



Hillcrest Business Association
Board of Directors Meeting
Public Meeting
July 10, 2012, 5pm
Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103

AGENDA

Call to order and introductions	N. Moede	2 minutes
Public comment (1 minute per speaker)		5 minutes
Reports:		
1. President's report	N. Moede	5 minutes
2. Treasurer's special review: Hillcrest Taste 'n Tinis	G. Younger	5 minutes
3. Executive Director's report	B. Nicholls	5 minutes
Consent items (action):	N. Moede	5 minutes
1. Approval of minutes ¹		
2. Approval of organizational financials ²		
Action items:		
1. Nomination for HBA Board of Directors	J. Hale	5 minutes
2. Report from Nominations Committee, approval of election timeline and notice of annual meeting	J. Vicola	5 minutes
3. Discussion of Car 2 Go membership	M. Wright	10 minutes
4. Discussion concerning proceeds from Pride of Hillcrest Block Party	G. Younger	10 minutes
Information items:		
1. Parking Committee report	N. Moede	5 minutes
2. Marketing Committee report	A. Capano	5 minutes
3. Special Events Committee report	J. Hale	5 minutes
4. Report regarding HTC homeless strategy	S. Cute	5 minutes

Attachments:

-
1. June 2012 minutes
 2. May 2012 financials
-



BOARD OF DIRECTORS MEETING MINUTES

Tuesday, June 12, 2012
Joyce Beers Community Center
1220 Cleveland Ave., San Diego, CA 92103

Board members in attendance: Michael Brennan, Amy Capano, Sean Cute, Jillian DiCola, Jonathan Hale, Pete Katz, Nick Moede, Alonzo Ortiz, Michael Wright, Dalour Younan, Glenn Younger

Board members absent: Reem Ali and Ron Baranov

Others in attendance: Anthony Bernal, Tim Gahagan, Anne Huelle, Luke Trepstra, David Surwillo, Nancy Younan

Staff in attendance: Mary Joseph, Benjamin Nicholls, Lisa Weir

Public Comment

- D. Surwillo said he is back in the neighborhood and that the group should not hesitate to contact him.
- A. Bernal from Councilmember Gloria's office stated that the city is working on land development code revisions for regulatory relief on sidewalk patio café's in San Diego.

President's report

- N. Moede stated that the Pride of Hillcrest Block Party is seeking promotional opportunities in local businesses and asked the group to reach out to staff for possibilities.

Executive Directors report

- B. Nicholls reported that staff have been working on The Amazing High Heel Race, which will occur on Saturday, June 16, the Pride of Hillcrest Block Party, and CityFest. He stated that promotional parties for The Amazing High Heel Race are underway, 13 teams are registered for the race and 22 businesses are signed up for The Amazing High Heel Race. He stated that he has been working on permitting for the Hillcrest Pride Flag, and he anticipates construction to begin the first or second week of July.

Treasures report

- G. Younger stated that the Hillcrest Farmers Market went from an annual income of \$134k to \$154k this year. He stated that we are at record income numbers and have set record sales the last three weeks in a row.

Informational items

- N. Moede reported that the Parking District Board approved the FY2013 budget and it goes before City Council tomorrow morning. He stated that the projects underway, including the shuttle and PR plan should be implemented in the next six weeks. He



stated that the meter rates on the Normal Street median have been lowered to \$.50 an hour.

- A. Capano stated that the Marketing Committee is working at their marketing strategy. Your Guide to Fabulous, the Banner Program which is scheduled to go live the first week of July, and several special events.
- J. Hale stated that The Amazing High Heel Race occurs this Saturday and that the Pride of Hillcrest will occur Friday night, July 20.
- S. Cute stated that the Hillcrest Vagrancy Task Force meet and is working to rid the neighborhood of troublesome street people. He stated that they have been working on identifying hot spots of homelessness, obtaining letters of agency, and making Hillcrest less desirable for homeless individuals.

