



Hillcrest Business Association
Board of Directors Meeting
 Public Meeting ~ April 15, 2014, 5pm
 Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103

Agenda

Call to order and introductions	J. Hale	2 minutes
Public comment (1 minute per speaker)		3 minutes
Reports (info items):		
1. President's report	J. Hale	5 minutes
<ul style="list-style-type: none"> • Executive Director's report <ul style="list-style-type: none"> • Tree Grate Insurance Reimbursement • Steam Machine Reimbursement • Taste of Hillcrest April 19 • Prow • Open House April, 30, 2014 • RFP for Flag "Uplight" Posted through April 14th 	S. Stauffer	10 minutes
Consent items (action):		
1. Approval of Minutes (February 2014) and (March 2014)	E. Reynoso	1 minute
2. Approval of February Financials	C. Moreno	1 minute
Executive Committee Items		
1. ByLaws Update (Discussion)	J. Hale	2 minutes
2. Board Nominations (Discussion)	M. Rosensteel	1 minute
3. Bike Route Ad Hoc Committee (Discussion)	M. Brennan	1 minutes
4. Hillcrest Community Foundation (Discussion)	J. Hale	2 minutes
5. Attorney retainer (Discussion)	J. Hale	3 minutes

Attachments:

1. February/March 2014 minutes
2. February 2014 Financials



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ March 18, 2014, 5pm
Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103

Board in Attendance: Johnathan Hale, Michael Brennan, Mike Rosensteel, Eddie Reynoso, Cecelia Moreno, Alphonso Tsang, Ryan Bedrosian, Dalour Younan.

Absent Board Members: Sam Korish, Morgan Freeman, Glenn Younger, Pete Katz, Nick Papantonakis, and Ronald Baranov.

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

Audience in Attendance: Mary Joseph, Debbie Daniels, Diamond Sin-Sation, Charles Kauffman, Elizabeth Hannon, Benjamin Nicholls, Ann Garwood, Nancy Moor, Walter Chambers, Matt Wahlstrom, Paul Jameson, Ian Epley, Kathleen Ferrier, Andy Hanshaw, Tricia Lunburg
Mike Wright, Sasaan Showgh, Sharon Gehl, Steve Shultz, Randy VanVleck, Nancy Bell-Younan, Meredith Dibden Brown, Elizabeth Studebaker

Public Comment:

K. Kong: Rock and Roll Marathon coming through, New route that will impact Hillcrest, One east bound Lane and one west bound lane.

M. Wahlstrom: M. Wahlstrom recently attended an event (HRC bowling for equality) and received information about a fundraiser for the Pride Flag. M. Wahlstrom asked the board if the HBA was currently fundraising for the Pride Flag.

J. Hale: Replied that funds are still being raised for the Pride Flag, but they are not actually taking those donations yet.

A. Garwood: Was Concerned about Mardi-Gras affecting the neighbors in Hillcrest. A. Garwood had hoped that fliers would go out bringing awareness for the impact to the neighborhood and commented that her concerns were not recorded in last month's minutes.

K. Ferrier: (Walk San Diego) Came to the Board to discuss the SANDAG Bike Corridor Project. K. Ferrier believes this is a neighborhood beautification project not just a "bike project" and provided a case study done by *Walk San Diego* in Bird Rock (San Diego) that went through a similar reconstruction.



A. Hanshaw: (San Diego Bike Coalition) informed the board that there are great national information studies about the boost of economic impact of bike lanes. A. Hanshaw updated the board on *Ciclos Dias* an open street event on March 30, 2014. There is talk about doing another *Ciclos Dias* this summer and

J. Hale: Stated that the HBA would be interested in doing joint work with A. Hanshaw for *Ciclos Dias*.

P. Jameson: (Blogger) Presented the Board with alternative parking option ideas, to help address the loss of parking proposed by SANDAG and the Uptown Bike Corridor Project. Some proposed ideas were "Angled parking, signage for empty parking lots, Ace parking behind shell station, way finder maps on sidewalks, park hillcrest parking maps, the lot at Uptown Shopping Center and Smart Meters. P. Jameson also informed the Board on the Deco Bike Sharing project coming to San Diego/ Hillcrest as well as the Bike Corridor Project and is expected to remove parking spaces. P. Jameson suggested moving transit from University Ave. to Washington Ave. to help with congestion.

M. Wright: Supports the businesses along University Ave. and would like to see better outreach from SANDAG. M. Wright commented that all the neighborhoods should work together. M. Wright would also like to see SANDAG implement their plans on Robinson Ave. first and eventually move to University Ave.

S. Gehl: Would like to see Park Hillcrest Committee search for a solution for people who drive cars because not everyone takes transit and can ride a bike. Look for a solution that doesn't reduce parking.

T. Lunburg: (Bike San Diego): Addressed the board about the SANDAG Bike Corridor Project. T. Lunburg requested that the board "take this risk" and make Hillcrest a "bike friendly area." The proposed project would increase pedestrian and cyclist safety along University Ave.

I. Epley: Spoke to the Board about creating a "Symbiotic process." I. Epley requested that the HBA support projects that self-park and promote public relations with owners from lots and mix use parking to help pull cars off the streets.

R. VanVleck: Encouraged the Board to move forward with the community planning process and SANDAG and asked that the Board review the studies done by *Walk San Diego* in Bird Rock.

S. Schultz: (Urban Bike and Social Club) Discussed a study on 9th avenue in New York City, which saw an increase in economic productivity with the instillation of a Bike



Lane. Other examples of economic productivity with the instillation of a Bike Lane include Santa Monica, CA and Long Beach, CA.

A. Garwood: Stated that Washington Ave. is the best option for the SANDAG Bike Corridor Project, because there are less people who will be affected by it. A. Garwood is concerned that University Ave. is too dense for a project of this size and SANDAG should invest in streetcars for those who don't and can't ride bikes. A. Garwood would also like to see SANDAG mitigate the loss of parking 100%. Residential parking permits should be considered.

M. Wahlstrom: Believes we are being manipulated by SANDAG and that Hillcrest is being used as an experiment.

N. Moor: States that the community isn't against the project and a lot of people favor the project, the question is the route and the loss of parking. N. Moor would like to see "zero" loss of parking, making Washington Ave. a superior choice. N. Moor would like the HBA to support the project and work with SANDAG to re think the route.

J. Hale: Discussed with the public that the Board would like to work together with two groups from different views on the issue that allows for everyone to feel "comfortable." The HBA plans to create an Ad Hoc Committee with a board member and the public, to discuss these opposing views in a setting that allows for everyone to feel "comfortable." The Goal of the Ad hoc Committee is to allow different visions to exist and work towards a common goal.

