



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

Wednesday, July 17, 2013

8:30 AM - Mormon Battalion Historic Site
2510 Juan Street

Agenda

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 – June 19, 2013 Action Item

5. Committee Reports

- a. Organization Committee
 - 1) Financial Report – June 2013
 - 2) Chamber Proposed FY14 Budget
 - 3) Audit Preparation
 - 4) Old Town Saturday Market Update
 - 5) Nominations for Election Committee Action Item
 - 6) Chamber Board Retreat – Reschedule for September 18, 2013
or another date when all board members are able to attend Action Item
 - 7) By-Laws Committee Update

- c. Promotions Committee
 - 1) Advertising - Update
 - 2) Other promotional activities
 - 3) Proposed Budget FY14Action Item

- d. Design Committee – Update
Proposed Budget FY14
- Action Item

- e. Clean & Safe Committee – Update
Next Meeting Date

6. Upcoming Chamber Events – Updates

- a. Car Show –September 7, 2013
- b. Tequila Trail – September 15,2013
- c. Art Festival – October 5-6, 2012

7. Old Town Community Parking Advisory Committee Update

- a. Next meeting July 23, 2013 - Hacienda Hotel @ 10:00 AM

8. Executive Director Update

- a. Presentation Separate Meeting: Small Business and the Impact of Health Reform
Kamal Muilenburg, Associate Director, San Diegans for Healthcare Coverage
- b. Bicycle Coalition Update
- c. Visitor Center

9. Unfinished Business

10. New Business

11. Announcements and Community Reports/Updates – 3 Minutes

12. Next Old Town Chamber of Commerce Meeting Date – Wednesday, September 18, 2013
Dark in August

1. Adjournment

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 July 17, 2013
8:30 AM @ Mormon Battalion Historic Site

Directors Present:

Alana Coons - SOHO
Fred Grand - Hacienda Hotel
Jeanne Ferrell - Cold Stone Creamery
Michael Howland – Michael Howland CPA
Christine Smith – Café Coyote
Dave McGuire - Bailey & McGuire
Diane Lowery – Lowery’s Hot Glass
Chuck Ross – Fiesta de Reyes
Dave Thornton – OT Trolley Tours

Guests:

Kim McLaughlin – Haunted SD Ghost Tours
Patty Ducey-Brook - Presidio Communications
Bob Barros – Visual Media/OT Guide
Ed Seegmiller – MBHS

Directors Absent:

Diane Powers - Bazaar Del Mundo
Bruce Johnson – Alamo Mexican Cafe
John Savage – Old Town Market

Staff:

Richard Stegner - Executive Director

Fred Grand, President, called the meeting to order at 8:34 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.

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 June 19, 2013 Chamber meeting with corrections.

Promo next meeting is July 11; Tequila Trails date is September 19th. Also add there was a closed session Board Meeting after the regular meeting.

M/S/A: Dave McGuire / Michael Howland (#07-17-13-1) - Motion Passed 7-0-2 A/ Christine Smith and Diane Lowery abstained who were absent from the last meeting.

Financial Report

Michael Howland, Treasurer, presented the financial report for June 2013 which were reviewed and discussed. Discussion included surplus, Kiosk Maps amount. 4th grade Program. Question regarding motorcycle, tickets still being sold. It will be on display at Car Show. We will work with Cycle Vision to see if we can display at their shop

Discussion on events in general. As voted on at the Chamber closed session meeting last month, a percentage of the gross revenue from Chamber Events will be used to cover administrative costs. The percentage would be 5%. There was some opposition, discussion to continue.

It was requested to have the individual Profit and Loss statements for the individual events included in the financial reports.

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

M/S/U: Chuck Ross / Jeanne Ferrell (#07-17-13-2) - Motion Passed 9-0-0

Annual Audit

Motion made to informally approve Guerrero Jimenez Diaz & Co to do the Chamber audit. This will be ratified in September.

MOTION: to approve Guerrero Jimenez Diaz & Co audit.

M/S/U: Michael Howland / Dave McGuire (#01-17-13-3) - Motion Passed 9-0-0

COMMITTEE REPORTS

Organization Committee

Old Town Saturday Market – Dave McGuire stated the total for the market FY 6/30/13 is \$39,636.85. The market area is maxed out. He is projecting \$39,000 for the next year ending 6/30/14.