Action items

- N. Moede presented the consent agenda, which included the May 2012 Board of Directors' meeting minutes with stated edits and the April 2012 organizational financials.
 - Motion to approve the May 2012 Board of Directors meeting minutes and the April 2012 organizational financials. G. Younger / D. Younan. 11/0/0. The motion passed unanimously.
- N. Moede stated that E. Carmilo has been active in HBA committee's for the last several months and that he would like to nominate him to the Board of Directors to fill vacancies.
 - Motion to support the nomination of E. Carmilo to the HBA Board of Directors. N. Moede / J. Hale. 11/0/0. The motion passed unanimously.
- N. Moede stated that Uptown Community Parking District (UCPD) has Board of Directors vacancies that need filling and appointed M. Brennan and D. Younan to represent the HBA.
 - Motion to support the nomination of M. Brennan and D. Younan to the UCPD Board of Directors. N. Moede / G. Younger. 9/0/2. M. Brennan and D. Younan abstained. The motion passed.
- B. Nicholls presented the event of The Lions, Tigers and Bears, Oh My! Pub Crawl. He stated that the HBA would not be spending any money on sponsoring this event but would be supporting it through social networking and web communications.
 - Motion to approve the event with organizational discretion pending details and additional contracts. J. Hale / S. Cute. 11/0/0. The motion passed unanimously.
- N. Moede stated that the annual elections will be occurring in October and the HBA wants to make specific changes to the bylaws with the Governance Committee and Nominations Committee. He suggested S. Cute, J. Hale, D. Younan, and J. Dicola as appointees for the Nominations and Governance Committee.
 - Motion to support S. Cute, J. Hale, D. Younan, and J. Dicola as appointees to the Nominations and Governance Committee. N. Moede / G. Younger. 7/0/4. S. Cute, J. Hale, D. Younan, and J. Dicola abstained. The motion passed.



- B. Nicholls stated that the HBA purchased \$260.00 for \$15.00 in padlocks for trash containers in the neighborhood from Grah Safe and Locks..
 - Motion to approve the expenditure with Grah Safe and Lock. J. Hale / P. Katz. 10/0/1. The motion passed. G. Younger abstained.

The meeting adjourned at 5:46 p.m.

HBIA
Profit & Loss by Class
 July 2011 through May 2012

	<u>110 GENERAL</u>	<u>210 CITY FEST</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
Income						
40010 - City Fest Income						
Beer & Wine	0.00	25,154.00	0.00	0.00	0.00	25,154.00
Booth	0.00	63,293.00	0.00	0.00	0.00	63,293.00
Grants						
Commission for Arts & Culture	0.00	10,000.00	0.00	0.00	0.00	10,000.00
SBEP City Services	0.00	9,300.48	0.00	0.00	0.00	9,300.48
Total Grants	<u>0.00</u>	<u>19,300.48</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>19,300.48</u>
Sponsorship						
All Seasons	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Brighter Concepts	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Carmel Partners	0.00	1,750.00	0.00	0.00	0.00	1,750.00
Coamerica	0.00	2,000.00	0.00	0.00	0.00	2,000.00
Coors	0.00	10,000.00	0.00	0.00	0.00	10,000.00
DCSS	0.00	500.00	0.00	0.00	0.00	500.00
Devcon	0.00	1,500.00	0.00	0.00	0.00	1,500.00
PETCO	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Scott Becker	0.00	404.00	0.00	0.00	0.00	404.00
Three Day Blinds	0.00	1,500.00	0.00	0.00	0.00	1,500.00
Young's Market	0.00	3,000.00	0.00	0.00	0.00	3,000.00
Total Sponsorship	<u>0.00</u>	<u>25,154.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>25,154.00</u>
Total 40010 - City Fest Income	0.00	132,901.48	0.00	0.00	0.00	132,901.48
40020 - Farmers Market	170,236.88	0.00	0.00	0.00	0.00	170,236.88
40030 - SBEP	0.00	0.00	0.00	0.00	24,304.00	24,304.00
40040 - MAD	0.00	0.00	0.00	94,475.17	0.00	94,475.17
40050 - BID	0.00	0.00	93,637.08	0.00	0.00	93,637.08
40060 - PROW	207.00	0.00	0.00	0.00	0.00	207.00
40090 - Mardi Gras	85,854.54	0.00	0.00	0.00	0.00	85,854.54
40110 - Taste	39,394.75	0.00	0.00	0.00	0.00	39,394.75
40115 - Taste 'N Tinis	20,367.36	0.00	0.00	0.00	0.00	20,367.36
40120 - Interest	156.45	0.00	0.00	0.00	0.00	156.45
40125 - Amazing High Heel Race	2,350.00	0.00	0.00	0.00	0.00	2,350.00
40135 - Hillcrest Hoedown	39,943.68	0.00	0.00	0.00	0.00	39,943.68

