



Old Town San Diego Chamber of Commerce  
Old Town Business Improvement District

P.O. Box 82686 San Diego, CA 92138 • (619) 291-4903 • (Fax) 291-9383

**Board of Directors Meeting (Revised)**

**Agenda**

Wednesday, May 15, 2013  
8:30 AM - Mormon Battalion Historic Site

**1. Call to Order & Introductions**

**2. Non-Agenda Public Comment**

*Public comment may be made on any subject in the Board's area of responsibility. Time allotted to each speaker shall be determined by the President; however, comments are limited to no more than three (3) minutes total per subject regardless of the number of those wishing to speak. (Comments relating to items on today's agenda are to be taken at the time the item is heard.) Please direct requests to speak to the President prior to the start of the meeting. Pursuant to the Brown Act, no discussion or action, other than a referral, shall be taken by the Board on any issue brought forth under "Non-Agenda Public Comment."*

**3. Administrative Items**

- a. Board Administrative Items and/or non-agenda comment
- b. Request for Agenda Revisions (continuances, change in order, etc.)
- c. Conflict of Interest Declarations on Agenda Items

**4. Approval of Minutes**

- a. General Meeting – April 17, 2013 Action Item

**5. Committee Reports**

- a. Organization Committee
  - 1) Accept the Financial Reports – April 2013 Action Item
  - 2) Old Town Saturday Market Update
  - 3) VA Aspire Center Action Item  
Appointment of replacement business representative to NAC
  - 4) Chamber Board Retreat – July 2013
  - 5) By-Laws Committee
- b. Design Committee – Update
- c. Promotions Committee - Update  
Recommendation to accept KFMB and Jack FM Radio for FY14 Advertising Action Item
- d. Clean & Safe Committee - Update

**6. Upcoming Events - Updates**

- a. Fiesta Cinco de Mayo – May 4-5, 2013
- b. County Fair Theme “Game On” - Saturday, June 8, 2013
- c. Car Show –September 7, 2013
- d. Tequila Trail – September 15,2013
- e. Art Festival – October 5-6, 2012
- f. Dia de los Muertos – November 1 & 2, 2013

**7. Old Town Community Parking Advisory Committee Update**

- a. Next meeting July 16, 2013 - Hacienda Hotel @ 10:00 AM

**8. Executive Director Update**

- a. Rock n’ Roll Marathon - June 2, 2013
- b. County CEP Presentation June 11 at 9:30 am
- c. Old Town BID Business of the Year 2013 – Café Coyote
- d. SBA Small Business Awards and SBDC Conference – June 12, 2013
- e. Economic Impact Study Commissioned by the BID Council and conducted by the National University System Institute for Policy Research
- f. Presentation Opportunity: Small Business and the Impact of Health Reform
- g. Visitor Center
- h. Business Mixer

**9. Unfinished Business**

**10. New Business**

**11. Announcements and Community Reports/Updates – 3 Minutes**

**12. Next Old Town Chamber of Commerce Meeting Date – Wednesday, June19, 2013**

**13. Adjourn**

**THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.**

To request an alternative format, or to request a sign language or oral interpreter for the meeting, please contact the meeting Coordinator in the Old Town San Diego Chamber of Commerce at least five (5) working days before the meeting at (619) 291-4903 to ensure availability. Assistive Listening Devices (ALDs) are available for the meeting upon request.



# Old Town San Diego Chamber of Commerce/BID Board of Directors Meeting

**Minutes of the Board of April 17, 2013**  
8:30 AM @ Mormon Battalion Historic Site

**Directors Present:**

Christine Smith – Café Coyote  
Fred Grand - Hacienda Hotel  
Michael Howland – Michael Howland CPA  
Diane Lowery – Lowery’s Hot Glass  
Chuck Ross – Fiesta de Reyes  
John Savage – Old Town Market  
Dave Thornton – OT Trolley Tours  
Alana Coons - SOHO  
Bruce Johnson – Alamo Mexican Cafe

**Guests:**

Marie Pedrin-Gizoni – OT Chamber VC  
Patty Ducey-Brook - Presidio Communications  
Ed Seegmiller – MBHS  
Stephen Hill – CD3 Representative  
Chris Ward – Sen Marty Block Representative  
Richard Dennison – OTSD SHP

**Directors Excused:**

Dave McGuire - Bailey & McGuire  
Diane Powers - Bazaar Del Mundo  
Jeanne Ferrell - Cold Stone Creamery

Bob Barros – Visual Media/OT Guide

**Staff:**

Richard Stegner - Executive Director

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Fred Grand, President, called the meeting to order at 8:35 a.m.

Introductions of members and visitors were made.

**Non-Agenda Public Comment** – The President, Fred Grand, asked those present if anyone was wishing to make a public comment.

Chris from the Old Town Academy told those present that the OTA will be holding a Wine & Dine on April 27. There are only 20 tickets left. He also thanked the many restaurants and businesses that contributed.

Abel from the Descendants told those present they will be conducting Underground tours.

## **Administrative Items**

- a. Board Administrative Items - None
- b. Request for Agenda Revisions - None
- c. Conflict of Interest Declarations on Agenda Items - None

## **Approval of Minutes**

**MOTION: to approve the minutes of March 20, 2013**

**M/S/U: John Savage / Alana Coons (#04-20-13-1) - Motion Passed 8-0-0**

## **Accept the Financial Report**

Michael Howland, Treasurer, presented the financial report for February and March 2013 which were reviewed and discussed.

**MOTION: to accept the February 2013 financials as presented, subject to audit.**

**M/S/U: Chuck Ross / David Thornton (#04-20-13-2) - Motion Passed 8-0-0**

**MOTION: to accept the March 2013 financials as presented, subject to audit.**

**M/S/U: Chuck Ross / David Thornton (#04-20-13-3) - Motion Passed 8-0-0**

## **2013 BID Business of the Year Nomination**

**MOTION: to accept the nomination of Café Coyote at the Old Town Business of the Year.**

**M/S/A: Diane Lowery / John Savage (#04-20-13-4) - Motion Passed 7-0-1 A/Christine Smith**

**VA Aspire Center - Appointment of replacement business representative to NAC**

**MOTION: to accept the nomination of Chris Celentino as replacement.**

**M/S: Michael Howland / David Thornton**

There was discussion on the number of members from the various organizations. Chris Celentino gave a brief background. There are 11 members on the NAC to monitor the VA to ensure it is in compliance with CUP that was granted. The NAC meets the 3<sup>rd</sup> Wednesday of the month.

**Motion Withdrawn** to get additional nominations for next month's meeting.

Motion to endorse Old Town Community Planning Group letter to SANDAG regarding projected build out of Destination Lindbergh which incorporates expanded freeway access onto the North-South Interstate 5 freeway.

**MOTION: to Endorse Old Town Community Planning Group Letter to SANDAG.**

**M/S/U: Alan Coons / Chuck Ross (#04-20-13-5) - Motion Passed 8-0-0**

## **COMMITTEE REPORTS**

### **Organization Committee**

**Old Town Saturday Market** – Update provided by Richard reporting for Dave McGuire. The market is doing well and we will meet the budget.

**Economic Restructuring Committee** – No Report

**Design Committee:** – Notice for the next Committee meeting will be sent out. Majority of the committee members were unable to attend the last scheduled meeting. We will review that proposals presented to paint the utility boxes and the update of the kiosks.

**Promotions & Marketing Committee**

Chuck Ross reported that meetings are scheduled for the 2nd Thursday of the month at 2:00 pm. Presentation was made by the SDTA to the committee on the amount they promote Old Town. The Chamber needs to improve its presence on the SDTA web site. Also need to create an ad for group tours.