Presidents Report

J. Hale: Gave the board a review on Hillcrest Fat Tuesday, which was held on March 4, 2014. The financials of Hillcrest Fat Tuesday are still being completed and will be discussed at the Board of Directors meeting in April. The HBA and the Board were displeased by the VIP area, and the logistical support of McFarlane Promotions Company.

L. McFarlane: Addressed the Board on their concerns of McFarlane's delivery and execution of Hillcrest Fat Tuesday. Although L. McFarlane was not personally in attendance, she claims full responsibility and is working with her team to do what they can to correct that.

B. Nicholls: As the representative of McFarlane Promotions at Hillcrest Fat Tuesday, B. Nicholls also addressed the board on their concerns. B. Nicholls stated that "disconnect" at the VIP area was due to miscommunication of the food vendors in attendance and *their* staff. B. Nicholls claims that he delivered instructions to the



vendors prior to the event, but internal vendor changes resulted in the miscommunication in the VIP Area.

J. Hale: Commented that Hillcrest Fat Tuesday will be an evolving discussion between the Board, HBA and McFarlane Promotions to address all logistical issues.

B. Nicholls: Stated his concerns of Hillcrest Fat Tuesday were the VIP Area, the adoption of a new ticketing platform and the miscommunication with the food vendors in attendance.

“We spoke to all the vendors, but during the day of the event different people manned the vendor booths. VIP opened late because of the Fire Marshall.” B. Nicholls recalls that other events have experienced issues in the past i.e Pride of Hillcrest Block Party, and these are “teething issues of a first time event with new elements.” B. Nicholls requested that he would like to see the financials of Hillcrest Fat Tuesday when they are made available.

Executive Report:

S. Stauffer: Updated the board on current Beautification projects. Harvest landscape is cleaning up the palm trees and finishing up the steam cleaning of the sidewalks. The second phase of wrapping the electrical boxes will be finished on April 1, 2014.

The HBA is working to expand the opportunities at the Hillcrest Farmers Market by improving the information booth and marketing the trolley with UCPD.

S. Stauffer: Spoke to the board about re- balloting the East Side of Hillcrest. The HBA is seeking support for the re ballot with MAD. S. Stauffer would like the Board’s support to move forward.

S. Stauffer: Updated the Board on Prow. The HBA is working to bring businesses into compliance.

S. Stauffer: Spoke to the board about McFarlane Promotions, the HBA has spoken with L. McFarlane and “they have assured us that our future events will be successful.” Disappointed in Fat Tuesday but hopes to do it again next year.” After the slow start things smoothed out.”

A. Garwood: Requested that the February Minutes be pulled from the consent items.
Consent Items:

Approval of Minutes and Financials

Motion to pull minutes until next month: C. Moreno/ E. Reynoso (8/0/0)

Approval of 2012/2013 Tax Returns



Motion to approve the financials M. Rosensteel /M. Brennan (7/0/1)

Executive Committee

Brown act presentation: Presented by Meredith Dibden Brown and Liz Studebaker.

Example of an ad Hoc: To address one issue in particular

Committee Meetings: Required to have minutes but will double check and they must be posted

Board Business and action items should not be discussed outside defined meetings. Emails may be construed as a meeting. "BBC" your board members or a line that says do not reply all.

What is not a meeting: Social Events and Conferences.

Calling into a meeting: If you call in, the notice needs to be posted in the area you are phoning in at and must be public. Call in must be noticed in advance.

Agenda must be available in multiple formats. An area should exist where people can request an alternative format of the agenda reference city of San Diego website. Anything distributed to the majority of the board must also be made public. Extra copies of Board packets must be available at meetings for the public.

You may eject a disruptive public commentator

California public records act: 10 days to respond to public request of records re notice, re vote if there is a question of violating the Brown Act

Closed Session: Must be noticed and the item being discussed must be noticed.

Follow up is required of any items where action was taken.

References: California league of cities

::Follow up on required printed material::

J. Hale: Presented the Executive Committee's decision to move the Board of Directors Meetings to the Third Tuesday of the month.

Motion to move the Board of Directors meeting to the third Tuesday of the month

A. Tsang/ E. Reynoso (8/0/0)

SANDAG Position

J. Hale: Would like to nominate M. Brennan to run an Ad Hoc committee on the SANDAG Bike Corridor Project.

D. Younan: Would like to see opposing sides represented in the committee.

J. Hale: Opened up the committee sign up to the public.

D. Younan: Would like to join the SANDAG Ad Hoc Committee.



E. Reynoso: Asked if the meetings are opened to the public.

J. Hale: "Yes."

C. Moreno: Requested the time, date and location of the meeting.

J. Hale: Would like the new committee to decide on logistical details.

E. Reynoso: Concerned about businesses being targeted negatively by certain public members for having a voice on the SANDAG Bike Corridor Project. E. Reynoso spoke on the importance that the public knows we are supportive of the project (reference to Mo's Universe.)

C. Moreno: Believes that these attacks go to show why there is "disarray" and misinformation and "we need to point to the entity that is doing a poor job of giving information."

J. Hale: Stated that the Boards role as an organization is to support our businesses, in doing so "we should make this work for both sides."

E. Reynoso: Stated that he would like to see the HBA and the community move forward together as the SANDAG Bike Corridor Project unfolds. E. Reynoso believes that the Beautification that comes with the project is beneficial to the neighborhood, but the project cannot be properly completed without proper awareness for our business community.

Motion to approve the installation of SANDAG Bike Corridor Ad Hoc Committee
D. Younan /A. Tsang 8/0/0

Note: C. Moreno, E. Reynoso, D. Younan and M. Brennan all expressed interest in attending the Ad Hoc Committee.

Nominating Committee for Board Meeting

J. Hale: In January, Jillian Dicola resigned as an HBA Board Member. According the HBA Bylaws the Board of Directors has 90 days to replace a Board Member after they have left. With the support of the Board, J. Hale would like to appoint E. Reynoso, R. Bedrosian and M. Rosensteel to form a nominating committee to appoint a new Board Member by April of 2014.

J. Hale: Informed the Board that the Bylaws must be updated for conflicting language on the replacement of a board member.



Motion to approve a Nominating Committee to appoint the Replacement of Jillian Dicola

E. Reynoso / R. Bedrosian 8/0/0

Marketing Committee

Passport to Fashion

E. Reynoso: Updated the Board on *Passport to Fashion*, which is proposed to take place on Saturday, June 28, 2014. The Marketing and Special Events Committee has requested a budget of \$6,5000, a decrease from the original Passport to Fashion Budget. The change in budget comes from the committee's decision to keep the event in house and avoid any street closures.