HBIA
Profit & Loss by Class
 July 2011 through May 2012

	<u>110 GENERAL</u>	<u>210 CITY FEST</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
40140 - Banner Space	4,202.71	0.00	0.00	0.00	0.00	4,202.71
40145 - Pride Flag	15,000.00	0.00	0.00	0.00	0.00	15,000.00
40180 - Other Income	13,463.43	0.00	0.00	0.00	0.00	13,463.43
Total Income	391,176.80	132,901.48	93,637.08	94,475.17	24,304.00	736,494.53
Expense						
50000 - Personnel						
50005 - Salaries	73,776.08	0.00	34,853.15	0.00	22,170.22	130,799.45
50025 - Employer Taxes - Federal	5,830.37	0.00	2,694.79	0.00	1,711.98	10,237.14
50030 - Employer Taxes - State	1,273.43	0.00	295.02	0.00	167.55	1,736.00
50035 - Health Insurance	5,438.93	0.00	0.00	0.00	0.00	5,438.93
50040 - Workers Comp Insurance	897.45	0.00	599.64	0.00	254.25	1,751.34
Total 50000 - Personnel	87,216.26	0.00	38,442.60	0.00	24,304.00	149,962.86
50045 - Operating						
50050 - Rent Office Space	4,180.00	0.00	4,496.00	0.00	0.00	8,676.00
50055 - Storage	1,595.00	0.00	0.00	0.00	0.00	1,595.00
50060 - Accounting	16,627.61	0.00	0.00	0.00	0.00	16,627.61
50065 - Audit	0.00	0.00	2,625.00	3,375.00	0.00	6,000.00
50070 - Equipment Purchase	2,445.88	0.00	0.00	0.00	0.00	2,445.88
50075 - Intern/Consultant	5,041.00	0.00	0.00	0.00	0.00	5,041.00
50080 - Bank & Credit Card Charges	258.21	0.00	0.00	0.00	0.00	258.21
50085 - Repair and Maintenance	1,873.32	0.00	0.00	0.00	0.00	1,873.32
50090 - Office Supplies	2,361.81	0.00	473.23	0.00	0.00	2,835.04
50095 - Postage and Delivery	182.95	0.00	0.00	0.00	0.00	182.95
50100 - Printing/Photocopy	1,944.51	0.00	1,016.13	0.00	0.00	2,960.64
50120 - Meetings	3,317.85	0.00	0.00	0.00	0.00	3,317.85
50125 - Legal	138.50	0.00	0.00	0.00	0.00	138.50
50130 - Telephone & Internet	3,959.32	0.00	2,152.23	0.00	0.00	6,111.55
50135 - Parking/Mileage	2,267.99	0.00	0.00	0.00	0.00	2,267.99
50140 - Depreciation	606.55	0.00	0.00	0.00	0.00	606.55
50330 - D & O / Liability Insurance	7,430.31	0.00	325.00	0.00	0.00	7,755.31
50045 - Operating - Other	18.00	0.00	0.00	0.00	0.00	18.00
Total 50045 - Operating	54,248.81	0.00	11,087.59	3,375.00	0.00	68,711.40
51000 - Neighborhood/Promotion						

