



Hillcrest Business Association  
 Board of Directors Meeting  
 Public Meeting ~ August 13, 2013, 5pm  
 Joyce Beers Center, 1230 Cleveland Ave., San Diego CA 92103

Agenda

<b>Call to order and introductions</b>	G. Younger	2 minutes
<b>Public comment</b> (1 minute per speaker)		3 minutes
<b>Reports:</b>		
1. President's report	G. Younger	5 minutes
2. Executive Director's report	B. Nicholls	5 minutes
<b>Consent items</b> (action):	G. Younger	2 minutes
1. Approval of minutes (July 2013) <sup>1</sup>		
2. Approval of organizational financials (June 2013) <sup>2</sup>		
<b>Executive Committee items:</b>		
1. New board appointments (action)	B. Nicholls	10 minutes
2. Review of the HBA and Uptown Parking District election process <sup>3</sup> (action)	A. Ortiz	10 minutes
3. Formation of the Hillcrest CDC (action)	B. Nicholls	10 minutes
<b>Beautification items</b>		
1. Committee report	C. Moreno	5 minutes
<b>Marketing Committee items</b>		
1. Introduction of new Marketing and Communications Program Manager	E. Reynoso	10 minutes
2. Proposal to create Egyptian Quarter Movie Nights (action) <sup>4</sup>	M. Freeman	10 minutes
3. Committee report	E. Reynoso	5 minutes
<b>Special Events Committee items</b>		
1. Proposal to create Fat Tuesday event in Hillcrest (action)	J. Hale	10 minutes
2. Special Events Committee update		

Attachments:

- |   |   |
|---|---|
| 1. July 2013 minutes<br>2. June 2013 financials | 3. Election memo<br>4. Movie night memo |
|---|---|



---

BOARD OF DIRECTORS MEETING MINUTES

Tuesday, July 9, 2013  
Joyce Beers Community Center  
1220 Cleveland Ave., San Diego, CA 92103

**Board members in attendance:** Ron Baranov, Fred Belinski, Jillian DiCola, Johnathan Hale, Cecelia Moreno, Alonzo Ortiz, Nicholas Papantonakis, Eddie Reynoso, Dalour Younan, Glenn Younger (10)

**Board members absent:** Michael Brennan, Pete Katz, Robert Lane

**Others in attendance:** Anthony Bernal, Darrell Hess

**Staff in attendance:** Mary Joseph, Benjamin Nicholls, Cassandra Ramhap, Lisa Weir

**Public comment**

- A. Bernal from Council President Gloria's office gave updates including an ordinance being passed for oversized vehicles, a City wide bike share program to launch January 2014 in District 3 and in City Heights.
- Derrel with Dine in Tonight introduced himself to the group and offered his services of personalized catering and meal plans for residents in the 92101, 92102 and 92103 zip codes.

**President's report**

- G. Younger stated that the Uptown Community Parking District representatives are currently B. Nicholls and C. Moreno and asked them both remain as representatives to the parking district.

**Executive Directors report**

- B. Nicholls stated that staff are conducting interviews to replace the Communications and Marketing Manager. He distributed the HBA's activities for the month of June and that staff are working hard on the Pride of Hillcrest Block Party and CityFest summer events. He also stated that staff have been working on the Hillcrest Pride Flag Monument.

**Action items**

- G. Younger presented the consent agenda, which included the June 2013 Board of Directors' meeting minutes and the May 2013 financials.
  - Motion to approve the June 2013 Board of Directors' meeting minutes and the May 2013 financials. J. Hale / D. Younan. 9/0/1. The motion passed.
- B. Nicholls stated that there are currently two vacancies on the board and invited two members of the community to represent themselves as two candidates. The group decided to wait on approving their nomination to the board until they could meet the candidates in person next month.