J. Hale: Proposed moving forward with a "preliminary approval" pending letters of support from retail businesses and the businesses with in the foot path of the event.

S. Stauffer: Stated that the HBA Business and Events Manager, M. Romero, has seen no opposition thus far from the businesses.

J. Hale: Asked S. Stauffer if the HBA has been soliciting support from the neighborhood.

C. Moreno: Requested the number of businesses the HBA believes they can recruit for the event and what the HBA's goal is.

M. Romero: Believes that the HBA can recruit 15 businesses by next month with the goal of including as many retail businesses that are willing to participate.

Motion to approve a preliminary budget upon full approval of Businesses in the footprint of the event.

E. Reynoso / D. Younan 8/0/0

Beautification Committee

C. Moreno: Updated the Board on the progress of the Beautification Committee and the resolution of the tree wells. The Committee would like to place rocks, "They are actually more like boulders" in the tree wells.

J. Hale: Refreshed the Board that the Tree Grates that had been purchased for the project had been stolen. The Tree Grates had been stored at the parking lot of Rich's Night Club because they did not fit the tree wells. Rocks in the tree wells will be a cost efficient replacement.



C. Moreno: Commented that the Tree Grates were too high cost to replace at the moment.

E. Reynoso: Expressed safety concerns with using rocks in the tree wells. E. Reynoso feels that the "boulders" are just a temporary fix.

D. Younan: Expressed concerns that the "boulders" could be used as weapons by transients in the neighborhood to destroy storefronts.

M. Brennan: Stated that "boulders" have been placed in the tree wells on rocks Washington Ave. and have been successful. The "boulders" solve multiple problems and are less maintenance.

A. Garwood: Asked the Board if the stolen tree grates will be recovered by insurance.

S. Stauffer: Stated that the stolen tree grates may "possibly" be reimbursed by insurance. A total of 10 grates (2 pieces in a set) were stolen worth over \$ 5,000. Rocks are the same cost of the 10 grates but they will solve the issues throughout Hillcrest.

E. Reynoso: Concerned about people tripping in the tree rocks on Fifth Avenue without the protection of a tree grate.

M. Brennan: Believes that Fifth Avenue needs another solution, other than the "boulders."

E. Reynoso: Inquired if the HBA would be held liable if any injuries occurred as a result of the tree wells.

A. Garwood: Informed the Board that the HBA had been sued in the past for an injury on Fifth Avenue.

L. Studebaker: Informed the Board that as long as the HBA reports trip hazards in the neighborhood "you remove yourself as liable." "When you deviate from city standards you become liable."

D. Younan: Inquired if the Board should seek answers from the City, before moving forward.

L. Studebaker: Stated this is a discussion with many of the MADS.



C. Moreno: Requested that the discussion be tabled until next month when these questions are addressed.

M. Brennan: Introduced S. Showgh, who will be doing a presentation for the lighting project on the flagpole. The medians on University Ave. underwhelmed by that current project and light the Pride Flag. M. Brennan would like to see a longer termed project.

J. Hale: Requested the cost of the proposed lighting project for the Pride Flag.

S. Showgh: Stated that there are a lot of possibilities, \$25-35,000 a project range that includes a lot of different options. One example is a proposal for solar sculpture until electricity is brought to the project.

M. Brennan: Would like to purchase one light fixture to use in the median to replace two or three of the existing lights. A small investment in the proposed project would be considered a down payment for the completion of the proposed projects. M. Brennan also expressed an interested in fundraising for the project.

J. Hale: Stated that fundraising needs to be clean on our budget before we can open that up again for the Pride Flag.

M. Brennan: Would like to fundraise for a lighting project *for* the Pride Flag Monument, not the Pride Flag Monument itself.

S. Showgh: Believes that investing in just one light for the Pride Flag Monument would generate will offer awareness and excitement for the project.

J. Hale: Stated that the remaining tile space around the Pride Flag Monument could be used to help fundraise for the proposed project.

S. Showgh: Requested additional time to prepare information on a solar sculpture design before he can prepare an accurate quote on the project.

C. Moreno: States that if we can get something to show the public what we are working towards for this upcoming Pride to generate consideration for fundraising. A proto type would be helpful.

S. Showgh: We can place the lights on the pole or around the pole. No names on the monument will be affected.

J. Hale: Requested a diagram of the proposed project.



S. Showgh: Will be working with M. Brennan on variations and is interested in working with the Beautification Committee on the aesthetics of the lights.

J. Hale: If the lights are approved the larger project cannot be taken on until later. An RFQ would need to be created for the public for the larger project.

J. Hale: Inquired about the life span on this type of project and the warranty.

S. Showgh: Stated he would offer a lifetime warranty.

Motion to approve purchase of light installation upon solicitation of the RFQ for the project. If we get bids back we will review them E. Reynoso / C. Moreno 8/0/0

Adjourned 7:16



Hillcrest Business Association
Board of Directors Meeting
Public Meeting ~ February 11, 2014, 5pm
Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103

Minutes

Board in Attendance: Glenn Younger, Michael Brennan, Alphonso Tsang, Eddie Reynoso, Johnathan Hale, Delour Younan, Mike Rostensteel, Pete Katz, Ryan Bedrosian, Nick Papanatokis, Ron Baranov

Board Absences: Morgan Freeman

Staff in Attendance: Sonya Stauffer, Megan Gamwell, Marissa Romero

Public in attendance: Nancy Younan, Ian Epley, Sharron Gail, Anne Garwood, Nancy Moors, Chris Shaw, Bill Adams, Walter Chambers, Veronica Tovar, Linda Ramirez,

Public Comment

Phil Adams: Attorney on behalf of Cecelia Moreno regarding concerns of the closed session listed on the Agenda. Mr. Adams expressed an objection to anything outside of employee review be discussed and requested that he go on record for this objection.

Chris Shaw: Owner of Urban Mo's and other establishments urged the board to take a close look at the proposed bike route down University Ave. C. Shaw will be hosting a meeting for business owners at his restaurant on February 13,2014 to discuss the proposed bike route.

Veronica Tovar: Member of the Beehive Project, a National HIV Surveillance Project, informed the board of their study and requested support for their presence in the neighborhood. V.Tovar passed out information regarding the study.

President's report:

J. Hale: Updated the board on the Uptown Planners meeting on February 4th. Essentially the outcome was a good compromise. The outcome of the meeting stated that the West end of Hillcrest would have a height limit of 50 feet and the East end would be a discretionary 100 feet. This would be a compromise between the businesses, residents and the city planners office.