**Old Town Community Parking Advisory Committee:**

Next meeting scheduled for July 16, 2013 at the Hacienda Hotel @10:00 am.

**Executive Director Report:**

County Fair is Saturday, June 8<sup>th</sup>. Richard encouraged businesses to have a table. Each merchant should decorate their table and provide enticements.

Visitor Center update.:

**Upcoming Activities**

- a. Old Town Community Parking Advisory Committee meeting July 16 2013 - Hacienda Hotel @ 10:00 AM
- b. Fiesta Cinco de Mayo – May 4-5, 2013  
Discussion regarding HOTCF meeting its education responsibilities as outlined in its by-laws.
- c. Rock n’ Roll Marathon - June 2, 2013
- d. County Fair – Saturday, June 8, 2013
- e. Car Show –September 7, 2013  
Issues regarding if they are following the guidelines in the contract since they are printing advertising.
- f. Tequila Trail – September 15,2013  
There is new sponsor.
- g. Art Festival – October 5-6, 2012
- h. Dia de los Muertos – November 1 & 2, 2013  
Received grant to help pay for last year’s expenses
- i. Community Christmas Party – December 11, 2013

**Community Updates**

Chris Ward – Representative for Senator Marty Block

Passed out senator’s newsletter regarding activities conducted by the senator.

Stephen Hill – Representative for CD3 Todd Gloria. City working on Budget.

SDPD – Officer Surwilo. Comments on Aspire Center, Boston Marathon – provided web site “nextdoor.com.

**Safe & Clean Committee – Verify members**

California Birthday on July 16, 2013

Suggested to have representative from Rock n' Roll Marathon to provide us with update at next month's meeting.

**Old Business** – None

**New Business**

Alana Coons suggested a letter be written to SDTA regarding the attractions in their pull down menu should include Old Town.

Meeting adjourned. 10:30 A.M.

Next regular Chamber meeting is scheduled for Wednesday, May 15, 2013.

Respectfully submitted,

Signed: \_\_\_\_\_  
Jeanne Ferrell, Secretary

**Old Town San Diego Chamber of Commerce/BID**  
**Statement of Financial Position**  
As of April 30, 2013

|  | <u>Apr 30, 13</u>       |
|--|-------------------------|
| <b>ASSETS</b>                          |                         |
| <b>Current Assets</b>                  |                         |
| <b>Checking/Savings</b>                |                         |
| 10010 · GENERAL ACCOUNT                | 24,634.16               |
| 10095 · CASH PETTY                     | <u>37.34</u>            |
| <b>Total Checking/Savings</b>          | 24,671.50               |
| <b>Accounts Receivable</b>             |                         |
| 11130 · ACCOUNTS RECEIVABLE            | <u>8,250.00</u>         |
| <b>Total Accounts Receivable</b>       | 8,250.00                |
| <b>Other Current Assets</b>            |                         |
| 11160 · DUE FROM ART FESTIVAL          | 28,168.55               |
| 11165 · DUE FROM BOOT                  | <u>16,185.60</u>        |
| <b>Total Other Current Assets</b>      | 44,354.15               |
| <b>Total Current Assets</b>            | 77,275.65               |
| <b>Fixed Assets</b>                    |                         |
| 15200 · OFFICE FURNITURE & EQUIPMENT   | 3,818.75                |
| 15900 · ACCUMULATED DEPRECIATION       | -3,818.75               |
| 18230 · SECURITY DEPOSITS              | <u>1,082.89</u>         |
| <b>Total Fixed Assets</b>              | <u>1,082.89</u>         |
| <b>TOTAL ASSETS</b>                    | <b><u>78,358.54</u></b> |
| <b>LIABILITIES &amp; EQUITY</b>        |                         |
| <b>Liabilities</b>                     |                         |
| <b>Current Liabilities</b>             |                         |
| <b>Accounts Payable</b>                |                         |
| 20270 · ACCOUNTS PAYABLE               | <u>170.00</u>           |
| <b>Total Accounts Payable</b>          | 170.00                  |
| <b>Other Current Liabilities</b>       |                         |
| 11295 · BID ASSESSMENTS                | <u>-3,470.21</u>        |
| <b>Total Other Current Liabilities</b> | -3,470.21               |
| <b>Total Current Liabilities</b>       | <u>-3,300.21</u>        |
| <b>Total Liabilities</b>               | -3,300.21               |
| <b>Equity</b>                          |                         |
| 30010 · FUND BALANCE                   | 61,434.19               |
| Net Income                             | <u>20,224.56</u>        |
| <b>Total Equity</b>                    | 81,658.75               |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>  | <b><u>78,358.54</u></b> |

**Old Town San Diego Chamber of Commerce/BID  
Statement of Financial Income and Expenses**

July 2012 through April 2013

|  | <u>Jul '12 - Apr 13</u> |
|--|-------------------------|
| <b>Ordinary Income/Expense</b>             |                         |
| <b>Income</b>                              |                         |
| 40010 · SPECIAL EVENTS INCOME              |                         |
| 40045 · SATURDAY MARKET                    | 30,800.77               |
| 40050 · GOLF TOURNAMENT                    | 1,000.00                |
| 40064 · TEQUILA TRAIL                      | 22,256.00               |
|  | <hr/>                   |
| <b>Total 40010 · SPECIAL EVENTS INCOME</b> | 54,056.77               |
| 40015 · CITY FEES & SERVICES OFFSET        | 2,401.37                |
| 40020 · BID DISBURSEMENTS                  |                         |
| 40021 · BID DISBURSEMENTS RECEIVED         | 22,206.72               |
| 40025 · BID DISBURSEMENTS CARRYOVER        | 2,300.76                |
|  | <hr/>                   |
| <b>Total 40020 · BID DISBURSEMENTS</b>     | 24,507.48               |
| 40130 · FUND RAISING                       | 10,999.74               |
| 40150 · MISCELLANEOUS INCOME               | 25.52                   |
| 41000 · SBEP                               | 16,741.00               |
|  | <hr/>                   |
| <b>Total Income</b>                        | 108,731.88              |
| <b>Gross Profit</b>                        | 108,731.88              |
| <b>Expense</b>                             |                         |
| <b>I - PERSONNEL &amp; ORGANIZATION</b>    |                         |
| 50000 · OCCUPANCY EXPENSE                  |                         |
| 520020 · RENT                              | 8,100.00                |
| 54500 · UTILITIES                          | 1,653.34                |
| 53000 · OFFICE CLEANING                    | 1,072.28                |
| 53500 · STORAGE UNIT                       | 1,992.00                |
| 54000 · TELEPHONE                          |                         |
| 54051 · TELEPHONE - OFFICE                 | 1,872.36                |
| 54053 · TELEPHONE - STAFF                  | 926.41                  |
|  | <hr/>                   |
| <b>Total 54000 · TELEPHONE</b>             | 2,798.77                |
|  | <hr/>                   |
| <b>Total 50000 · OCCUPANCY EXPENSE</b>     | 15,616.39               |
| 55000 · STAFFING                           |                         |
| 55200 · EXECUTIVE DIRECTOR                 | 32,307.87               |
| 55300 · WORKER'S COMP INSURANCE            | -200.00                 |
| 55400 · PAYROLL EXPENSES                   | 4,191.03                |
|  | <hr/>                   |
| <b>Total 55000 · STAFFING</b>              | 36,298.90               |
| 50045 · ELECTION EXPENSE                   | 941.03                  |
| 50060 · DUES & SUBSCRIPTIONS               | 990.00                  |
| 50070 · GEN'L INSURANCE                    | 1,591.00                |
| 50075 · POSTAGE                            | 304.52                  |
| 50080 · PROFESSIONAL SERVICES              |                         |
| 50082 · ACCOUNTING/TAX PREPARATION         | 4,650.00                |
|  | <hr/>                   |
| <b>Total 50080 · PROFESSIONAL SERVICES</b> | 4,650.00                |
| 50100 · REPAIR & MAINTENANCE               | 353.25                  |
| 50120 · ANNUAL MEETING                     | 685.24                  |
| 50122 · AWARDS                             | 1,174.08                |
| 50135 · COMPUTER SUPPLIES & SOFTWARE       | 68.75                   |
| 50140 · BANK FEES, FIN CH & TAXES          | 147.51                  |
| 50150 · OFFICE SUPPLIES                    | 1,927.45                |