- J. DiCola stated that the Executive Committee is looking for approval to have staff and board names on the Hillcrest Pride Flag ground tiles.
  - Motion to approve a future expenditure for (to be determined) names to be engraved on ground tiles at the Hillcrest Pride Flag. J. DiCola / R. Baranov. 10/0/0.
- E. Reynoso presented a contract with Local Thunder, a company that develops online directories. The contract states that Local Thunder will build an online directory with a listing of all HBA members.
  - Motion to approve the Online Member Directory contract with Local Thunder. E. Reynoso / C. Moreno. 8/0/2. A. Ortiz and D. Younan abstained. The motion passed.
- B. Nicholls presented an idea for outdoor movies at Park Blvd and Essex Blvd and stated that staff are seeking authorization to begin work on this activity. Once preliminary authorization is given staff will return with a budget and schedule next meeting.
  - Motion to authorize staff time to begin working on this activity. R. Baranov / D. Younan. 9/0/1. F. Belinski abstained. The motion passed.
- B. Nicholls presented a contract with Lisa Weir to assist with CityFest promotions.
  - Motion to approve contract with Lisa Weir. J. Hale / E. Reynoso. 10/0/0. The motion passed unanimously.

#### Information items

- C. Moreno updated the group on beautification projects in the neighborhood including that the utility box art is being installed at 10 locations, that new lights and up lights are being installed on Fifth Avenue and that preliminary pressure washing is being done ahead of SD Pride and as with last year we will have extra staff on hand to empty the trashcans during the parade.
- N. Papantonakis updated the group on the Sustainability Committee projects and stated that they are currently taking surveys of the HBA's events including the Hillcrest Farmers Market and 'green ideas'. He stated that the next committee meeting will occur on Tuesday, July 16.
- J. Hale updated the group on the funding for the Hillcrest Pride Flag Monument, he stated that the fundraising campaign raised \$32,000 and the Amazing High Heel Race Committee raised \$12,000. He stated that on Friday a 30'x20' Pride Flag will be raised in honor of San Diego Pride weekend.

The meeting adjourned at 6:21 p.m.

**HBIA**  
**Balance Sheet**  
As of June 30, 2013

	<b>Jun 30, 13</b>
<b>ASSETS</b>	
<b>Current Assets</b>	
<b>Checking/Savings</b>	
10025 - CA. Bank & Trust	34,445.16
10035 - Comerica - Checking	154,554.68
10040 - CHASE - Money Market	
General	80,667.82
<b>Total 10040 - CHASE - Money Market</b>	<b>80,667.82</b>
<b>Total Checking/Savings</b>	269,667.66
<b>Accounts Receivable</b>	
12000 - Accounts Receivable	56,512.41
<b>Total Accounts Receivable</b>	<b>56,512.41</b>
<b>Other Current Assets</b>	
10115 - SBEP City Services	5,415.77
10120 - BID Receivable	12,264.58
10125 - MAD Receivable	45,881.87
10145 - Farmers Market Receivable	4,174.70
10155 - Prepaid Expense	7,449.15
10160 - Prepaid CityFest	2,131.26
10165 - Workers Compensation Deposit	842.00
<b>Total Other Current Assets</b>	<b>78,159.33</b>
<b>Total Current Assets</b>	404,339.40
<b>Fixed Assets</b>	
10200 - Office Furniture & Equipment	13,139.00
10220 - Accumulated Depreciation	-13,139.00
<b>Total Fixed Assets</b>	<b>0.00</b>
<b>TOTAL ASSETS</b>	<b>404,339.40</b>
<b>LIABILITIES &amp; EQUITY</b>	
<b>Liabilities</b>	

**HBIA**  
**Balance Sheet**  
As of June 30, 2013

	<u><b>Jun 30, 13</b></u>
<b>Current Liabilities</b>	
<b>Accounts Payable</b>	
20000 · Accounts Payable	563.42
<b>Total Accounts Payable</b>	<u>563.42</u>
<b>Other Current Liabilities</b>	
20230 · Sales Tax Payable	260.00
20235 · City Fest Deferred Revenue	29,440.00
20240 · Deferred Revenue	13,180.00
21000 · Payroll Liabilities	
Vacation Payable	5,364.95
<b>Total 21000 · Payroll Liabilities</b>	<u>5,364.95</u>
<b>Total Other Current Liabilities</b>	<u>48,244.95</u>
<b>Total Current Liabilities</b>	<u>48,808.37</u>
<b>Total Liabilities</b>	48,808.37
<b>Equity</b>	
31100 · Unrestricted Net Assets	376,719.27
Net Income	<u>-21,188.24</u>
<b>Total Equity</b>	<u>355,531.03</u>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<u><u>404,339.40</u></u>