J. Hale: Updated the board on the meeting with Todd Gloria and S. Stauffer which they discussed projects such as a iconic Hillcrest Farmers Market sign to establish it as an anchor spot in the community. In the meeting they also discussed supplying power to the median on Normal Street .The board would like to see power placed on the median to help evolve Normal Street to a future public square. Todd Gloria and his office are working with the HBA to come up with creative ways to raise money to support these types of projects. This is an evolving discussion.

J. Hale: Updated the board on the position of the HBA on SANDAG Bike Route. The board likes the idea of bike lanes but dislikes the loss of parking. It is agreed that the project is a great investment in the neighborhood but the board would like to come up with a compromise with SANDAG, regarding the loss of parking.

Executive Report

S. Stauffer: introduced Marisa Romero as the new Business and Events Manager at the Hillcrest Business Association.

S. Stauffer: Update the board on the progress of Hillcrest Fat Tuesday. S.Stauffer believes the event is coming along well.

S. Stauffer: Informed the board that the previously purchased tree grates were stolen from Richs parking lot between the 12th and the 21st of January. S. Stauffer filed a report 2/8/2014. It is determined a grand theft and we are now filing with the insurance company.

S. Stauffer: Discussed board participation at events and at the Hillcrest Farmers Market. S. Stauffer requested that board members get involved to keep these programs going and to alleviate the HBA staff from staffing the Farmers Market on a weekly basis. J hale commented that the HBA seeks volunteers for Fat Tuesday.

S. Stauffer: Informed the board on a time sheet discrepancy, which involved HBA employees using over time as banked time on time sheets. Employment laws do not allow banked time. The one time instance was documented on time sheets and HBA employees were paid for that time and the issue has been resolved.

Consent items

Motion to approve consent items R. Baranov/ G. Younger 10/0/1



J. Hale: Requested moving board meetings a week ahead in order to allow for Board education when needed. Time spent after board meetings could provide an opportunity for discussion and or time could be used for workshops.

E. Reynoso: expressed that this could be a good time to have extra comment to clarify any items on the agenda that weren't clear during the meeting.

J. Hale: Informed the board that the upcoming board meeting in March will be moved up a week due to conflicting date with Fat Tuesday.

J. Hale: Commented that board members have expressed concern about not understanding how to read financial reports, "if you do not know how to read financials reach out to Sonya privately for assistance."

S. Stauffer: Discussed creating a budget and plan for a Passport to Fashion night in Hillcrest that would be associated with Fashion Week San Diego. S. Stauffer engaged McFarlane to create a budget; they modeled the budget after Taste-n-Tinis. We have the option to keep this event in house and S. Stauffer feels confident that the HBA with the assistance of Fashion Week San Diego will be able to produce a successful event. S. Stauffer believes that the cost to not include McFarlane Promotions for this event will make the difference of making a profit on the event or breaking even.

C. Moreno: Stated that the idea of the event must first come from the committee level before it can be presented to the board.

J. Hale: Tabled the idea so that the HBA can consult with the boutiques and go back to marketing committee before presenting to the board again.

S. Korish: Spoke on behalf of Passport To Fashion. S. Korish stated it had originated after a successful fashion event in June 2013 on Park Blvd., his event.

Motion to move forward with the budget on "Passport to Fashion" and keep the event in house with approval of the event contingent on boutique participation in the event. S.Korish/R.Baranov, 7/0/5

J. Hale: When the president places an item on the agenda the board can move forward outside of committee level.

S Stauffer: Is confident in the event.

D. Younan: Concerns on money.



S. Korish: Made a motion to move forward with the budget on fashion week in Hillcrest, in house with the removal of pending boutique participation in the event.

R. Baranov: Had questions on budget, sales? Inflated sale prices?

S. Stauffer: removing McFarlane from the event promotion.

R. Baranov: expressed concern on the budget.

P. Katz: Said it was NorthPark and that the boutiques are on the other end of town.

S. Stauffer: Discussed the 2015 MAD and BID Budget. S.Stauffer requested approval on the budget and the resolution. The BID Budget was due February 4th and the MAD budget and resolution is due in March.

Motion to approve MAD and resolution. G. Younger/ D.Younan (11/0/0)

Beautification Committee Items

C. Moreno: Updated the board on the condition of the legs on the Hillcrest Sign. The Beautification Committee would like to see the legs on the Hillcrest Sign painted. C. Moreno expressed that the cost of the permits is a large expense.

S. Stauffer: Stated that she had not received enough bids regarding the cost on the project.

C. Moreno: "We can't move forward until we gather more information." (The project was tabled)

C. Moreno: Discussed using rocks in the tree wells around the neighborhood. After the grand theft of the tree grates the committee feels this is a viable option. The HBA maintenance team would implement this plan.

P. Katz: Suggested using decomposed granite instead of rocks because of potential risk and mess of loose rocks.

C. Moreno: Requested the topic be brought back to committee level.

J. Hale: Requested that Marketing Agenda items be placed on hold until after the Closed Session due to time constraints.

J. Hale: Called for a closed session and requested that everyone including HBA Staff (S. Stauffer excluded) be excused during this time.



Closed Session 5:50pm

Open Session 6:15pm

S. Stauffer: Commented that she had been hired with inadequate training “ The only training I received was over a cup of tea for 2hrs at BabyCakes.” Regarding the “discouraging comments” about former HBA Executive Director, “ I have a lot of respect for him those comments were in regards to training and the condition of the office.” S. Stauffer handed out email conversations between S. Stauffer and C. Moreno regarding. S. Stauffer believes “a target had been placed on her back.” S. Stauffer became concerned when a member of the HBA Maintenance team had commented that C. Moreno had made comments about S. Stauffer and that S. Stauffer should be careful or they were afraid S. Stauffer would loose her job. S. Stauffer also believes she is being “targeted” because she made comment on the SANDAG project and C Moreno did not like it. S. Stauffer took a stance to remain neutral while gathering additional information from SANDAG.

B. Adams: Stated that as the legal representative to C.Moreno he requests that any further conversation on this matter be tabled in consequence of violating the Brown Act. B.Adams requested the contact information for the City’s legal advisor because the conversation that took place in the Closed Session and at the current moment, was not properly listed in the agenda and was thus in violation of the Brown Act.

J. Hale: You are out of order.

Item was tabled

J. Hale: Stated that S. Stauffer could not continue to perform her job with C. Moreno on the committees.

C. Moreno: Stated this was not on the agenda and there is no sufficient information listed on the Agenda to support this motion and request that the conversation be tabled.

J. Hale: Requested that the board vote to have M. Brennan replace C. Moreno as Beautification chair and that C. Moreno be replaced as Treasurer also.