**Old Town San Diego Chamber of Commerce/BID  
Statement of Financial Income and Expenses**

July 2012 through April 2013

|   | <u>Jul '12 - Apr 13</u> |
|---|-------------------------|
| <b>52003 · MEETINGS</b>                       |                         |
| 53203 · MEETING - OT CPD ALLOCATION           | 6.00                    |
| 52003 · MEETINGS - Other                      | 340.50                  |
| <b>Total 52003 · MEETINGS</b>                 | <u>346.50</u>           |
| <b>Total I - PERSONNEL &amp; ORGANIZATION</b> | 65,094.62               |
| <b>II - SPECIAL PROJECTS/EVENTS</b>           |                         |
| 60000 · SPECIAL PROJECTS/EVENTS               |                         |
| 6100 · SATURDAY MARKET                        | 2,808.43                |
| 51577 · EVENTS                                | 702.00                  |
| <b>Total 60000 · SPECIAL PROJECTS/EVENTS</b>  | <u>3,510.43</u>         |
| <b>Total II - SPECIAL PROJECTS/EVENTS</b>     | 3,510.43                |
| <b>III - MAJOR EVENTS</b>                     |                         |
| 6800 · EVENT OPERATIONS                       |                         |
| 6810 · COMMUNICATION EQUIPMENT                | -71.00                  |
| <b>Total 6800 · EVENT OPERATIONS</b>          | <u>-71.00</u>           |
| <b>Total III - MAJOR EVENTS</b>               | -71.00                  |
| <b>IV - DESIGN PROGRAMS</b>                   |                         |
| 70020 · STREETSCAPE                           | 6,024.57                |
| 70025 · BANNER PROGRAM                        | 1,830.00                |
| <b>Total IV - DESIGN PROGRAMS</b>             | <u>7,854.57</u>         |
| <b>V - PROMOTION PROGRAMS</b>                 |                         |
| 71526 · PRINT ADVERTISING                     | 6,669.90                |
| 71525 · OTHER ADVERTISING                     | 2,475.00                |
| 72010 · EVENT PROMOTIONS                      | 2,973.80                |
| <b>Total V - PROMOTION PROGRAMS</b>           | <u>12,118.70</u>        |
| <b>Total Expense</b>                          | <u>88,507.32</u>        |
| <b>Net Ordinary Income</b>                    | <u>20,224.56</u>        |
| <b>Net Income</b>                             | <u><u>20,224.56</u></u> |

# Old Town San Diego Chamber of Commerce/BID

## Profit & Loss by Class

July 2012 through April 2013

Accrual Basis

|  | BID REIMB | CHAMBER   | SBEP      | TOTAL      |
|--|-----------|-----------|-----------|------------|
| <b>Ordinary Income/Expense</b>                 |           |           |           |            |
| <b>Income</b>                                  |           |           |           |            |
| <b>40010 · SPECIAL EVENTS INCOME</b>           |           |           |           |            |
| 40045 · SATURDAY MARKET                        | 0.00      | 30,800.77 | 0.00      | 30,800.77  |
| 40050 · GOLF TOURNAMENT                        | 0.00      | 1,000.00  | 0.00      | 1,000.00   |
| 40064 · TEQUILA TRAIL                          | 0.00      | 7,231.00  | 0.00      | 7,231.00   |
| <b>Total 40010 · SPECIAL EVENTS INCOME</b>     | 0.00      | 39,031.77 | 0.00      | 39,031.77  |
| <b>40015 · CITY FEES &amp; SERVICES OFFSET</b> | 0.00      | 17,781.37 | 0.00      | 17,781.37  |
| <b>40020 · BID DISBURSEMENTS</b>               |           |           |           |            |
| 40021 · BID DISBURSEMENTS RECEIVED             | 22,206.72 | 0.00      | 0.00      | 22,206.72  |
| 40025 · BID DISBURSEMENTS CARRYOVER            | 2,300.76  | 0.00      | 0.00      | 2,300.76   |
| <b>Total 40020 · BID DISBURSEMENTS</b>         | 24,507.48 | 0.00      | 0.00      | 24,507.48  |
| 40130 · FUND RAISING                           | 0.00      | 10,999.74 | 0.00      | 10,999.74  |
| 40150 · MISCELLANEOUS INCOME                   | 0.00      | 25.52     | 0.00      | 25.52      |
| 41000 · SBEP                                   | 0.00      | 0.00      | 16,741.00 | 16,741.00  |
| <b>Total Income</b>                            | 24,507.48 | 67,838.40 | 16,741.00 | 109,086.88 |
| <b>Gross Profit</b>                            | 24,507.48 | 67,838.40 | 16,741.00 | 109,086.88 |
| <b>Expense</b>                                 |           |           |           |            |
| <b>I - PERSONNEL &amp; ORGANIZATION</b>        |           |           |           |            |
| <b>50000 · OCCUPANCY EXPENSE</b>               |           |           |           |            |
| 520020 · RENT                                  | 3,600.00  | 4,500.00  | 0.00      | 8,100.00   |
| 54500 · UTILITIES                              | 1,060.41  | 592.93    | 0.00      | 1,653.34   |
| 53000 · OFFICE CLEANING                        | 0.00      | 1,072.28  | 0.00      | 1,072.28   |
| 53500 · STORAGE UNIT                           | 0.00      | 1,992.00  | 0.00      | 1,992.00   |
| 54000 · TELEPHONE                              |           |           |           |            |
| 54051 · TELEPHONE - OFFICE                     | 1,125.36  | 747.00    | 0.00      | 1,872.36   |
| 54053 · TELEPHONE - STAFF                      | 0.00      | 926.41    | 0.00      | 926.41     |
| <b>Total 54000 · TELEPHONE</b>                 | 1,125.36  | 1,673.41  | 0.00      | 2,798.77   |
| <b>Total 50000 · OCCUPANCY EXPENSE</b>         | 5,785.77  | 9,830.62  | 0.00      | 15,616.39  |
| <b>55000 · STAFFING</b>                        |           |           |           |            |
| 55200 · EXECUTIVE DIRECTOR                     | 3,076.94  | 8,092.21  | 14,984.84 | 26,153.99  |
| 55300 · WORKER'S COMP INSURANCE                | 213.32    | 23.00     | -436.32   | -200.00    |
| 55400 · PAYROLL EXPENSES                       | 362.43    | 927.76    | 2,192.48  | 3,482.67   |
| <b>Total 55000 · STAFFING</b>                  | 3,652.69  | 9,042.97  | 16,741.00 | 29,436.66  |
| 50045 · ELECTION EXPENSE                       | 941.03    | 0.00      | 0.00      | 941.03     |
| 50060 · DUES & SUBSCRIPTIONS                   | 760.00    | 230.00    | 0.00      | 990.00     |
| 50070 · GEN'L INSURANCE                        | 0.00      | 1,591.00  | 0.00      | 1,591.00   |
| 50075 · POSTAGE                                | 0.00      | 304.52    | 0.00      | 304.52     |
| <b>50080 · PROFESSIONAL SERVICES</b>           |           |           |           |            |
| 50082 · ACCOUNTING/TAX PREPARATION             | 3,050.00  | 1,600.00  | 0.00      | 4,650.00   |
| <b>Total 50080 · PROFESSIONAL SERVICES</b>     | 3,050.00  | 1,600.00  | 0.00      | 4,650.00   |
| 50100 · REPAIR & MAINTENANCE                   | 0.00      | 353.25    | 0.00      | 353.25     |
| 50120 · ANNUAL MEETING                         | 512.74    | 172.50    | 0.00      | 685.24     |
| 50122 · AWARDS                                 | 379.78    | 794.30    | 0.00      | 1,174.08   |
| 50135 · COMPUTER SUPPLIES & SOFTWARE           | 0.00      | 68.75     | 0.00      | 68.75      |
| 50140 · BANK FEES, FIN CH & TAXES              | 77.82     | 69.69     | 0.00      | 147.51     |
| 50150 · OFFICE SUPPLIES                        | 1,580.56  | 346.89    | 0.00      | 1,927.45   |
| <b>52003 · MEETINGS</b>                        |           |           |           |            |
| 53203 · MEETING - OT CPD ALLOCATION            | 0.00      | 6.00      | 0.00      | 6.00       |
| 52003 · MEETINGS - Other                       | 0.00      | 340.50    | 0.00      | 340.50     |
| <b>Total 52003 · MEETINGS</b>                  | 0.00      | 346.50    | 0.00      | 346.50     |
| <b>Total I - PERSONNEL &amp; ORGANIZATION</b>  | 16,740.39 | 24,750.99 | 16,741.00 | 58,232.38  |