**HBIA**  
**Profit & Loss Budget vs. Actual**  
 July 2012 through June 2013

				<b>TOTAL</b>		
	<b>Jun 13</b>	<b>Budget</b>	<b>Variance</b>	<b>Jul '12 - Jun 13</b>	<b>Budget</b>	<b>Variance</b>
<b>Income</b>						
40010 · City Fest Income	5,415.77			160,270.71	130,000.00	35,686.48
40020 · Farmers Market	21,832.70	13,326.00	8,506.70	200,371.19	160,000.00	40,371.19
40030 · SBEP	3,431.85	2,326.00	1,105.85	24,466.00	21,400.00	3,066.00
40040 · MAD	28,337.19	5,954.00	22,383.19	109,716.78	90,183.00	19,533.78
40045 · MAD Reserve	0.00	1,583.00	-1,583.00	0.00	25,000.00	-25,000.00
40050 · BID	8,860.83	8,002.00	858.83	110,986.82	114,000.00	-3,013.18
40055 · BID Carry Forward	8,420.08	2,337.00	6,083.08	25,699.03	28,000.00	-2,300.97
40070 · Hillcrest Map	0.00			975.00	4,300.00	-3,325.00
40080 · Newsletter/Advertising	0.00	65.00	-65.00	0.00	1,000.00	-1,000.00
40090 · Mardi Gras	0.00	0.00	0.00	-850.00	78,900.00	-79,750.00
40110 · Taste	33,125.00	0.00	33,125.00	40,178.00	34,500.00	5,678.00
40115 · Taste 'N Tinis	0.00			19,339.67	17,000.00	2,339.67
40120 · Interest	3.07	100.00	-96.93	123.34	1,200.00	-1,076.66
40125 · Amazing High Heel Race	8,173.65	1,000.00	7,173.65	13,423.65	7,000.00	6,423.65
40135 · Hillcrest Hoedown	0.00			32,829.92	38,700.00	-5,870.08
40140 · Banner Space	0.00	663.00	-663.00	5,952.00	8,000.00	-2,048.00
40145 · Pride Flag	0.00			7,750.00		
40155 · Pride of Hillcrest/Block Party	0.00			126,783.14		
40180 · Other Income	379.00	163.00	216.00	1,938.00	2,000.00	-62.00
<b>Total Income</b>	<b>117,979.14</b>	<b>35,519.00</b>	<b>82,460.14</b>	<b>879,953.25</b>	<b>761,183.00</b>	<b>118,770.25</b>
<b>Expense</b>						
<b>50000 · Personnel</b>						
50005 · Salaries	17,406.36	12,460.00	4,946.36	169,579.27	155,280.00	14,299.27
50025 · Employer Taxes - Federal	1,202.79	1,580.00	-377.21	13,096.02	18,533.00	-5,436.98
50030 · Employer Taxes - State	0.00	0.00	0.00	1,302.00	2,491.00	-1,189.00
50035 · Health Insurance	2,020.28	782.00	1,238.28	9,643.58	9,450.00	193.58
50040 · Workers Comp Insurance	0.00	187.00	-187.00	1,598.28	2,310.00	-711.72
<b>Total 50000 · Personnel</b>	<b>20,629.43</b>	<b>15,009.00</b>	<b>5,620.43</b>	<b>195,219.15</b>	<b>188,064.00</b>	<b>7,155.15</b>
<b>50045 · Operating</b>						
50050 · Rent Office Space	0.00	714.00	-714.00	8,676.00	8,700.00	-24.00
50055 · Storage	275.00	150.00	125.00	3,020.00	1,800.00	1,220.00
50060 · Accounting	1,833.00	1,826.00	7.00	21,996.00	22,000.00	-4.00