B. Adams: Stated that the vote be tabled until further notice and that by continuing the conversation legal action may be taken and that this is in violation of the Brown Act.

J. Hale: Called a motion to re-assign committee chairs and the role of Treasurer.



C. Moreno: Stated that the assignment of committee chair traditionally was voted at committee level and not at board level. C. Moreno expressed that the board take caution moving forward on this issue "for the benefit of the board." C. Moreno stated that by moving forward on the matter the board would be in violation of the Brown Act and there could be consequences to the funds of the organization.

B. Adam: "There is mis terminology on the agenda, the closed session was specific to having conference with the board with board attorney present. B. Adams suggested the board adhere to that before moving forward.

G. Younger: Stated that the agenda had noted the appointment of a committee chair and executive chair but suggested that proper notice of motion items could have been listed and requested proper notice and 30 days until vote in compliance of Brown Act.

P. Katz: Called a motion to move forward with the previous motion to reassign the position of Beautification Chair and Board Treasurer. P. Katz/E. Reynoso (0/0/0)

R. Baranov: Stated he felt there was a conflict of interest, would have appreciated HBA legal counsel words in writing or in person so that there could have been a better understanding of the legal issues. Expressed concerns and requested consultation before moving forward.

J. Hale: Decided to table until the next meeting and requested no contact between C. Moreno and S. Stauffer.

Meeting adjourned at 6:30

HBIA
Profit & Loss by Class
July 2013 through February 2014

	<u>110 GENERAL</u>	<u>220 SPECIAL EVENTS</u>	<u>410 BID CONTRACT</u>	<u>510 MAD</u>	<u>610 SBEP</u>
Income					
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	<u>0.00</u>	<u>22,900.00</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
Sponsorship	0.00	31,000.00	0.00	0.00	0.00
Total 40010 · City Fest Income	<u>0.00</u>	<u>163,919.25</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
40020 · Farmers Market	0.00	148,876.33	0.00	0.00	0.00
40030 · SBEP	0.00	0.00	0.00	0.00	15,979.05
40040 · MAD	0.00	0.00	0.00	75,993.00	0.00
40045 · MAD Reserve	0.00	0.00	0.00	5,000.00	0.00
40050 · BID	0.00	0.00	70,999.82	0.00	0.00
40065 · Hillcrest Fat Tuesday	0.00	17,850.00	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	19,047.30	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	207.78	0.00	0.00	0.00	0.00
Total Income	<u>272.40</u>	<u>517,228.74</u>	<u>70,999.82</u>	<u>80,993.00</u>	<u>15,979.05</u>
Expense					
50000 · Personnel					
50005 · Salaries	50,958.01	27,528.07	20,432.06	0.00	13,204.74
50025 · Employer Taxes - Federal	4,282.98	2,161.68	1,604.77	0.00	1,045.12
50030 · Employer Taxes - State	721.09	576.21	431.14	0.00	361.29
50035 · Health Insurance	6,727.98	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	<u>63,917.88</u>	<u>31,530.50</u>	<u>22,640.09</u>	<u>0.00</u>	<u>14,611.15</u>
50045 · Operating					

HBIA
Profit & Loss by Class
 July 2013 through February 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	3,825.75	0.00	2,681.25	0.00	0.00
50055 · Storage	2,200.00	0.00	0.00	0.00	0.00
50060 · Accounting	6,989.52	1,998.00	3,870.78	506.00	1,367.90
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	2,373.00	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	1,600.00	0.00	0.00	0.00	0.00
50090 · Office Supplies	2,215.40	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	460.00	0.00	0.00	0.00	0.00
50120 · Meetings	3,497.93	48.55	0.00	0.00	0.00
50130 · Telephone & Internet	3,975.94	103.61	2,243.95	0.00	0.00
50135 · Parking/Mileage	1,851.25	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
Total 50045 · Operating	32,107.09	5,723.16	15,028.66	3,881.00	1,367.90
51000 · Neighborhood/Outreach Promotion					
51525 · Promotion/Marketing/Campaigns	15,028.46	200.00	11,227.32	0.00	0.00
51526 · Taste	0.00	5,906.25	0.00	0.00	0.00
51527 · Taste 'N Tinis	0.00	13,109.77	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	2,131.47	0.00	0.00
51555 · Farmer's Market	0.00	24,320.25	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	5,521.69	0.00	0.00	0.00
Total 51000 · Neighborhood/Outreach Promotion	18,218.46	209,382.90	13,358.79	0.00	0.00
51520 · City Fest					
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

HBIA
Profit & Loss by Class
 July 2013 through February 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
Total 51520 · City Fest	<u>0.00</u>	<u>118,262.62</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>
53000 · Physical Improvements					
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	465.83	0.00
53130 · Security	0.00	0.00	0.00	25,323.20	0.00
53135 · Street Cleaning	14,896.33	0.00	11,190.44	11,998.23	0.00
53137 · Pressure Washing	5,297.35	0.00	2,917.29	7,777.36	0.00
53138 · Utility Box Wraps	4,952.62	0.00	0.00	0.00	0.00
53150 · Dumpsters	2,136.12	0.00	1,637.79	892.98	0.00
53152 · Flower Baskets (Purchase)	3,292.34	0.00	0.00	0.00	0.00
53155 · Tree Trimming & Maintenance	4,576.84	0.00	3,686.76	18,063.40	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	23,165.59	0.00	540.00	0.00	0.00
Total 53000 · Physical Improvements	<u>69,182.19</u>	<u>0.00</u>	<u>19,972.28</u>	<u>77,112.00</u>	<u>0.00</u>
Total Expense	<u>183,425.62</u>	<u>364,899.18</u>	<u>70,999.82</u>	<u>80,993.00</u>	<u>15,979.05</u>
	<u><u>-183,153.22</u></u>	<u><u>152,329.56</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>	<u><u>0.00</u></u>

HBIA
Profit & Loss by Class
 July 2013 through February 2014

	TOTAL
Income	
40010 · City Fest Income	
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	5,000.00
Total Grants	22,900.00
Sponsorship	31,000.00
Total 40010 · City Fest Income	163,919.25
40020 · Farmers Market	148,876.33
40030 · SBEP	15,979.05
40040 · MAD	75,993.00
40045 · MAD Reserve	5,000.00
40050 · BID	70,999.82
40065 · Hillcrest Fat Tuesday	17,850.00
40095 · Movie Night	33.50
40115 · Taste 'N Tinis	19,047.30
40120 · Interest	12.62
40135 · Hillcrest Hoedown	37,582.91
40155 · Pride of Hillcrest/Block Party	129,971.45
40180 · Other Income	207.78
Total Income	685,473.01
Expense	
50000 · Personnel	
50005 · Salaries	112,122.88
50025 · Employer Taxes - Federal	9,094.55
50030 · Employer Taxes - State	2,089.73
50035 · Health Insurance	7,755.98
50040 · Workers Comp Insurance	1,636.48
Total 50000 · Personnel	132,699.62
50045 · Operating	