**Old Town San Diego Chamber of Commerce/BID**

**Profit & Loss by Class**

July 2012 through April 2013

Accrual Basis

|  | <u>BID REIMB</u>        | <u>CHAMBER</u>          | <u>SBEP</u>        | <u>TOTAL</u>            |
|--|-------------------------|-------------------------|--------------------|-------------------------|
| <b>II - SPECIAL PROJECTS/EVENTS</b>          |                         |                         |                    |                         |
| 60000 · SPECIAL PROJECTS/EVENTS              |                         |                         |                    |                         |
| 6100 · SATURDAY MARKET                       | 0.00                    | 2,808.43                | 0.00               | 2,808.43                |
| <b>Total 60000 · SPECIAL PROJECTS/EVENTS</b> | <u>0.00</u>             | <u>2,808.43</u>         | <u>0.00</u>        | <u>2,808.43</u>         |
| <b>Total II - SPECIAL PROJECTS/EVENTS</b>    | 0.00                    | 2,808.43                | 0.00               | 2,808.43                |
| <b>IV - DESIGN PROGRAMS</b>                  |                         |                         |                    |                         |
| 70020 · STREETSCAPE                          | 5,272.24                | 752.33                  | 0.00               | 6,024.57                |
| 70025 · BANNER PROGRAM                       | 1,080.00                | 750.00                  | 0.00               | 1,830.00                |
| <b>Total IV - DESIGN PROGRAMS</b>            | <u>6,352.24</u>         | <u>1,502.33</u>         | <u>0.00</u>        | <u>7,854.57</u>         |
| <b>V - PROMOTION PROGRAMS</b>                |                         |                         |                    |                         |
| 71526 · PRINT ADVERTISING                    | 6,152.90                | 517.00                  | 0.00               | 6,669.90                |
| 71525 · OTHER ADVERTISING                    | 0.00                    | 2,475.00                | 0.00               | 2,475.00                |
| 72010 · EVENT PROMOTIONS                     | 0.00                    | 1,473.80                | 0.00               | 1,473.80                |
| <b>Total V - PROMOTION PROGRAMS</b>          | <u>6,152.90</u>         | <u>4,465.80</u>         | <u>0.00</u>        | <u>10,618.70</u>        |
| <b>Total Expense</b>                         | <u>29,245.53</u>        | <u>33,527.55</u>        | <u>16,741.00</u>   | <u>79,514.08</u>        |
| <b>Net Ordinary Income</b>                   | <u>-4,738.05</u>        | <u>34,310.85</u>        | <u>0.00</u>        | <u>29,572.80</u>        |
| <b>Net Income</b>                            | <u><u>-4,738.05</u></u> | <u><u>34,310.85</u></u> | <u><u>0.00</u></u> | <u><u>29,572.80</u></u> |