**HBIA**  
**Profit & Loss Budget vs. Actual**  
 July 2012 through June 2013

				TOTAL		
	Jun 13	Budget	Variance	Jul '12 - Jun 13	Budget	Variance
50065 · Audit	0.00			6,000.00	7,500.00	-1,500.00
50070 · Equipment Purchase	0.00			3,340.92	2,700.00	640.92
50075 · Intern/Consultant	880.00	413.00	467.00	6,851.00	5,000.00	1,851.00
50080 · Bank & Credit Card Charges	8.70	50.00	-41.30	520.71	600.00	-79.29
50085 · Repair and Maintenance	185.00	100.00	85.00	1,837.76	1,200.00	637.76
50090 · Office Supplies	103.71	252.00	-148.29	2,817.17	3,200.00	-382.83
50095 · Postage and Delivery	0.00	38.00	-38.00	438.30	500.00	-61.70
50100 · Printing/Photocopy	162.42	340.00	-177.58	2,078.91	4,080.00	-2,001.09
50120 · Meetings	-325.90	228.00	-553.90	2,256.74	3,000.00	-743.26
50125 · Legal	0.00	163.00	-163.00	1,714.20	2,000.00	-285.80
50130 · Telephone & Internet	783.10	433.00	350.10	8,036.21	5,350.00	2,686.21
50135 · Parking/Mileage	210.00	200.00	10.00	2,441.00	2,400.00	41.00
50140 · Depreciation	346.60	100.00	246.60	519.90	1,200.00	-680.10
50330 · D & O / Liability Insurance	3,108.00	483.00	2,625.00	10,391.67	7,062.00	3,329.67
<b>Total 50045 · Operating</b>	<b>7,569.63</b>	<b>5,490.00</b>	<b>2,079.63</b>	<b>82,936.49</b>	<b>78,292.00</b>	<b>4,644.49</b>
<b>51000 · Neighborhood/Promotion</b>						
51515 · CityFest	630.00			107,661.69	85,000.00	22,661.69
51525 · Promotion/Marketing	1,905.03	2,037.00	-131.97	21,719.50	24,400.00	-2,680.50
51526 · Taste	656.25	0.00	656.25	13,168.37	7,700.00	5,468.37
51527 · Taste 'N Tinis	498.75			13,082.83	15,000.00	-1,917.17
51528 · Amazing High Heel Race	3,995.29	0.00	3,995.29	4,644.29	2,000.00	2,644.29
51530 · Banners	0.00	100.00	-100.00	6,299.95	3,600.00	2,699.95
51535 · Web Site Communications	0.00	63.00	-63.00	1,919.72	1,000.00	919.72
51540 · Business Mixers/Open House	665.66	124.00	541.66	3,058.94	1,400.00	1,658.94
51545 · Newsletter	0.00	225.00	-225.00	2,312.54	2,700.00	-387.46
51555 · Farmer's Market	986.35	1,226.00	-239.65	28,024.81	14,800.00	13,224.81
51565 · Hillcrest Map	0.00			7,484.50	4,300.00	3,184.50
51570 · Hillcrest Hoedown.	0.00			45,232.74	36,500.00	8,732.74
51575 · Pride Flag Project	2,048.18			44,810.77		
51800 · Pride of Hillcrest/Block Party	840.00			111,887.69		
51870 · Mardi Gras	0.00	0.00	0.00	6,888.14	48,991.00	-42,102.86
51875 · Mardi Gras Profit Share	0.00	0.00	0.00	0.00	15,000.00	-15,000.00
<b>Total 51000 · Neighborhood/Promotion</b>	<b>12,225.51</b>	<b>3,775.00</b>	<b>8,450.51</b>	<b>418,196.48</b>	<b>262,391.00</b>	<b>155,805.48</b>