HBIA
Profit & Loss by Class
 July 2013 through February 2014

	TOTAL
50050 · Rent Office Space	6,507.00
50055 · Storage	2,200.00
50060 · Accounting	14,732.20
50065 · Audit	6,000.00
50070 · Equipment Purchase	87.91
50075 · Intern/Consultant	2,373.00
50080 · Bank & Credit Card Charges	574.59
50085 · Repair and Maintenance	1,600.00
50090 · Office Supplies	4,307.58
50095 · Postage and Delivery	211.55
50100 · Printing/Photocopy	87.75
50110 · Dues/Subscriptions	460.00
50120 · Meetings	3,546.48
50130 · Telephone & Internet	6,323.50
50135 · Parking/Mileage	1,851.25
50145 · Bad Debt Expense	1,200.00
50330 · D & O / Liability Insurance	6,045.00
Total 50045 · Operating	58,107.81
51000 · Neighborhood/Outreach Promotion	
51525 · Promotion/Marketing/Campaigns	26,455.78
51526 · Taste	5,906.25
51527 · Taste 'N Tinis	13,109.77
51528 · Amazing High Heel Race	201.35
51530 · Banners	3,190.00
51545 · Newsletter	2,131.47
51555 · Farmer's Market	24,320.25
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	5,521.69
Total 51000 · Neighborhood/Outreach Promotion	240,960.15
51520 · City Fest	
Advertising	4,356.28
Ambulance	1,680.00
BID Crew & Equipment	3,922.42

HBIA
Profit & Loss by Class
 July 2013 through February 2014

	TOTAL
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
Total 51520 · City Fest	118,262.62
53000 · Physical Improvements	
53125 · Hillcrest Sign Utilities/Maint.	465.83
53130 · Security	25,323.20
53135 · Street Cleaning	38,085.00
53137 · Pressure Washing	15,992.00
53138 · Utility Box Wraps	4,952.62
53150 · Dumpsters	4,666.89
53152 · Flower Baskets (Purchase)	3,292.34
53155 · Tree Trimming & Maintenance	26,327.00
53156 · Tree Trimming Large Trees	10,865.00
53158 · Light Canopy	12,591.00
53165 · Contingency	23,705.59
Total 53000 · Physical Improvements	166,266.47
Total Expense	716,296.67
	-30,823.66

HBIA
Profit & Loss Budget vs. Actual
 July 2013 through February 2014

				TOTAL	
	Feb 14	Budget	Variance	Jul '13 - Feb 14	Budget
Income					
40015 · CityFest	0.00			163,919.25	130,000.00
40020 · Farmers Market	18,752.80	13,334.00	5,418.80	148,876.33	106,672.00
40030 · SBEP	2,488.55	2,140.00	348.55	15,979.05	12,840.00
40040 · MAD	8,015.32	5,511.00	2,504.32	75,993.00	66,963.00
40045 · MAD Reserve	0.00	5,000.00	-5,000.00	5,000.00	25,000.00
40050 · BID	10,399.94	9,353.00	1,046.94	70,999.82	77,062.00
40055 · BID Carry Forward	0.00	2,334.00	-2,334.00	0.00	18,672.00
40065 · Hillcrest Fat Tuesday	7,850.00			17,850.00	
40080 · Newsletter/Advertising	0.00	84.00	-84.00	0.00	672.00
40095 · Movie Night	0.00			33.50	
40110 · Taste	0.00	8,625.00	-8,625.00	0.00	8,625.00
40115 · Taste 'N Tinis	800.00			19,047.30	17,000.00
40120 · Interest	0.00	100.00	-100.00	12.62	800.00
40135 · Hillcrest Hoedown	0.00			37,582.91	38,700.00
40140 · Banner Space	0.00	667.00	-667.00	0.00	5,336.00
40155 · Pride of Hillcrest/Block Party	52.00			129,971.45	140,000.00
40160 · Hillcrest Map.	0.00	359.00	-359.00	0.00	2,872.00
40180 · Other Income	52.00	167.00	-115.00	207.78	1,336.00
Total Income	48,410.61	47,674.00	736.61	685,473.01	652,550.00
Expense					
50000 · Personnel					
50005 · Salaries	12,452.44	14,290.00	-1,837.56	112,122.88	110,344.00
50025 · Employer Taxes - Federal	996.65	1,572.00	-575.35	9,094.55	12,272.00
50030 · Employer Taxes - State	455.00	758.00	-303.00	2,089.73	1,516.00
50035 · Health Insurance	1,046.14	788.00	258.14	7,755.98	6,304.00
50040 · Workers Comp Insurance	0.00	194.00	-194.00	1,636.48	1,552.00
Total 50000 · Personnel	14,950.23	17,602.00	-2,651.77	132,699.62	131,988.00
50045 · Operating					
50050 · Rent Office Space	723.00	726.00	-3.00	6,507.00	5,808.00
50055 · Storage	275.00	150.00	125.00	2,200.00	1,200.00
50060 · Accounting	1,845.00	1,835.00	10.00	14,732.20	14,680.00
50065 · Audit	1,000.00			6,000.00	7,500.00
50070 · Equipment Purchase	0.00	225.00	-225.00	87.91	1,800.00