HBIA
Profit & Loss by Class
 July 2011 through May 2012

	<u>110 GENERAL</u>	<u>210 CITY FEST</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
51525 - Promotion/Marketing	2,068.67	0.00	2,526.50	0.00	0.00	4,595.17
51526 - Taste	18,579.17	0.00	0.00	0.00	0.00	18,579.17
51527 - Taste 'N Tinis	14,206.85	0.00	0.00	0.00	0.00	14,206.85
51528 - Amazing High Heel Race	106.67	0.00	0.00	0.00	0.00	106.67
51530 - Banners	811.95	0.00	2,107.00	0.00	0.00	2,918.95
51535 - Web Site	1,107.82	0.00	0.00	0.00	0.00	1,107.82
51540 - Business Mixers	2,682.63	0.00	0.00	0.00	0.00	2,682.63
51545 - Newsletter	1,887.92	0.00	1,746.03	0.00	0.00	3,633.95
51555 - Farmer's Market	27,915.51	0.00	0.00	0.00	0.00	27,915.51
51570 - Hillcrest Hoedown.	41,066.45	0.00	0.00	0.00	0.00	41,066.45
51575 - Pride Flag Project	33,881.57	0.00	0.00	0.00	0.00	33,881.57
53170 - Mardi Gras	85,504.54	0.00	0.00	0.00	0.00	85,504.54
Total 51000 - Neighborhood/Promotion	229,819.75	0.00	6,379.53	0.00	0.00	236,199.28
51520 - City Fest						
Advertising	0.00	5,593.34	0.00	0.00	0.00	5,593.34
Ambulance	0.00	1,440.00	0.00	0.00	0.00	1,440.00
BID Crew & Equipment	0.00	2,381.33	0.00	0.00	0.00	2,381.33
City Fees (SDPD/Fire)	0.00	13,611.40	0.00	0.00	0.00	13,611.40
Cleaning Fees	0.00	699.50	0.00	0.00	0.00	699.50
Concessions	0.00	6,768.38	0.00	0.00	0.00	6,768.38
Entertainment	0.00	8,072.50	0.00	0.00	0.00	8,072.50
Equipment Rental	0.00	1,907.48	0.00	0.00	0.00	1,907.48
Event Management	0.00	9,990.03	0.00	0.00	0.00	9,990.03
Ice Trailer	0.00	660.66	0.00	0.00	0.00	660.66
Permits	0.00	464.00	0.00	0.00	0.00	464.00
Power	0.00	5,408.86	0.00	0.00	0.00	5,408.86
Promotions	0.00	1,274.31	0.00	0.00	0.00	1,274.31
Radios	0.00	285.00	0.00	0.00	0.00	285.00
Rentals	0.00	5,906.78	0.00	0.00	0.00	5,906.78
Safety Equipment	0.00	3,476.77	0.00	0.00	0.00	3,476.77
Security	0.00	6,176.54	0.00	0.00	0.00	6,176.54
Shuttle Services	0.00	1,195.73	0.00	0.00	0.00	1,195.73
Sound & Lights	0.00	6,140.00	0.00	0.00	0.00	6,140.00
Staging	0.00	4,920.00	0.00	0.00	0.00	4,920.00
Supplies/Printing	0.00	2,289.24	0.00	0.00	0.00	2,289.24

HBIA
Profit & Loss by Class
 July 2011 through May 2012

	<u>110 GENERAL</u>	<u>210 CITY FEST</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>	<u>TOTAL</u>
Toilets/Sinks	0.00	4,337.34	0.00	0.00	0.00	4,337.34
Total 51520 - City Fest	<u>0.00</u>	<u>92,999.19</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>92,999.19</u>
53000 - Physical Improvements						
53125 - Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	499.41	0.00	499.41
53130 - Security	0.00	0.00	0.00	32,276.24	0.00	32,276.24
53135 - Street Cleaning	5,276.30	0.00	23,308.22	18,703.48	0.00	47,288.00
53137 - Pressure Washing	0.00	0.00	6,607.30	7,593.37	0.00	14,200.67
53150 - Dumpsters	3,062.74	0.00	0.00	910.24	0.00	3,972.98
53155 - Tree Trimming & Maintenance	6,167.89	0.00	7,811.84	16,792.66	0.00	30,772.39
53160 - Capital Projects	11,945.16	0.00	0.00	14,324.77	0.00	26,269.93
53165 - Contingency	40,035.45	0.00	0.00	0.00	0.00	40,035.45
Total 53000 - Physical Improvements	<u>66,487.54</u>	<u>0.00</u>	<u>37,727.36</u>	<u>91,100.17</u>	<u>0.00</u>	<u>195,315.07</u>
Total Expense	<u>437,772.36</u>	<u>92,999.19</u>	<u>93,637.08</u>	<u>94,475.17</u>	<u>24,304.00</u>	<u>743,187.80</u>
	<u>-46,595.56</u>	<u>39,902.29</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>-6,693.27</u>

HBIA
Balance Sheet
As of May 31, 2012

	May 31, 12
ASSETS	
Current Assets	
Checking/Savings	
10020 · CHASE - Checking	3.16
10025 · CA. Bank & Trust	40,997.20
10035 · Comerica - Checking	228,224.80
10040 · CHASE - Money Market	
General	80,654.20
Total 10040 · CHASE - Money Market	80,654.20
Total Checking/Savings	349,879.36
Accounts Receivable	
12000 · Accounts Receivable	9,202.00
Total Accounts Receivable	9,202.00
Other Current Assets	
10115 · SBEP City Services	4,940.90
10125 · MAD Receivable	17,826.95
10135 · City Fest Receivable	9,300.48
10145 · Farmers Market Receivable	3,928.91
10155 · Prepaid Expense	2,584.57
10160 · Prepaid CityFest	77.10
10165 · Workers Compensation Deposit	842.00
Total Other Current Assets	39,500.91
Total Current Assets	398,582.27
Fixed Assets	
10200 · Office Furniture & Equipment	13,139.00
10220 · Accumulated Depreciation	-12,185.85
Total Fixed Assets	953.15
TOTAL ASSETS	399,535.42
 LIABILITIES & EQUITY	