**Old Town San Diego Chamber of Commerce/BID**  
**Income & Expense Budget vs. Actual**  
 July 2012 through June 2013

|  | <u>Jul '12 - Jun 13</u> | <u>Budget</u>     | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|--|-------------------------|-------------------|-----------------------|--------------------|
| <b>Ordinary Income/Expense</b>                 |                         |                   |                       |                    |
| <b>Income</b>                                  |                         |                   |                       |                    |
| <b>40010 · SPECIAL EVENTS INCOME</b>           |                         |                   |                       |                    |
| 40045 · SATURDAY MARKET                        | 30,800.77               | 36,000.00         | -5,199.23             | 85.6%              |
| 40050 · GOLF TOURNAMENT                        | 1,000.00                | 5,000.00          | -4,000.00             | 20.0%              |
| 40064 · TEQUILA TRAIL                          | 22,256.00               | 13,000.00         | 9,256.00              | 171.2%             |
| 40075 · ART FESTIVAL                           | 0.00                    | 68,300.00         | -68,300.00            | 0.0%               |
| <b>Total 40010 · SPECIAL EVENTS INCOME</b>     | <b>54,056.77</b>        | <b>122,300.00</b> | <b>-68,243.23</b>     | <b>44.2%</b>       |
| <b>40015 · CITY FEES &amp; SERVICES OFFSET</b> |                         |                   |                       |                    |
| 40020 · BID DISBURSEMENTS                      | 2,401.37                |                   |                       |                    |
| <b>40021 · BID DISBURSEMENTS RECEIVED</b>      |                         |                   |                       |                    |
| 40025 · BID DISBURSEMENTS CARRYO...            | 22,206.72               |                   |                       |                    |
| 40020 · BID DISBURSEMENTS - Other              | 2,300.76                |                   |                       |                    |
| <b>Total 40020 · BID DISBURSEMENTS</b>         | <b>24,507.48</b>        | <b>34,500.00</b>  | <b>-9,992.52</b>      | <b>71.0%</b>       |
| <b>40130 · FUND RAISING</b>                    |                         |                   |                       |                    |
| 40135 · GRANTS                                 | 10,999.74               | 17,300.00         | -6,300.26             | 63.6%              |
| 40150 · MISCELLANEOUS INCOME                   | 0.00                    | 1,300.00          | -1,300.00             | 0.0%               |
| 41000 · SBEP                                   | 25.52                   |                   |                       |                    |
| <b>Total Income</b>                            | <b>108,731.88</b>       | <b>193,000.00</b> | <b>-84,268.12</b>     | <b>56.3%</b>       |
| <b>Gross Profit</b>                            | <b>108,731.88</b>       | <b>193,000.00</b> | <b>-84,268.12</b>     | <b>56.3%</b>       |
| <b>Expense</b>                                 |                         |                   |                       |                    |
| <b>I - PERSONNEL &amp; ORGANIZATION</b>        |                         |                   |                       |                    |
| <b>71516 · WEB HOSTING</b>                     |                         |                   |                       |                    |
| 50000 · OCCUPANCY EXPENSE                      | 0.00                    | 0.00              | 0.00                  | 0.0%               |
| <b>520020 · RENT</b>                           |                         |                   |                       |                    |
| 54500 · UTILITIES                              | 9,000.00                | 10,800.00         | -1,800.00             | 83.3%              |
| 53000 · OFFICE CLEANING                        | 1,653.34                | 2,800.00          | -1,146.66             | 59.0%              |
| 53500 · STORAGE UNIT                           | 1,197.28                | 1,500.00          | -302.72               | 79.8%              |
| 54000 · TELEPHONE                              | 2,218.00                | 2,640.00          | -422.00               | 84.0%              |
| <b>54051 · TELEPHONE - OFFICE</b>              |                         |                   |                       |                    |
| 54053 · TELEPHONE - STAFF                      | 1,872.36                | 3,000.00          | -1,127.64             | 62.4%              |
| <b>Total 54000 · TELEPHONE</b>                 | <b>2,798.77</b>         | <b>3,000.00</b>   | <b>-201.23</b>        | <b>93.3%</b>       |
| <b>Total 50000 · OCCUPANCY EXPENSE</b>         | <b>16,867.39</b>        | <b>20,740.00</b>  | <b>-3,872.61</b>      | <b>81.3%</b>       |
| <b>55000 · STAFFING</b>                        |                         |                   |                       |                    |
| <b>55200 · EXECUTIVE DIRECTOR</b>              |                         |                   |                       |                    |
| 55222 · EXEC DIR - OT CPD ALLOC...             | 0.00                    | 1,000.00          | -1,000.00             | 0.0%               |
| 55200 · EXECUTIVE DIRECTOR - Ot...             | 34,307.87               | 39,000.00         | -4,692.13             | 88.0%              |
| <b>Total 55200 · EXECUTIVE DIRECTOR</b>        | <b>34,307.87</b>        | <b>40,000.00</b>  | <b>-5,692.13</b>      | <b>85.8%</b>       |
| <b>55300 · WORKER'S COMP INSURANCE</b>         |                         |                   |                       |                    |
| 55400 · PAYROLL EXPENSES                       | -200.00                 | 700.00            | -900.00               | -28.6%             |
| <b>Total 55000 · STAFFING</b>                  | <b>38,298.90</b>        | <b>45,600.00</b>  | <b>-7,301.10</b>      | <b>84.0%</b>       |
| <b>56037 · AUTO/TRAVEL EXPENSES</b>            |                         |                   |                       |                    |
| 50045 · ELECTION EXPENSE                       | 0.00                    | 500.00            | -500.00               | 0.0%               |
| 50060 · DUES & SUBSCRIPTIONS                   | 941.03                  | 1,500.00          | -558.97               | 62.7%              |
| 50065 · PRINTING                               | 990.00                  | 900.00            | 90.00                 | 110.0%             |
| <b>50155 · COPIER LEASE</b>                    |                         |                   |                       |                    |
| 51520 · NEWSLETTER - PRINTING                  | 0.00                    | 1,040.00          | -1,040.00             | 0.0%               |
| <b>Total 50065 · PRINTING</b>                  | <b>0.00</b>             | <b>1,040.00</b>   | <b>-1,040.00</b>      | <b>0.0%</b>        |
| <b>50070 · GEN'L INSURANCE</b>                 |                         |                   |                       |                    |
| 50075 · POSTAGE                                | 1,591.00                | 1,500.00          | 91.00                 | 106.1%             |
| 50080 · PROFESSIONAL SERVICES                  | 432.52                  | 1,000.00          | -567.48               | 43.3%              |
| <b>50082 · ACCOUNTING/TAX PREPARA...</b>       |                         |                   |                       |                    |
| <b>Total 50080 · PROFESSIONAL SERVICES</b>     | <b>4,650.00</b>         | <b>3,200.00</b>   | <b>1,450.00</b>       | <b>145.3%</b>      |

**Old Town San Diego Chamber of Commerce/BID**  
**Income & Expense Budget vs. Actual**  
 July 2012 through June 2013

|   | <u>Jul '12 - Jun 13</u> | <u>Budget</u>     | <u>\$ Over Budget</u> | <u>% of Budget</u> |
|---|-------------------------|-------------------|-----------------------|--------------------|
| <b>50100 · REPAIR &amp; MAINTENANCE</b>         | 422.00                  | 500.00            | -78.00                | 84.4%              |
| <b>50115 · ANNUAL REPORT</b>                    | 0.00                    | 0.00              | 0.00                  | 0.0%               |
| <b>50120 · ANNUAL MEETING</b>                   | 685.24                  | 0.00              | 685.24                | 100.0%             |
| <b>50122 · AWARDS</b>                           | 1,174.08                | 0.00              | 1,174.08              | 100.0%             |
| <b>50135 · COMPUTER SUPPLIES &amp; SOFTW...</b> | 68.75                   |                   |                       |                    |
| <b>50140 · BANK FEES, FIN CH &amp; TAXES</b>    | 147.51                  | 0.00              | 147.51                | 100.0%             |
| <b>50150 · OFFICE SUPPLIES</b>                  | 2,077.85                | 3,500.00          | -1,422.15             | 59.4%              |
| <b>52003 · MEETINGS</b>                         |                         |                   |                       |                    |
| <b>53203 · MEETING - OT CPD ALLOCAT...</b>      | 6.00                    | 50.00             | -44.00                | 12.0%              |
| <b>52003 · MEETINGS - Other</b>                 | 340.50                  | 400.00            | -59.50                | 85.1%              |
| <b>Total 52003 · MEETINGS</b>                   | <u>346.50</u>           | <u>450.00</u>     | <u>-103.50</u>        | <u>77.0%</u>       |
| <b>Total I - PERSONNEL &amp; ORGANIZATION</b>   | 68,692.77               | 80,430.00         | -11,737.23            | 85.4%              |
| <b>II - SPECIAL PROJECTS/EVENTS</b>             |                         |                   |                       |                    |
| <b>60000 · SPECIAL PROJECTS/EVENTS</b>          |                         |                   |                       |                    |
| <b>6100 · SATURDAY MARKET</b>                   | 2,808.43                | 3,700.00          | -891.57               | 75.9%              |
| <b>51572 · BUSINESS MIXERS</b>                  | 0.00                    | 1,500.00          | -1,500.00             | 0.0%               |
| <b>51577 · EVENTS</b>                           | 702.00                  |                   |                       |                    |
| <b>51582 · ART FESTIVAL</b>                     | 0.00                    | 63,300.00         | -63,300.00            | 0.0%               |
| <b>Total 60000 · SPECIAL PROJECTS/EVEN...</b>   | <u>3,510.43</u>         | <u>68,500.00</u>  | <u>-64,989.57</u>     | <u>5.1%</u>        |
| <b>Total II - SPECIAL PROJECTS/EVENTS</b>       | 3,510.43                | 68,500.00         | -64,989.57            | 5.1%               |
| <b>III - MAJOR EVENTS</b>                       |                         |                   |                       |                    |
| <b>6800 · EVENT OPERATIONS</b>                  |                         |                   |                       |                    |
| <b>6810 · COMMUNICATION EQUIPMENT</b>           | -71.00                  |                   |                       |                    |
| <b>Total 6800 · EVENT OPERATIONS</b>            | <u>-71.00</u>           |                   |                       |                    |
| <b>Total III - MAJOR EVENTS</b>                 | -71.00                  |                   |                       |                    |
| <b>IV - DESIGN PROGRAMS</b>                     |                         |                   |                       |                    |
| <b>70020 · STREETSCAPE</b>                      | 6,024.57                | 7,900.00          | -1,875.43             | 76.3%              |
| <b>70025 · BANNER PROGRAM</b>                   | 1,830.00                | 4,800.00          | -2,970.00             | 38.1%              |
| <b>70035 · DESIGN SPECIAL PROJECTS</b>          | 0.00                    | 0.00              | 0.00                  | 0.0%               |
| <b>Total IV - DESIGN PROGRAMS</b>               | <u>7,854.57</u>         | <u>12,700.00</u>  | <u>-4,845.43</u>      | <u>61.8%</u>       |
| <b>V - PROMOTION PROGRAMS</b>                   |                         |                   |                       |                    |
| <b>71526 · PRINT ADVERTISING</b>                | 6,669.90                | 5,000.00          | 1,669.90              | 133.4%             |
| <b>71525 · OTHER ADVERTISING</b>                | 2,475.00                | 15,603.00         | -13,128.00            | 15.9%              |
| <b>71090 · MARKETING/PR ACTIVITIES</b>          | 0.00                    | 1,647.00          | -1,647.00             | 0.0%               |
| <b>72010 · EVENT PROMOTIONS</b>                 | 2,973.80                | 2,750.00          | 223.80                | 108.1%             |
| <b>Total V - PROMOTION PROGRAMS</b>             | <u>12,118.70</u>        | <u>25,000.00</u>  | <u>-12,881.30</u>     | <u>48.5%</u>       |
| <b>5405 · OT CONTINGENCY</b>                    | 0.00                    | 6,370.00          | -6,370.00             | 0.0%               |
| <b>Total Expense</b>                            | <u>92,105.47</u>        | <u>193,000.00</u> | <u>-100,894.53</u>    | <u>47.7%</u>       |
| <b>Net Ordinary Income</b>                      | <u>16,626.41</u>        | <u>0.00</u>       | <u>16,626.41</u>      | <u>100.0%</u>      |
| <b>Net Income</b>                               | <u>16,626.41</u>        | <u>0.00</u>       | <u>16,626.41</u>      | <u>100.0%</u>      |