HBIA
Profit & Loss Budget vs. Actual
 July 2013 through February 2014

				TOTAL	
	Feb 14	Budget	Variance	Jul '13 - Feb 14	Budget
50075 · Intern/Consultant	498.00	417.00	81.00	2,373.00	3,336.00
50080 · Bank & Credit Card Charges	0.00	50.00	-50.00	574.59	400.00
50085 · Repair and Maintenance	370.00	100.00	270.00	1,600.00	800.00
50090 · Office Supplies	871.93	267.00	604.93	4,307.58	2,136.00
50095 · Postage and Delivery	49.00	42.00	7.00	211.55	336.00
50100 · Printing/Photocopy	0.00	340.00	-340.00	87.75	2,720.00
50110 · Dues/Subscriptions	460.00	667.00	-207.00	460.00	5,336.00
50120 · Meetings	202.31	251.00	-48.69	3,546.48	2,008.00
50125 · Legal	0.00	167.00	-167.00	0.00	1,336.00
50130 · Telephone & Internet	1,001.38	447.00	554.38	6,323.50	3,576.00
50135 · Parking/Mileage	232.00	200.00	32.00	1,851.25	1,600.00
50140 · Depreciation	0.00	100.00	-100.00	0.00	800.00
50145 · Bad Debt Expense	1,200.00			1,200.00	
50330 · D & O / Liability Insurance	1,383.00	326.00	1,057.00	6,045.00	5,766.00
Total 50045 · Operating	10,110.62	6,310.00	3,800.62	58,107.81	61,138.00
51000 · Neighborhood/Outreach Promotion					
51515 · CityFest	1,490.40			118,262.62	85,000.00
51525 · Promotion/Marketing/Campaigns	2,514.95	2,034.00	480.95	26,455.78	16,272.00
51526 · Taste	1,312.50	770.00	542.50	5,906.25	6,160.00
51527 · Taste 'N Tinis	1,478.78			13,109.77	15,000.00
51528 · Amazing High Heel Race	0.00	0.00	0.00	201.35	0.00
51530 · Banners	0.00	300.00	-300.00	3,190.00	2,400.00
51535 · Web Site Communications	0.00	84.00	-84.00	0.00	672.00
51545 · Newsletter	0.00	225.00	-225.00	2,131.47	1,800.00
51555 · Farmer's Market	5,650.00	1,667.00	3,983.00	24,320.25	13,336.00
51560 · Business Forum/Open House	0.00	117.00	-117.00	0.00	936.00
51565 · Hillcrest Map	0.00	359.00	-359.00	0.00	2,872.00
51570 · Hillcrest Hoedown.	1,787.92			42,173.35	36,500.00
51800 · Pride of Hillcrest/Block Party	1,449.60			114,874.24	90,000.00
51810 · Movie Night	0.00			3,076.00	
51820 · Hillcrest Fat Tuesday	5,371.69			5,521.69	
Total 51000 · Neighborhood/Outreach Promotion	21,055.84	5,556.00	15,499.84	359,222.77	270,948.00
53000 · Physical Improvements					
53125 · Hillcrest Sign Utilities/Maint.	62.75	67.00	-4.25	465.83	536.00

HBIA
Profit & Loss Budget vs. Actual
 July 2013 through February 2014

				TOTAL	
	Feb 14	Budget	Variance	Jul '13 - Feb 14	Budget
53130 · Security	3,165.40	3,042.00	123.40	25,323.20	24,336.00
53135 · Street Cleaning	3,908.00	3,910.00	-2.00	38,085.00	31,280.00
53137 · Pressure Washing	1,999.00	4,067.00	-2,068.00	15,992.00	17,536.00
53138 · Utility Box Wraps	0.00			4,952.62	5,000.00
53150 · Dumpsters	154.26	301.00	-146.74	4,666.89	2,408.00
53152 · Flower Baskets (Purchase)	0.00	425.00	-425.00	3,292.34	12,304.00
53155 · Tree Trimming & Maintenance	3,326.00	3,865.00	-539.00	26,327.00	15,920.00
53156 · Tree Trimming Large Trees	0.00	1,334.00	-1,334.00	10,865.00	10,672.00
53157 · Tree Light Repair	0.00	667.00	-667.00	0.00	5,336.00
53158 · Light Canopy	0.00			12,591.00	35,000.00
53165 · Contingency	1,583.05	5,398.00	-3,814.95	23,705.59	43,184.00
Total 53000 · Physical Improvements	14,198.46	23,076.00	-8,877.54	166,266.47	203,512.00
Total Expense	61,805.55	52,544.00	9,261.55	717,787.07	667,586.00
	<u>-11,904.54</u>	<u>-4,870.00</u>	<u>-7,034.54</u>	<u>-30,823.66</u>	<u>-15,036.00</u>

HBIA
Profit & Loss Budget vs. Actual
 July 2013 through February 2014

	Variance
Income	
40015 · CityFest	33,919.25
40020 · Farmers Market	42,204.33
40030 · SBEP	3,139.05
40040 · MAD	9,030.00
40045 · MAD Reserve	-20,000.00
40050 · BID	-6,062.18
40055 · BID Carry Forward	-18,672.00
40065 · Hillcrest Fat Tuesday	
40080 · Newsletter/Advertising	-672.00
40095 · Movie Night	
40110 · Taste	-8,625.00
40115 · Taste 'N Tinis	2,047.30
40120 · Interest	-787.38
40135 · Hillcrest Hoedown	-1,117.09
40140 · Banner Space	-5,336.00
40155 · Pride of Hillcrest/Block Party	-10,028.55
40160 · Hillcrest Map.	-2,872.00
40180 · Other Income	-1,128.22
Total Income	32,923.01
Expense	
50000 · Personnel	
50005 · Salaries	1,778.88
50025 · Employer Taxes - Federal	-3,177.45
50030 · Employer Taxes - State	573.73
50035 · Health Insurance	1,451.98
50040 · Workers Comp Insurance	84.48
Total 50000 · Personnel	711.62
50045 · Operating	
50050 · Rent Office Space	699.00
50055 · Storage	1,000.00
50060 · Accounting	52.20
50065 · Audit	-1,500.00
50070 · Equipment Purchase	-1,712.09

HBIA
Profit & Loss Budget vs. Actual
 July 2013 through February 2014

	<u>Variance</u>
50075 · Intern/Consultant	-963.00
50080 · Bank & Credit Card Charges	174.59
50085 · Repair and Maintenance	800.00
50090 · Office Supplies	2,171.58
50095 · Postage and Delivery	-124.45
50100 · Printing/Photocopy	-2,632.25
50110 · Dues/Subscriptions	-4,876.00
50120 · Meetings	1,538.48
50125 · Legal	-1,336.00
50130 · Telephone & Internet	2,747.50
50135 · Parking/Mileage	251.25
50140 · Depreciation	-800.00
50145 · Bad Debt Expense	
50330 · D & O / Liability Insurance	279.00
Total 50045 · Operating	<u>-3,030.19</u>
51000 · Neighborhood/Outreach Promotion	
51515 · CityFest	33,262.62
51525 · Promotion/Marketing/Campaigns	10,183.78
51526 · Taste	-253.75
51527 · Taste 'N Tinis	-1,890.23
51528 · Amazing High Heel Race	201.35
51530 · Banners	790.00
51535 · Web Site Communications	-672.00
51545 · Newsletter	331.47
51555 · Farmer's Market	10,984.25
51560 · Business Forum/Open House	-936.00
51565 · Hillcrest Map	-2,872.00
51570 · Hillcrest Hoedown.	5,673.35
51800 · Pride of Hillcrest/Block Party	24,874.24
51810 · Movie Night	
51820 · Hillcrest Fat Tuesday	
Total 51000 · Neighborhood/Outreach Promotion	<u>88,274.77</u>
53000 · Physical Improvements	
53125 · Hillcrest Sign Utilities/Maint.	-70.17