**HBIA**  
**Profit & Loss Budget vs. Actual**  
 July 2012 through June 2013

				TOTAL		
	Jun 13	Budget	Variance	Jul '12 - Jun 13	Budget	Variance
<b>53000 · Physical Improvements</b>						
<b>53125 · Hillcrest Sign Utilities/Maint.</b>	55.70	63.00	-7.30	661.86	800.00	-138.14
<b>53130 · Security</b>	3,165.40	3,000.00	165.40	37,984.80	36,000.00	1,984.80
<b>53135 · Street Cleaning</b>	3,908.00	3,071.00	837.00	45,728.29	46,908.00	-1,179.71
<b>53137 · Pressure Washing</b>	1,999.00	519.00	1,480.00	23,690.00	24,000.00	-310.00
<b>53150 · Dumpsters</b>	635.98	289.00	346.98	4,017.40	3,600.00	417.40
<b>53152 · Flower Baskets (Purchase)</b>	0.00	0.00	0.00	13,304.11	26,000.00	-12,695.89
<b>53155 · Tree Trimming &amp; Maintenance</b>	2,926.00	1,874.00	1,052.00	33,990.00	23,360.00	10,630.00
<b>53160 · Capital Projects</b>	20,000.00	2,065.00	17,935.00	20,000.00	25,000.00	-5,000.00
<b>53161 · Special Projects</b>	0.00	6,900.00	-6,900.00	15,290.77	85,000.00	-69,709.23
<b>53165 · Contingency</b>	8,316.21	4,304.00	4,012.21	10,122.14	51,758.00	-41,635.86
<b>Total 53000 · Physical Improvements</b>	<u>41,006.29</u>	<u>22,085.00</u>	<u>18,921.29</u>	<u>204,789.37</u>	<u>322,426.00</u>	<u>-117,636.63</u>
<b>Total Expense</b>	<u>81,430.86</u>	<u>46,359.00</u>	<u>35,071.86</u>	<u>901,141.49</u>	<u>851,173.00</u>	<u>49,968.49</u>
	<u><b>36,548.28</b></u>	<u><b>-10,840.00</b></u>	<u><b>47,388.28</b></u>	<u><b>-21,188.24</b></u>	<u><b>-89,990.00</b></u>	<u><b>68,801.76</b></u>



