remo Partners LLC	0.00	0.00	0.00	0.00	52.00	52.00
Richs Nightclub	0.00	0.00	0.00	0.00	1,130.00	1,130.00
ROC Concepts LLC	0.00	0.00	0.00	0.00	52.00	52.00
San Diego Pride	0.00	0.00	0.00	0.00	0.00	0.00
Scripps Health	0.00	0.00	0.00	10,000.00	0.00	10,000.00
Svedka Vodka	0.00	0.00	0.00	0.00	0.00	0.00
Tammy's Beauty Salon	0.00	0.00	0.00	0.00	104.00	104.00
The Range Kitchen & Cocktails	0.00	0.00	0.00	0.00	0.00	0.00
The Unoptical, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Two Hands Mobile Message	0.00	0.00	0.00	0.00	350.00	350.00
Urban Mo's	0.00	0.00	0.00	0.00	2,400.00	2,400.00
Vortex Maintenance, Inc.	0.00	0.00	0.00	0.00	52.00	52.00
Which Wich	0.00	0.00	0.00	0.00	52.00	52.00
Whole Foods Market	0.00	0.00	0.00	0.00	600.00	600.00
<b>TOTAL</b>	<b><u>0.00</u></b>	<b><u>0.00</u></b>	<b><u>3,500.00</u></b>	<b><u>10,000.00</u></b>	<b><u>6,572.00</u></b>	<b><u>20,072.00</u></b>



January 13, 2015

Ms. Susan Briggs  
Executive Director  
San Diego Half Marathon  
2320 Truxtun Rd.  
San Diego, CA 92106

Dear Ms. Briggs:

The Hillcrest Association supports the annual San Diego Half Marathon event on Sunday, March 8, 2015 through the uptown community.

We appreciate you doing the proper mitigation efforts that were undertaken in past years such as notification of the businesses along the route and providing the proper signage listing the street closures. We support the efforts of this organization to raise funds for charitable causes supported by the event. We would very much like to have your organization distribute neighborhood promotional materials to participants at the event.

Please don't hesitate to contact me concerning this letter.

Sincerely,

Benjamin Nicholls  
Executive Director



February 10, 2015

To whom it may concern:

The Hillcrest Business Association is a non-profit organization that represents the 1200 businesses in Hillcrest. Hillcrest is one of the most diverse, active and vibrant neighborhoods in San Diego.

The Hillcrest Business Association supports the stated goals of San Diego LGBT Pride to promote LGBT culture through the pride parade, block party, and festival scheduled for the weekend of July 17-19, 2015. The HBA supports well planned and run events that bring customers to the neighborhood. We wish the San Diego LGBT Pride success in their efforts.

Sincerely,

Benjamin Nicholls  
Executive Director



	BID Detail	SBEP	% of total BID	Notes
<b>Income</b>				
BID	\$ 114,000.00			
<b>Total Income</b>	<b>\$ 114,000.00</b>	<b>\$ 27,671.00</b>		
<b>Expense</b>				
Executive Director	\$ 80,000.00		0%	1
PM- Events	\$ 45,000.00			
PM- BID	\$ 45,000.00	\$ 19,500.00	17%	1
50025 · Employer Taxes - Federal	\$ 2,716.00	\$ 1,951.00		
50030 · Employer Taxes - State	\$ 380.00	\$ 220.00		
50040 · Workers Comp Insurance	\$ 380.00			
<b>50045 · Operating</b>	<b>\$ 10,200.00</b>	<b>\$ -</b>		2
50050 · Rent Office Space	\$ 4,000.00			5
50065 · Audit	\$ 3,000.00			
50130 · Telephone & Internet	\$ 1,200.00			
50220 · Insurance	\$ 2,000.00			
<b>51000 · Outreach/Promotion</b>	<b>\$ 19,600.00</b>	<b>\$ -</b>		3
Promotion/Marketing/Campaigns	\$ 15,500.00			
Web communications	\$ 1,000.00			
Business Open House	\$ 1,400.00			
Newsletter	\$ 1,700.00			

<b>53000 - Physical Improvements</b>	<b>\$ 61,224.00</b>			
Street Cleaning	\$ 30,000.00			4
Pressure washing	\$ 12,800.00			
Dumpsters	\$ 2,000.00			
Tree and Flower Basket Maintenance	\$ 10,000.00			
Contingency	\$ 6,424.00			6
<b>Total Expense</b>	<b>\$ 114,000.00</b>	<b>\$ 27,671.00</b>		
<b>Total Income</b>	\$ -	\$ -		

Net Income

Budget Notes:

- 1 Portion of the salaries paid for by the BID
- 2 Operations
- 3 Promotions and Marketing
- 4 Beautification
- 5 Note: 46% of the organization's rent is funded by the BID
- 6 Overall organizational reserve set at three months of operating