**OTSD Chamber Special Events**  
**Financial Position**  
As of April 30, 2013

|  | <u>Apr 30, 13</u>       |
|--|-------------------------|
| <b>ASSETS</b>                          |                         |
| <b>Current Assets</b>                  |                         |
| <b>Checking/Savings</b>                |                         |
| 1000 · Checking x7729                  | 6,682.41                |
| 1010 · Merchant Svc x737               | <u>2,267.93</u>         |
| <b>Total Checking/Savings</b>          | 8,950.34                |
| <b>Accounts Receivable</b>             |                         |
| 1200 · Accounts Receivable             | <u>29,395.00</u>        |
| <b>Total Accounts Receivable</b>       | 29,395.00               |
| <b>Other Current Assets</b>            |                         |
| 1499 · Undeposited Funds               | <u>2,500.00</u>         |
| <b>Total Other Current Assets</b>      | <u>2,500.00</u>         |
| <b>Total Current Assets</b>            | <u>40,845.34</u>        |
| <b>TOTAL ASSETS</b>                    | <u><u>40,845.34</u></u> |
| <b>LIABILITIES &amp; EQUITY</b>        |                         |
| <b>Liabilities</b>                     |                         |
| <b>Current Liabilities</b>             |                         |
| <b>Accounts Payable</b>                |                         |
| 2000 · Accounts Payable                | <u>-146.99</u>          |
| <b>Total Accounts Payable</b>          | -146.99                 |
| <b>Other Current Liabilities</b>       |                         |
| 2030 · Due to Organization - COC       | 28,168.55               |
| 2032 · Due to Organization - Other     | <u>6,318.62</u>         |
| <b>Total Other Current Liabilities</b> | <u>34,487.17</u>        |
| <b>Total Current Liabilities</b>       | <u>34,340.18</u>        |
| <b>Total Liabilities</b>               | 34,340.18               |
| <b>Equity</b>                          |                         |
| 3900 · Retained Earnings               | -7,279.49               |
| Net Income                             | <u>13,784.65</u>        |
| <b>Total Equity</b>                    | <u>6,505.16</u>         |
| <b>TOTAL LIABILITIES &amp; EQUITY</b>  | <u><u>40,845.34</u></u> |

# Old Town Chamber of Commerce

## Profit & Loss

July 2012 through April 2013

Accrual Basis

Jul '12 - Apr 13

**Ordinary Income/Expense**

**Income**

|                               |           |
|-------------------------------|-----------|
| 4005 · Booth/Participant Fees | 15,920.00 |
| 4010 · Event Cash Sales       | 1,477.00  |
| 4015 · Application Fee        | 100.00    |
| 4020 · Food Vendor Booth Fees | 1,473.00  |
| 4025 · Vendor Booth Fee       | 5,480.00  |
| 4035 · Vehicle Entry          | 2,295.00  |
| 4190 · Reimbursed Expenses    | 5,994.00  |
| 5170 · Sponsorships           | 21,800.00 |
| 5340 · City TOT EDTS          | 28,500.00 |
| 5365 · County                 | 2,000.00  |
| 5585 · Parking                | 2,910.00  |

**Total Income** 87,949.00

**Expense**

**6000 · Event Activities**

|                          |          |
|--------------------------|----------|
| 6100 · Professional Fees |          |
| 6110 · Event Mangement   | 7,605.24 |

**Total 6100 · Professional Fees** 7,605.24

**6200 · Production**

|                         |          |
|-------------------------|----------|
| 6210 · Stage            | 1,394.00 |
| 6215 · Audlo            | 1,345.00 |
| 6220 · Lighting & Power | 1,569.13 |
| 6225 · Stage Management | 200.00   |
| 6230 · Entertainment    | 3,200.00 |

**Total 6200 · Production** 7,708.13

**6600 · Promotions**

|                                  |          |
|----------------------------------|----------|
| 6610 · Program Expense           | 1,734.25 |
| 6615 · Advertising - Print       | 4,798.00 |
| 6617 · Marketing (Posters, PC)   | 1,462.19 |
| 6635 · PR                        | 4,000.00 |
| 6645 · Web Eblast Advertising    | 800.00   |
| 6650 · Art Festival Certificates | 1,250.00 |
| 6655 · Awards                    | 450.00   |
| 6660 · Staff Shirts - T-Shirts   | 973.00   |
| 6670 · VIP Production            | 327.93   |
| 6680 · Wine Garden               | 200.00   |

**Total 6600 · Promotions** 15,995.37

**6700 · Staff**

|                         |          |
|-------------------------|----------|
| 6730 · Event Assistants | 1,775.00 |
|-------------------------|----------|

**Total 6700 · Staff** 1,775.00

**6800 · Event Operations**

|  |          |
|--|----------|
| 6802 · Equipment Rental                | 3,654.10 |
| 6804 · Missing Equipment               | -694.99  |
| 6805 · Cleaning Services               | 1,791.92 |
| 6807 · Graphics Design & Production    | 5,300.00 |
| 6810 · Communication Equipment         | 261.00   |
| 6825 · SDPD, SETC & Fire               | 7,855.80 |
| 6830 · Portable Restrooms/Sinks        | 2,013.43 |
| 6835 · Securly                         | 4,781.67 |
| 6840 · Setup                           | 1,431.79 |
| 6845 · Banners & Signs                 | 3,659.80 |
| 6850 · Artist Packets                  | 125.91   |
| 6855 · Tickets Certificates/Wine/VIP   | 53.88    |
| 6860 · Traffic Control Equipment       | 1,771.04 |
| 6865 · Transportation - Carts          | 1,637.81 |
| 6880 · Dumpster                        | 505.00   |
| 6885 · Parking, Traffic, Equip Signage | 1,164.00 |
| 6890 · Children's Area-Supplies Etc    | 361.94   |