Election Nomination Committee

Motion made to ratify the following 3 people: Michael Howland, Diane Lowery and Dave McGuire to comprise the Election Nomination Committee.

MOTION: to approve the nominees for the Election Nomination Committee.

M/S/U: Dave McGuire / Michael Howland (#01-17-13-4) - Motion Passed 9-0-0

Chamber Board Retreat

It was suggested we change the retreat to January, 2014. Date to be determined. Diane Lowery made motion. Motion dies due to no second. Discussion. Motion to hold retreat 9/25/2013.

MOTION: to approve the date of September 25, 2013.

M/S/U: Diane Lowery / Dave Thornton (#01-17-13-5) - Motion Passed 9-0-0

Bylaws Committee

The By-laws Committee has met and is working on a draft. Another meeting has been scheduled.

Economic Restructuring Committee – No Report

Design Committee:

Diane Powers not here today. In line with 5% Admin fee. Budget was reduced as follows: Reduce Design Special Projects from \$14,000 to \$6,500. Balance the budget by changing the Income from Saturday Market to \$6,250.

M/S/U Michael Howland/Diane Lowery

Promotions Committee

Chuck Ross reported that next meeting is scheduled for Thursday, September 19 at 2:00 pm. TV commercials, the committee again selected to continue with KFMB and Jack FM. KFMB was chosen to do the TV Commercial this fall/winter. The committee approved their FY14 promotion budget. They will bring to the next meeting, refinements and pricing. Marketing will focus on Heritage tourism. The Car Show will set a meeting date and have a preliminary budget. The Tequila Trail new date is September 19 and currently has 10 sponsors.

Clean & Safe Old Town Committee

There was discussion of trash along San Diego Avenue with overflowing trash barrels. It is a seasonal problem. The cost would be approximately \$5,000 per month to have more trash pickup and clean sidewalks. A suggestion was made that Block Captains provide bags for overflow. Diane Lowery volunteered to help with the problem.

Fred Grand departs at 10:07 am.

Dave McGuire took over meeting for Fred Grand

Old Town Community Parking Advisory Committee:

Next meeting scheduled for October 8, 2013 at the Hacienda Hotel @10:00 am.

Executive Director Report:

Visitor Center update - Trying to recruit volunteers

The Health care Coverage presentation will be in January

Bicycle Coalition - Dave Thornton attended the Public Forum. Information much like presented to last Chamber meeting.

Upcoming Activities

- a. Car Show –September 7, 2013
- b. Tequila Trail – September 15,2013
Tequila Trail Meeting every other Tuesday
- c. Art Festival – October 5-6, 2012
Art Festival next meeting 7/24 11:30 Café Coyote
- d. Dia de Los Muertos – November 1-2, 2013

Community Updates

Bob Barros has been contracted by a Pantera car club who wants to bring 100 cars to old town on May 31, 2014; they need parking for the group's annual trip to areas of San Diego for dining and shopping. Discussion followed with the conclusion with the advance time, we would have time to consider options. The Cal Trans Lot and the Church Lot were both mentioned.

Dave Thornton of the OT Trolley announced a new Beach Tour for the Trolley. He invited the Chamber members to take the tour July 24th.

Patty Ducey-Brooks state she had met with Geoff Mogilner and various people and entities concerning the Kosa'aay Trail. She is scheduling a meeting at the end of July with interested people from Mission Hills, Hillcrest, Old Town and various community leaders and elected officials.

Also Patty stated the Mission Hills Concerts in the Park is starting. They are looking for donations and gift certificates.

Alan Coons announced they are working to get improvements made to El Campo Santo.

Old Business – None

New Business

Meeting adjourned. 10:35 A.M.

Next regular Chamber meeting is scheduled for Wednesday, July 17, 2013.