HBIA
Balance Sheet
As of May 31, 2012

	<u>May 31, 12</u>
Liabilities	
Current Liabilities	
Other Current Liabilities	
20210 · Accrued Expenses	14,550.34
20215 · BID Assessment	-2,193.92
20235 · City Fest Deferred Revenue	17,599.48
20240 · Deferred Revenue	854.77
21000 · Payroll Liabilities	
Vacation Payable	<u>2,073.74</u>
Total 21000 · Payroll Liabilities	<u>2,073.74</u>
Total Other Current Liabilities	<u>32,884.41</u>
Total Current Liabilities	<u>32,884.41</u>
Total Liabilities	32,884.41
Equity	
31100 · Unrestricted Net Assets	373,344.28
Net Income	<u>-6,693.27</u>
Total Equity	<u>366,651.01</u>
TOTAL LIABILITIES & EQUITY	<u><u>399,535.42</u></u>

HBIA
Profit & Loss Budget vs. Actual
 July 2011 through May 2012

				TOTAL		
	May 12	Budget	Variance	Jul '11 - May 12	Budget	Variance
Income						
40010 - City Fest Income	0.00			132,901.48	130,000.00	2,901.48
40020 - Farmers Market	16,062.60	12,580.00	3,482.60	170,236.88	138,380.00	31,856.88
40030 - SBEP	2,826.82	2,119.00	707.82	24,304.00	19,281.00	5,023.00
40040 - MAD	4,004.68	1,333.00	2,671.68	94,475.17	88,846.00	5,629.17
40045 - MAD Reserve	0.00	4,084.00	-4,084.00	0.00	20,916.00	-20,916.00
40050 - BID	9,360.68	8,700.00	660.68	93,637.08	94,906.00	-1,268.92
40060 - PROW	0.00			207.00		
40080 - Newsletter/Advertising	0.00	80.00	-80.00	0.00	880.00	-880.00
40090 - Mardi Gras	350.00	0.00	350.00	85,854.54	17,000.00	68,854.54
40110 - Taste	513.60	0.00	513.60	39,394.75	34,500.00	4,894.75
40115 - Taste 'N Tinis	0.00			20,367.36	17,000.00	3,367.36
40120 - Interest	3.40	100.00	-96.60	156.45	1,100.00	-943.55
40125 - Amazing High Heel Race	850.00			2,350.00		
40135 - Hillcrest Hoedown	0.00			39,943.68		
40140 - Banner Space	0.00	300.00	-300.00	4,202.71	3,300.00	902.71
40145 - Pride Flag	0.00			15,000.00		
40180 - Other Income	2,327.85	165.00	2,162.85	13,463.43	1,815.00	11,648.43
Total Income	36,299.63	29,461.00	6,838.63	736,494.53	567,924.00	168,570.53
Expense						
50000 - Personnel						
50005 - Salaries	13,823.39	9,459.00	4,364.39	130,799.45	107,557.00	23,242.45
50025 - Employer Taxes - Federal	1,057.49	971.00	86.49	10,237.14	10,359.00	-121.86
50030 - Employer Taxes - State	0.00	0.00	0.00	1,736.00	1,517.00	219.00
50035 - Health Insurance	666.93	525.00	141.93	5,438.93	5,775.00	-336.07
50040 - Workers Comp Insurance	0.00	128.00	-128.00	1,751.34	1,408.00	343.34
Total 50000 - Personnel	15,547.81	11,083.00	4,464.81	149,962.86	126,616.00	23,346.86
50045 - Operating						
50050 - Rent Office Space	723.00	725.00	-2.00	8,676.00	8,700.00	-24.00
50055 - Storage	145.00	150.00	-5.00	1,595.00	1,650.00	-55.00
50060 - Accounting	1,555.15	1,500.00	55.15	16,627.61	16,500.00	127.61
50065 - Audit	0.00			6,000.00	7,500.00	-1,500.00
50070 - Equipment Purchase	0.00	225.00	-225.00	2,445.88	2,475.00	-29.12