6897 · Licenses, Permits and Services

6898 · Permits City, County & SHP 536.10

**Old Town Chamber of Commerce  
Profit & Loss**

**July 2012 through April 2013**

Accrual Basis

|  | <u>Jul '12 - Apr 13</u> |
|--|-------------------------|
| 6899 · Fire Marshal                                | 455.10                  |
| <b>Total 6897 · Licenses, Permits and Services</b> | <u>991.20</u>           |
| <b>Total 6800 · Event Operations</b>               | <u>36,665.30</u>        |
| <b>Total 6000 · Event Activities</b>               | 69,749.04               |
| 6550 · Office Supplies                             | 962.51                  |
| 7020* · Bank CC Charges                            | 423.66                  |
| 7025 · Credit Card Machines                        | 267.44                  |
| 7030 · Bank Fees, Etc                              | 83.71                   |
| 7150 · Insurance                                   |                         |
| 7252 · General Liability Insurance                 | 577.00                  |
| 7150 · Insurance - Other                           | 445.00                  |
| <b>Total 7150 · Insurance</b>                      | <u>1,022.00</u>         |
| 7180 · Postage and Mailing                         | 743.99                  |
| 7351 · Fees - Bank etc                             | 40.00                   |
| 7650 · Artist Fees Chargeback/Refund               | 872.00                  |
| <b>Total Expense</b>                               | <u>74,164.35</u>        |
| <b>Net Ordinary Income</b>                         | <u>13,784.65</u>        |
| <b>Net Income</b>                                  | <u><u>13,784.65</u></u> |



# Old Town Saturday Market - Income & Expense - FY 2011-2013

| Week Receipts 2012-13 |                    |            | Week Receipts 2011-2012 |                    |            | Week Receipts 2010-2011 |                    |            |
|-----------------------|--------------------|------------|-------------------------|--------------------|------------|-------------------------|--------------------|------------|
| Week                  | Receipts           | M Total    | Week                    | Receipts           | M Total    | Week                    | Receipts           | M Total    |
| 7-Jul                 | \$1,080.25         |            | 2-Jul                   | \$759.05           |            | 3-Jul                   | \$850.45           |            |
| 14-Jul                | \$897.75           |            | 9-Jul                   | \$832.35           |            | 10-Jul                  | \$871.17           |            |
| 21-Jul                | \$1,041.39         |            | 16-Jul                  | \$864.80           |            | 17-Jul                  | \$797.46           |            |
| 28-Jul                | \$980.35           | \$3,999.74 | 23-Jul                  | \$864.80           |            | 24-Jul                  | \$807.49           |            |
| 4-Aug                 | \$961.45           |            | 30-Jul                  | \$701.60           | \$4,022.60 | 31-Jul                  | \$910.92           | \$4,237.49 |
| 11-Aug                | \$856.80           |            | 6-Aug                   | \$934.85           |            | 7-Aug                   | \$878.22           |            |
| 18-Aug                | \$855.50           |            | 13-Aug                  | \$908.10           |            | 14-Aug                  | \$971.75           |            |
| 25-Aug                | \$975.99           | \$3,649.74 | 20-Aug                  | \$876.90           |            | 21-Aug                  | \$900.57           |            |
| 1-Sep                 | \$827.80           |            | 27-Aug                  | \$769.65           | \$3,489.50 | 28-Aug                  | \$772.40           | \$3,522.94 |
| 8-Sep                 | Car Show           |            | 3-Sep                   | \$770.35           |            | 4-Sep                   | \$789.23           |            |
| 15-Sep                | \$466.30           |            | 10-Sep                  | FDKK               |            | 11-Sep                  | \$750.70           |            |
| 22-Sep                | \$629.63           |            | 17-Sep                  | \$897.85           |            | 18-Sep                  | \$737.35           |            |
| 29-Sep                | \$704.65           | \$2,628.38 | 24-Sep                  | \$737.55           | \$2,405.75 | 25-Sep                  | \$625.50           | \$3,675.18 |
| 6-Oct                 | AF                 |            | 1-Oct                   | AF                 |            | 2-Oct                   | \$552.15           |            |
| 13-Oct                | \$797.00           |            | 8-Oct                   | \$906.60           |            | AF                      | \$0.00             |            |
| 20-Oct                | \$768.00           |            | 15-Oct                  | \$804.10           |            | 16-Oct                  | \$718.75           |            |
| 27-Oct                | \$603.30           | \$2,168.30 | 22-Oct                  | \$817.00           |            | 23-Oct                  | 454.55 R           |            |
| 3-Nov                 | \$750.40           |            | 29-Oct                  | \$727.00           | \$3,254.70 | 30-Oct                  | Rain               | \$1,270.90 |
| 10-Nov                | \$526.70           |            | 5-Nov                   | \$781.35           |            | 6-Nov                   | \$710.45           |            |
| 17-Nov                | \$692.77           |            | 12-Nov                  | Rain               |            | 13-Nov                  | \$820.65           |            |
| 24-Nov                | \$628.45           | \$2,598.32 | 19-Nov                  | \$734.65           |            | 20-Nov                  | Rain               |            |
| 1-Dec                 | \$687.05           |            | 26-Nov                  | \$903.55           | \$2,419.55 | 27-Nov                  | \$850.50           | \$2,381.60 |
| 8-Dec                 | \$792.15           |            | 3-Dec                   | \$572.70           |            | 4-Dec                   | \$546.50           |            |
| 15-Dec                | \$515.40           |            | 10-Dec                  | \$818.00           |            | 11-Dec                  | \$780.55           |            |
| 22-Dec                | \$840.50           |            | 17-Dec                  | \$715.65           |            | 18-Dec                  | Rain               |            |
| 29-Dec                | \$406.20           | \$4,033.60 | 24-Dec                  | Closed             |            | 25-Dec                  | Christmas          | \$1,327.05 |
| 5-Jan                 | \$792.30           |            | 31-Dec                  | \$750.50           | \$2,856.85 |                         |                    |            |
| 12-Jan                | \$674.80           |            | 7-Jan                   | \$704.00           |            | 1-Jan                   | New Year           |            |
| 19-Jan                | \$822.65           |            | 14-Jan                  | \$808.55           |            | 8-Jan                   | \$646.20           |            |
| 26-Jan                | Rain               | \$1,497.45 | 21-Jan                  | Rain               |            | 15-Jan                  | \$726.40           |            |
| 2-Feb                 | \$807.48           |            | 28-Jan                  | \$642.55           | \$2,155.10 | 22-Jan                  | \$800.05           |            |
| 9-Feb                 | \$691.00           |            | 4-Feb                   | \$759.95           |            | 29-Jan                  | \$850.40           | \$3,023.05 |
| 16-Feb                | \$977.57           |            | 11-Feb                  | \$643.30           |            | 5-Feb                   | \$706.05           |            |
| 23-Feb                | \$906.50           | \$2,575.07 | 18-Feb                  | \$824.40           |            | 12-Feb                  | \$971.90           |            |
| 2-Mar                 | \$1,109.14         |            | 25-Feb                  | \$682.70           | \$2,910.35 | 19-Feb                  | Rain               |            |
| 9-Mar                 | \$835.52           |            | 3-Mar                   | \$754.25           |            | 26-Feb                  | Rain               | \$1,677.95 |
| 16-Mar                | \$961.67           |            | 10-Mar                  | \$844.75           |            | 5-Mar                   | \$887.85           |            |
| 23-Mar                | \$1,035.82         |            | 17-Mar                  | Rain               |            | 12-Mar                  | \$841.35           |            |
| 30-Mar                | \$1,168.37         | \$4,001.38 | 24-Mar                  | \$779.15           |            | 19-Mar                  | \$635.70           |            |
| 6-Apr                 | \$1,030.08         |            | 31-Mar                  | \$887.60           | \$3,265.75 | 26-Mar                  | \$718.70           | \$3,083.60 |
| 13-Apr                | \$844.20           |            | 7-Apr                   | \$870.20           |            | 2-Apr                   | \$766.15           |            |
| 20-Apr                |                    |            | 14-Apr                  | \$358.08           |            | 9-Apr                   | \$698.45           |            |
| 27-Apr                |                    | \$1,874.28 | 21-Apr                  | \$772.30           |            | 16-Apr                  | \$723.95           |            |
| 4-May                 | Cinco              |            | 28-Apr                  | \$807.95           | \$2,808.53 | 23-Apr                  | \$638.80           |            |
| 11-May                |                    |            | 5-May                   | Cinco              |            | 30-Apr                  | Cinco              | \$2,827.35 |
| 18-May                |                    |            | 12-May                  | \$740.65           |            | 7-May                   | \$705.30           |            |
| 25-May                |                    | \$0.00     | 19-May                  | \$781.73           |            | 14-May                  | \$679.55           |            |
| 1-Jun                 |                    |            | 26-May                  | \$825.81           | \$1,607.54 | 21-May                  | \$680.00           |            |
| 8-Jun                 |                    |            | 2-Jun                   | \$670.10           |            | 28-May                  | \$829.80           | \$2,189.35 |
| 15-Jun                |                    |            | 9-Jun                   | \$811.25           |            | 4-Jun                   | \$675.25           |            |
| 22-Jun                |                    |            | 16-Jun                  | \$977.70           |            | 11-Jun                  | \$852.00           |            |
| 29-Jun                |                    | \$0.00     | 23-Jun                  | \$877.40           |            | 18-Jun                  | \$762.75           |            |
|                       |                    |            | 30-Jun                  | \$964.75           | \$3,631.10 | 25-Jun                  | \$726.05           | \$3,016.05 |
| <b>TOTAL</b>          | <b>\$30,942.88</b> |            | <b>TOTAL</b>            | <b>\$36,238.07</b> |            | <b>TOTAL</b>            | <b>\$32,165.41</b> |            |
|                       | \$814.29           |            | <b>Week Avg</b>         | \$787.78           |            |                         | \$748.03           |            |