**HBIA**  
**Profit & Loss by Class**  
 July 2012 through June 2013

	<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	28,023.90	0.00	0.00	0.00	28,023.90
Booth	0.00	77,087.70	0.00	0.00	0.00	77,087.70
<b>Grants</b>						
Commission for Arts & Culture	0.00	11,979.00	0.00	0.00	0.00	11,979.00
SBEP City Services	0.00	18,004.61	0.00	0.00	0.00	18,004.61
TOT City & County	0.00	10,000.00	0.00	0.00	0.00	10,000.00
<b>Total Grants</b>	<u>0.00</u>	<u>39,983.61</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>39,983.61</u>
<b>Sponsorship</b>						
ATM	0.00	175.50	0.00	0.00	0.00	175.50
Coors	0.00	7,000.00	0.00	0.00	0.00	7,000.00
Starbucks	0.00	3,000.00	0.00	0.00	0.00	3,000.00
William Grant & Sons	0.00	5,000.00	0.00	0.00	0.00	5,000.00
<b>Total Sponsorship</b>	<u>0.00</u>	<u>15,175.50</u>	<u>0.00</u>	<u>0.00</u>	<u>0.00</u>	<u>15,175.50</u>
<b>Total 40010 - City Fest Income</b>	0.00	160,270.71	0.00	0.00	0.00	160,270.71
<b>40020 - Farmers Market</b>	200,371.19	0.00	0.00	0.00	0.00	200,371.19
<b>40030 - SBEP</b>	0.00	0.00	0.00	0.00	24,466.00	24,466.00
<b>40040 - MAD</b>	0.00	0.00	0.00	109,716.78	0.00	109,716.78
<b>40050 - BID</b>	0.00	0.00	110,986.82	0.00	0.00	110,986.82
<b>40055 - BID Carry Forward</b>	0.00	0.00	25,699.03	0.00	0.00	25,699.03
<b>40070 - Hillcrest Map</b>	975.00	0.00	0.00	0.00	0.00	975.00
<b>40090 - Mardi Gras</b>	0.00	-850.00	0.00	0.00	0.00	-850.00
<b>40110 - Taste</b>	0.00	40,178.00	0.00	0.00	0.00	40,178.00
<b>40115 - Taste 'N Tinis</b>	0.00	19,339.67	0.00	0.00	0.00	19,339.67
<b>40120 - Interest</b>	123.34	0.00	0.00	0.00	0.00	123.34
<b>40125 - Amazing High Heel Race</b>	0.00	13,423.65	0.00	0.00	0.00	13,423.65
<b>40135 - Hillcrest Hoedown</b>	0.00	32,829.92	0.00	0.00	0.00	32,829.92
<b>40140 - Banner Space</b>	5,452.00	500.00	0.00	0.00	0.00	5,952.00
<b>40145 - Pride Flag</b>	7,750.00	0.00	0.00	0.00	0.00	7,750.00
<b>40155 - Pride of Hillcrest/Block Party</b>	0.00	126,783.14	0.00	0.00	0.00	126,783.14
<b>40180 - Other Income</b>	1,938.00	0.00	0.00	0.00	0.00	1,938.00
<b>Total Income</b>	<u>216,609.53</u>	<u>392,475.09</u>	<u>136,685.85</u>	<u>109,716.78</u>	<u>24,466.00</u>	<u>879,953.25</u>

**HBIA**  
**Profit & Loss by Class**  
 July 2012 through June 2013

	<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>Expense</b>						
<b>50000 - Personnel</b>						
50005 - Salaries	70,029.08	42,164.05	34,834.26	0.00	22,551.88	169,579.27
50025 - Employer Taxes - Federal	5,413.13	3,250.76	2,690.70	0.00	1,741.43	13,096.02
50030 - Employer Taxes - State	603.97	258.70	266.64	0.00	172.69	1,302.00
50035 - Health Insurance	8,913.65	729.93	0.00	0.00	0.00	9,643.58
50040 - Workers Comp Insurance	729.13	201.17	667.98	0.00	0.00	1,598.28
<b>Total 50000 - Personnel</b>	<b>85,688.96</b>	<b>46,604.61</b>	<b>38,459.58</b>	<b>0.00</b>	<b>24,466.00</b>	<b>195,219.15</b>
<b>50045 - Operating</b>						
50050 - Rent Office Space	4,208.00	0.00	4,468.00	0.00	0.00	8,676.00
50055 - Storage	3,020.00	0.00	0.00	0.00	0.00	3,020.00
50060 - Accounting	13,100.91	1,649.74	7,245.35	0.00	0.00	21,996.00
50065 - Audit	0.00	0.00	2,625.00	3,375.00	0.00	6,000.00
50070 - Equipment Purchase	3,340.92	0.00	0.00	0.00	0.00	3,340.92
50075 - Intern/Consultant	0.00	6,851.00	0.00	0.00	0.00	6,851.00
50080 - Bank & Credit Card Charges	520.71	0.00	0.00	0.00	0.00	520.71
50085 - Repair and Maintenance	1,837.76	0.00	0.00	0.00	0.00	1,837.76
50090 - Office Supplies	2,354.67	0.00	462.50	0.00	0.00	2,817.17
50095 - Postage and Delivery	438.30	0.00	0.00	0.00	0.00	438.30
50100 - Printing/Photocopy	1,689.55	0.00	389.36	0.00	0.00	2,078.91
50120 - Meetings	2,256.74	0.00	0.00	0.00	0.00	2,256.74
50125 - Legal	1,714.20	0.00	0.00	0.00	0.00	1,714.20
50130 - Telephone & Internet	5,704.65	0.00	2,331.56	0.00	0.00	8,036.21
50135 - Parking/Mileage	2,441.00	0.00	0.00	0.00	0.00	2,441.00
50140 - Depreciation	519.90	0.00	0.00	0.00	0.00	519.90
50330 - D & O / Liability Insurance	7,017.37	0.00	3,374.30	0.00	0.00	10,391.67
<b>Total 50045 - Operating</b>	<b>50,164.68</b>	<b>8,500.74</b>	<b>20,896.07</b>	<b>3,375.00</b>	<b>0.00</b>	<b>82,936.49</b>
<b>51000 - Neighborhood/Promotion</b>						
51525 - Promotion/Marketing	6,943.43	0.00	14,776.07	0.00	0.00	21,719.50
51526 - Taste	470.74	12,697.63	0.00	0.00	0.00	13,168.37
51527 - Taste 'N Tinis	0.00	13,082.83	0.00	0.00	0.00	13,082.83
51528 - Amazing High Heel Race	0.00	4,644.29	0.00	0.00	0.00	4,644.29
51530 - Banners	6,299.95	0.00	0.00	0.00	0.00	6,299.95