HBIA
Profit & Loss Budget vs. Actual
 July 2011 through May 2012

	TOTAL					
	May 12	Budget	Variance	Jul '11 - May 12	Budget	Variance
50075 · Intern/Consultant	0.00	700.00	-700.00	5,041.00	7,700.00	-2,659.00
50080 · Bank & Credit Card Charges	6.99	50.00	-43.01	258.21	550.00	-291.79
50085 · Repair and Maintenance	195.00	100.00	95.00	1,873.32	1,100.00	773.32
50090 · Office Supplies	38.04	266.00	-227.96	2,835.04	2,926.00	-90.96
50095 · Postage and Delivery	0.00	42.00	-42.00	182.95	462.00	-279.05
50100 · Printing/Photocopy	0.00	340.00	-340.00	2,960.64	3,740.00	-779.36
50120 · Meetings	62.96	250.00	-187.04	3,317.85	2,750.00	567.85
50125 · Legal	0.00	333.00	-333.00	138.50	3,663.00	-3,524.50
50130 · Telephone & Internet	409.62	445.00	-35.38	6,111.55	4,895.00	1,216.55
50135 · Parking/Mileage	215.00	200.00	15.00	2,267.99	2,200.00	67.99
50140 · Depreciation	0.00	100.00	-100.00	606.55	1,100.00	-493.45
50330 · D & O / Liability Insurance	793.54			7,755.31	5,938.00	1,817.31
50045 · Operating - Other	18.00			18.00		
Total 50045 · Operating	4,162.30	5,426.00	-1,263.70	68,711.40	73,849.00	-5,137.60
51000 · Neighborhood/Promotion						
51520 · CityFest	0.00			92,999.19	87,000.00	5,999.19
51525 · Promotion/Marketing	1,100.83	1,250.00	-149.17	4,595.17	13,750.00	-9,154.83
51526 · Taste	8,875.38	0.00	8,875.38	18,579.17	7,700.00	10,879.17
51527 · Taste 'N Tinis	0.00			14,206.85	15,000.00	-793.15
51528 · Amazing High Heel Race	106.67			106.67		
51530 · Banners	0.00	502.00	-502.00	2,918.95	5,522.00	-2,603.05
51535 · Web Site	151.30	138.00	13.30	1,107.82	1,518.00	-410.18
51540 · Business Mixers	733.30	320.00	413.30	2,682.63	3,520.00	-837.37
51545 · Newsletter	36.94	492.00	-455.06	3,633.95	5,412.00	-1,778.05
51555 · Farmer's Market	2,976.16	1,233.00	1,743.16	27,915.51	14,691.00	13,224.51
51570 · Hillcrest Hoedown.	0.00			41,066.45		
51575 · Pride Flag Project	18,241.60			33,881.57		
53170 · Mardi Gras	14,895.14			85,504.54		
Total 51000 · Neighborhood/Promotion	47,117.32	3,935.00	43,182.32	329,198.47	154,113.00	175,085.47
53000 · Physical Improvements						
53125 · Hillcrest Sign Utilities/Maint.	45.64	100.00	-54.36	499.41	1,100.00	-600.59
53130 · Security	0.00	3,000.00	-3,000.00	32,276.24	33,000.00	-723.76
53135 · Street Cleaning	6,309.00	3,909.00	2,400.00	47,288.00	42,999.00	4,289.00

HBIA
Profit & Loss Budget vs. Actual
 July 2011 through May 2012

				TOTAL		
	May 12	Budget	Variance	Jul '11 - May 12	Budget	Variance
53137 · Pressure Washing	2,000.00	1,265.00	735.00	14,200.67	20,204.00	-6,003.33
53150 · Dumpsters	303.49	300.00	3.49	3,972.98	3,300.00	672.98
53155 · Tree Trimming & Maintenance	0.00	1,946.00	-1,946.00	30,772.39	21,406.00	9,366.39
53160 · Capital Projects	260.43	0.00	260.43	26,269.93	36,000.00	-9,730.07
53165 · Contingency	0.00	250.00	-250.00	40,035.45	54,449.00	-14,413.55
Total 53000 · Physical Improvements	<u>8,918.56</u>	<u>10,770.00</u>	<u>-1,851.44</u>	<u>195,315.07</u>	<u>212,458.00</u>	<u>-17,142.93</u>
Total Expense	<u>75,745.99</u>	<u>31,214.00</u>	<u>44,531.99</u>	<u>743,187.80</u>	<u>567,036.00</u>	<u>176,151.80</u>
	<u>-39,446.36</u>	<u>-1,753.00</u>	<u>-37,693.36</u>	<u>-6,693.27</u>	<u>888.00</u>	<u>-7,581.27</u>