## **Design Committee Meeting Notes**

### **Utility Box Painting Project.**

1. We believe we can paint at least 10 boxes, more depending upon the budget. There are approximately 100 to be painted.
2. Jeannie proposed asking Todd Gloria's office for funds to help paint; art funding?
3. Michael LeBold was selected as the artist based on his pricing.
4. We set an initial limit of 10 boxes to be painted. If we are pleased with Michael's work, we can authorize more to be painted by Michael.
5. We should set a time frame for Michael for painting the boxes, minimum of one per week.
6. Michael is to submit sketch artwork for each for us to approve, along with our own suggestions and recommendations.
7. We decide which boxes are to be painted. We need to prioritize a list to be painted.
8. We should ask other businesses to participate if they are willing to pay to have a box near them painted. The business could have a say in the design work, but they would need to submit artwork for Chamber approval.

### **Kiosks:**

1. Richard to review the scope of the original contract from Simon to determine if all the kiosk map versions are included.
2. We have all versions ready to print in pdf format provided by Simon
3. For budget and maintenance reasons we decided to paint the existing kiosks the same color as the one across from the Old Town Market that was recently painted.

### **Flags along San Diego Ave, Juan Street and Congress Street**

1. The Mormon Battalion volunteered to place the flags throughout Old Town
2. We would like to have the out on Holidays:

Flag Day  
Fourth of July  
Memorial Day  
Labor Day  
Veterans Day

3. Richard to get a quote from Old Town Vendor for flags and poles.

## Promotions Committee Meeting

Wednesday, May 8, 2013 2:00 p.m.

Attendees: Chuck Ross, Bob Barros, Julius Ulrich, Delle Willett, Jeanne Ferrell, Richard Stegner, Laura Black, Chika Sasaki

Meeting called to order by Bob Barros

Non Agenda Public Comments: Richard discussed the County Grant and the need to find a spokesperson for the 2 minute presentation to the County Supervisors on June 11 around 9:30a.m.

Bob Barros asked for a volunteer to take notes for this meeting. Jeanne Ferrell was volunteered.

San Diego Tourism Authority (SDTA), Video, TV Commercial, City Channel.

SDTA will match funds for advertising; catch is \$50,000 or \$100,000 minimum. Might be an idea for later. Perhaps a co-op might be a future idea. Discussion tabled, but conversation is opened. Bob stated Alana volunteered to build website, working on video with George and Tom, City Channel. We probably could use the short video we have, if we write a letter. Need to e-mail the Committee members for use of e-mail. This would be opportunity to post event and write articles. Need good quality pictures. Bob to talk to Alana about what we have to spend.

TV ad Campaign wrap: KFMB, Cox or Jack FM

KFMB has the largest market. Jack FM is their sister station. We talked about expanding into radio. We like that KFMB delivered much more than we agreed on.

Chuck Ross recommended we remain with KFMB this year. Re-do the voice-overs for the ads. Approving now will allow time to get ads and intros done. We have 3, but they do look alike.

M/S/U Jeanne made the motion to accept KFMB, and Jack FM. 2<sup>nd</sup> by Chuck Ross. Discussion. Blackeye Studio relationship to KFMB was explained. We all will have approval before airing. Vote was unanimous. This will go to the Chamber Board as an action item.

Event Updates:

Cinco de Mayo: Wrap meeting in June

Flag Day: June 14<sup>th</sup>. Flags to be flown on San Diego Ave.

Art Festival: 10/5/2013 and 10/6/2013.

Fiesta de Kustom Kulture Car Show: 9/7/2013

Golf Tournament: TBA

Dia de los Muertos: 11/1/2013 & 11/2/2013

Meeting adjourned at 3:26 pm.



**KFMB TV:**



## Old Town Overview

- KFMB supported Tequila Trails by producing a :15 commercial and running it 97 times over two weeks prior to the event. (\$15,000 value)
- News 8 Covered The Day of the Dead in our morning news to increase traffic.
- We reached out to Old Town businesses to deliver the participation of 15 advertisers, 5 new in 2012-2013
- Channel 8 ran 485 spots more than the original 2700 promised for an additional 18% value. We over delivered, reaching more than 81% (1,330,611) of San Diegans where the average person viewed the commercial over 40 times in five months.

### JACK-FM:

- 100.7 JACK-FM helped promote Tequila Trails with an extensive two week campaign including on-air and on-line exposure. Tequila Trails received: 40x total JACK'S CLUB Promos (inviting listeners to redeem points for TT tickets), 15x total LIVE mentions in The DSC Morning Show (with TT ticket giveaways) and 40x JACKTIVITY Promo mentions highlighting event in general
- Old Town Merchant group (15 advertisers) to run a comprised total of 140x commercials (:60 length) per month. 5 Month total = 700 Commercials Promised. JACK-FM ran an additional 141 spots, 20%, over the campaign.
- Mormon Battalion took advantage of JACKTIVITY promo mentions – received 15x per week one week per month, 4 mos = 60x Total (this was offered in lieu of giveaways to all parties, in effort to promote activities at client location) – this was the only client to do so.
- Fiesta De Reyes (2 months), Casa Guadalajara (4 months), Old Town Trolley (5 months) and Cygnet Theatre (2 months) all took advantage of giveaways with The DSC Morning Show and JACK'S CLUB. Each client received at least 25 On-Air Promotional mentions (5x Live/20x Recorded) each month that they aired, yielding an additional 325 Promotional Announcements for Old Town merchants.
- The radio portion of the campaign reached approximately 403,000 listeners Adults 18+ an average of 2.1 times over the five months.

**You can count on the KFMB stations to meet your goals and over deliver for the third year in a row!**