**HBIA**  
**Profit & Loss by Class**  
 July 2012 through June 2013

	<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>
51535 · Web Site Communications	1,919.72	0.00	0.00	0.00	0.00	1,919.72
51540 · Business Mixers/Open House	886.52	0.00	2,172.42	0.00	0.00	3,058.94
51545 · Newsletter	0.00	0.00	2,312.54	0.00	0.00	2,312.54
51555 · Farmer's Market	28,024.81	0.00	0.00	0.00	0.00	28,024.81
51565 · Hillcrest Map	7,484.50	0.00	0.00	0.00	0.00	7,484.50
51570 · Hillcrest Hoedown.	0.00	45,232.74	0.00	0.00	0.00	45,232.74
51575 · Pride Flag Project	44,810.77	0.00	0.00	0.00	0.00	44,810.77
51800 · Pride of Hillcrest/Block Party	0.00	111,887.69	0.00	0.00	0.00	111,887.69
51870 · Mardi Gras	0.00	6,888.14	0.00	0.00	0.00	6,888.14
<b>Total 51000 · Neighborhood/Promotion</b>	<b>96,840.44</b>	<b>194,433.32</b>	<b>19,261.03</b>	<b>0.00</b>	<b>0.00</b>	<b>310,534.79</b>
<b>51520 · City Fest</b>						
Advertising	0.00	6,206.02	0.00	0.00	0.00	6,206.02
Ambulance	0.00	800.00	0.00	0.00	0.00	800.00
BID Crew & Equipment	0.00	3,055.18	0.00	0.00	0.00	3,055.18
City Fees (SDPD/Fire)	0.00	16,027.10	0.00	0.00	0.00	16,027.10
Cleaning Fees	0.00	658.57	0.00	0.00	0.00	658.57
Concessions	0.00	6,156.09	0.00	0.00	0.00	6,156.09
Entertainment	0.00	10,049.00	0.00	0.00	0.00	10,049.00
Equipment Rental	0.00	506.43	0.00	0.00	0.00	506.43
Event Management	0.00	10,545.00	0.00	0.00	0.00	10,545.00
Ice Trailer	0.00	654.50	0.00	0.00	0.00	654.50
Power	0.00	8,035.96	0.00	0.00	0.00	8,035.96
Promotions	0.00	6,950.02	0.00	0.00	0.00	6,950.02
Radios	0.00	285.00	0.00	0.00	0.00	285.00
Rentals	0.00	150.00	0.00	0.00	0.00	150.00
Safety Equipment	0.00	3,591.30	0.00	0.00	0.00	3,591.30
Security	0.00	6,170.17	0.00	0.00	0.00	6,170.17
Shuttle Services	0.00	1,733.22	0.00	0.00	0.00	1,733.22
Sound & Lights	0.00	10,900.00	0.00	0.00	0.00	10,900.00
Staging	0.00	10,868.43	0.00	0.00	0.00	10,868.43
Supplies/Printing	0.00	806.98	0.00	0.00	0.00	806.98
Toilets/Sinks	0.00	3,512.72	0.00	0.00	0.00	3,512.72
<b>Total 51520 · City Fest</b>	<b>0.00</b>	<b>107,661.69</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>107,661.69</b>
<b>53000 · Physical Improvements</b>						