HBIA
Profit & Loss Budget vs. Actual
 July 2013 through February 2014

	Variance
53130 · Security	987.20
53135 · Street Cleaning	6,805.00
53137 · Pressure Washing	-1,544.00
53138 · Utility Box Wraps	-47.38
53150 · Dumpsters	2,258.89
53152 · Flower Baskets (Purchase)	-9,011.66
53155 · Tree Trimming & Maintenance	10,407.00
53156 · Tree Trimming Large Trees	193.00
53157 · Tree Light Repair	-5,336.00
53158 · Light Canopy	-22,409.00
53165 · Contingency	-19,478.41
Total 53000 · Physical Improvements	-37,245.53
 Total Expense	 50,201.07
	-15,787.66

HBIA
Balance Sheet
As of February 28, 2014

	Feb 28, 14
ASSETS	
Current Assets	
Checking/Savings	
10035 · Comerica - Checking	211,311.55
Total Checking/Savings	211,311.55
Accounts Receivable	
12000 · Accounts Receivable	33,216.17
Total Accounts Receivable	33,216.17
Other Current Assets	
10115 · SBEP City Fees & Services	20,900.00
10125 · MAD Receivable	31,414.03
10145 · Farmers Market Receivable	5,151.80
10155 · Prepaid Expense	2,735.09
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	92,694.70
Total Current Assets	337,222.42
Fixed Assets	
10200 · Office Furniture & Equipment	24,893.41
10220 · Accumulated Depreciation	-13,139.00
Total Fixed Assets	11,754.41
TOTAL ASSETS	348,976.83
LIABILITIES & EQUITY	
Liabilities	
Current Liabilities	
Other Current Liabilities	
20225 · SBEP Advance	9,905.95
20250 · Pride Flag Donations Payable	30,924.55
21000 · Payroll Liabilities	

HBIA
Balance Sheet
As of February 28, 2014

	<u>Feb 28, 14</u>
FUTA Payable	118.23
Vacation Payable	<u>5,364.95</u>
Total 21000 · Payroll Liabilities	<u>5,483.18</u>
Total Other Current Liabilities	<u>46,313.68</u>
Total Current Liabilities	<u>46,313.68</u>
Total Liabilities	46,313.68
Equity	
31100 · Unrestricted Net Assets	333,486.81
Net Income	<u>-30,823.66</u>
Total Equity	<u>302,663.15</u>
TOTAL LIABILITIES & EQUITY	<u><u>348,976.83</u></u>

HBIA
A/R Aging Summary
As of February 28, 2014

	<u>Current</u>	<u>1 - 30</u>	<u>31 - 60</u>	<u>61 - 90</u>	<u>> 90</u>
619 Spirits	0.00	3,000.00	0.00	0.00	0.00
About Time	0.00	0.00	0.00	0.00	52.00
Above & Beyond USA	0.00	0.00	0.00	0.00	52.00
Absolut Vodka	0.00	0.00	10,000.00	0.00	0.00
Anheuser-Busch, LLC	0.00	5,000.00	0.00	0.00	0.00
Brazen BBQ	0.00	0.00	0.00	0.00	0.00
Buffalo Exchange, LTD	0.00	0.00	0.00	0.00	52.00
California Bank & Trust.	0.00	0.00	0.00	0.00	350.00
City of San Diego	0.00	0.00	0.00	0.00	5,721.17
Comerica Bank	0.00	0.00	0.00	0.00	2,000.00
Deli Lama	0.00	0.00	0.00	0.00	52.00
Designer Style Sunglasses LLC	0.00	0.00	0.00	0.00	52.00
E Cosway	0.00	0.00	0.00	0.00	52.00
Family Health Centers of San Diego	0.00	0.00	0.00	0.00	285.00
FIDO and Co.	0.00	0.00	0.00	0.00	52.00
Fig Tree Cafe	0.00	0.00	0.00	0.00	52.00
Harvest Landscape.	0.00	0.00	0.00	0.00	0.00
Hillcrest Hardware.	0.00	0.00	0.00	0.00	52.00
Hollywood Tans	0.00	0.00	0.00	0.00	0.00
Jack in the Box	0.00	0.00	0.00	0.00	0.00
Jagermeister	0.00	1,000.00	0.00	0.00	0.00
Pizza Al Taglio, Inc.	0.00	0.00	0.00	0.00	52.00
Remo Partners LLC	0.00	0.00	0.00	0.00	52.00
Richs Nightclub	0.00	0.00	0.00	0.00	4,130.00
Romantix	0.00	52.00	0.00	0.00	0.00
San Diego Pride	0.00	0.00	0.00	0.00	0.00
Svedka Vodka	0.00	0.00	0.00	0.00	0.00
Tammy's Beauty Salon	0.00	0.00	0.00	0.00	52.00
The Range Kitchen & Cocktails	0.00	0.00	0.00	0.00	0.00
Two Hands Mobile Message	0.00	0.00	0.00	0.00	350.00
Vortex Maintenance, Inc.	0.00	0.00	0.00	0.00	52.00
Whole Foods Market	0.00	52.00	0.00	0.00	600.00
	<u>0.00</u>	<u>9,104.00</u>	<u>10,000.00</u>	<u>0.00</u>	<u>14,112.17</u>

HBIA
A/R Aging Summary
As of February 28, 2014

	<u>TOTAL</u>
619 Spirits	3,000.00
About Time	52.00
Above & Beyond USA	52.00
Absolut Vodka	10,000.00
Anheuser-Busch, LLC	5,000.00
Brazen BBQ	0.00
Buffalo Exchange, LTD	52.00
California Bank & Trust.	350.00
City of San Diego	5,721.17
Comerica Bank	2,000.00
Deli Lama	52.00
Designer Style Sunglasses LLC	52.00
E Cosway	52.00
Family Health Centers of San Diego	285.00
FIDO and Co.	52.00
Fig Tree Cafe	52.00
Harvest Landscape.	0.00
Hillcrest Hardware.	52.00
Hollywood Tans	0.00
Jack in the Box	0.00
Jagermeister	1,000.00
Pizza Al Taglio, Inc.	52.00
Remo Partners LLC	52.00
Richs Nightclub	4,130.00
Romantix	52.00
San Diego Pride	0.00
Svedka Vodka	0.00
Tammy's Beauty Salon	52.00
The Range Kitchen & Cocktails	0.00
Two Hands Mobile Message	350.00
Vortex Maintenance, Inc.	52.00
Whole Foods Market	652.00
	<u><u>33,216.17</u></u>