**HBIA**  
**Profit & Loss by Class**  
 July 2012 through June 2013

	<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>
53125 · Hillcrest Sign Utilities/Maint.	0.00	0.00	0.00	661.86	0.00	661.86
53130 · Security	0.00	0.00	0.00	37,984.80	0.00	37,984.80
53135 · Street Cleaning	9,015.04	0.00	21,645.77	15,067.48	0.00	45,728.29
53137 · Pressure Washing	2,530.67	0.00	10,089.93	11,069.40	0.00	23,690.00
53150 · Dumpsters	564.86	0.00	2,256.34	1,196.20	0.00	4,017.40
53152 · Flower Baskets (Purchase)	11,156.11	0.00	2,148.00	0.00	0.00	13,304.11
53155 · Tree Trimming & Maintenance	492.04	0.00	13,612.92	19,885.04	0.00	33,990.00
53160 · Capital Projects	0.00	0.00	0.00	20,000.00	0.00	20,000.00
53161 · Special Projects	14,813.77	0.00	0.00	477.00	0.00	15,290.77
53165 · Contingency	1,805.93	0.00	8,316.21	0.00	0.00	10,122.14
<b>Total 53000 · Physical Improvements</b>	<u>40,378.42</u>	<u>0.00</u>	<u>58,069.17</u>	<u>106,341.78</u>	<u>0.00</u>	<u>204,789.37</u>
<b>Total Expense</b>	<u>273,072.50</u>	<u>357,200.36</u>	<u>136,685.85</u>	<u>109,716.78</u>	<u>24,466.00</u>	<u>901,141.49</u>
	<u><b>-56,462.97</b></u>	<u><b>35,274.73</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>0.00</b></u>	<u><b>-21,188.24</b></u>



# Egyptian Quarter Event Proposal

## Sidewalk Saturdays on Park

### What

The Egyptian Qtr. Planning Committee is proposing “Sidewalk Saturdays on Park”, a quarterly pop-up shop and movie night event. Sidewalk Saturdays will be a “fun for all ages”, evening event that will feature a classic movie and host a number of local small businesses, street performers, artists and food vendors who will sell their wares and services.

### Where

Sidewalk Saturdays will take place on Park Blvd. Between Essex St. and Robinson Ave. The movie will be shown in the Numbers parking lot adjacent to the south side of the building.

### When

The proposed kick off event will be in late September or early October and will have a harvest theme. All other events will happen quarterly with revolving themes depending on the season.

### Visual

Light-lined buildings with pop-up vendors along the sidewalk. Live music playing in Heat Bar & Kitchen and on the street. Other entertainers as decided (jugglers, street artists and performers). Dessert trucks, Wine served out of the stores. Hot cider served from booths along the street.

<b>Date</b>	Late September / Early October TBD
<b>Location</b>	Park b/t Robinson & Essex / Parking lot adjacent to Numbers
<b>Theme</b>	Harvest (Kick off theme) Revolving theme (theme will change with seasons)
<b>Rated</b>	PG - fun for all ages event
<b>Marketing</b>	Collective email lists, shared business efforts, social networks and mailers
<b>Purpose</b>	showcase local artists & businesses, create a community event, celebrate the newly established Egyptian Qtr., have fun!
<b>Entertainment</b>	local musicians, djs, bands playing on different corners. Entertainers, jugglers, magicians street performers
<b>Time</b>	Dusk/ early evening (so lights are on and movie can be seen)
<b>Requests from BIA</b>	Pop-up Tents, Chairs, tables, marketing assistance, permit assistance/funding