Respectfully submitted,

Signed: _____
Jeanne Ferrell, Secretary

Old Town San Diego Chamber of Commerce/BID
Balance Sheet

As of June 30, 2013

Actual

ASSETS

Current Assets

Checking/Savings

General Account	\$	44,173
Checking AF		20,276
Special Events		0
Merchants Account		421
Petty Cash		37

Accounts Receivable

Accounts Receivable		39,961
Bid Receivable		0
Boot Receivable		0
Art Festival		0

Total Other Current Assets 104,868

Fixed Assets

Donated Assets		12,500
Security Deposits		1,083

Total Long Term Assets 13,583

TOTAL ASSETS \$ 118,451

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable	\$	460
SBEP Advance		0
Bid Assessments		432
Deferred Revenue		4,150
Due to Other Organizations		0

Total Liabilities 5,042

Equity

Fund Balance		54,155
Audit Adjustments		0
Net Income		59,254

Total Equity 113,409

TOTAL LIABILITIES & EQUITY \$ 118,451

Management Use Only

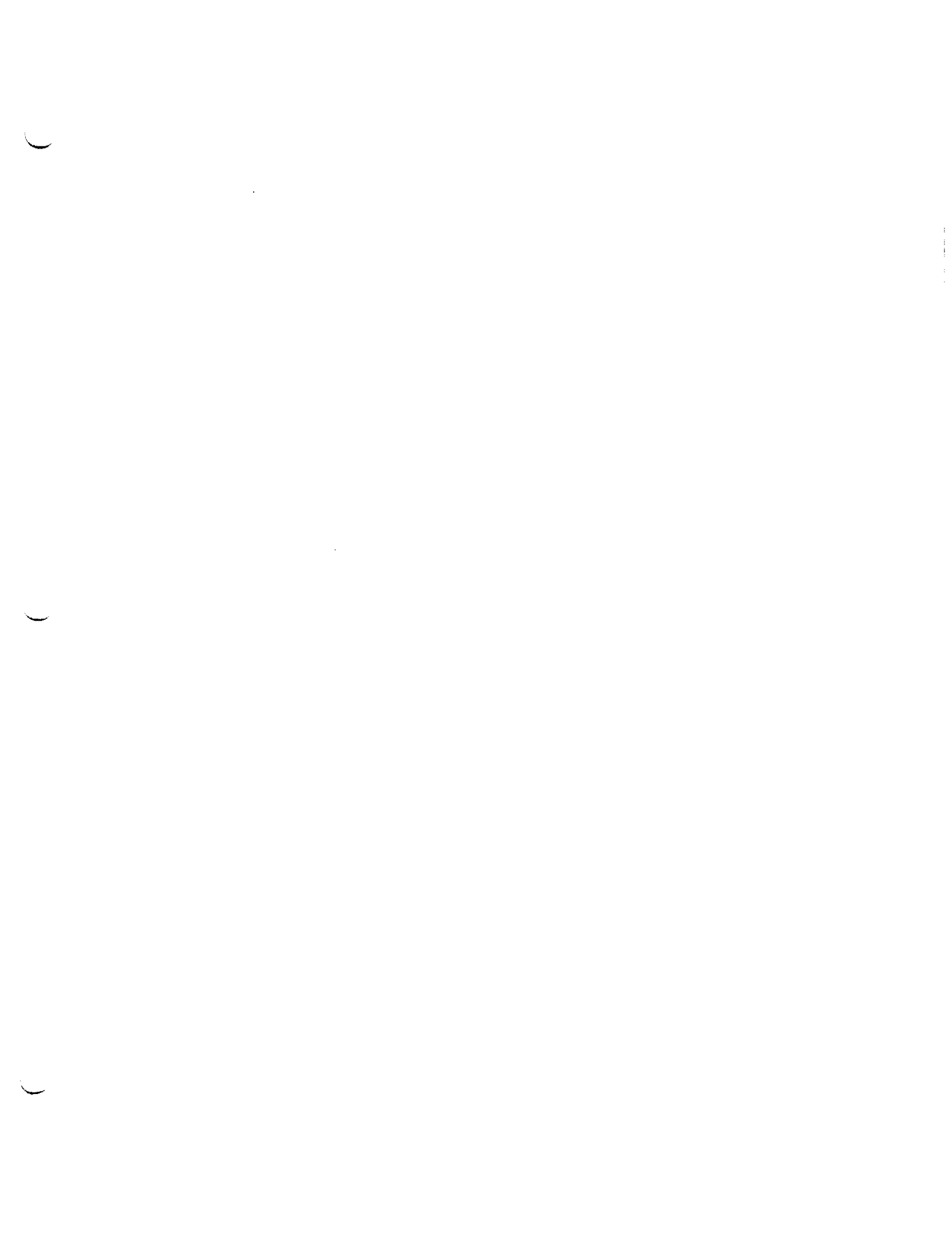
**Old Town San Diego Chamber of Commerce/BID
Profit & Loss**

July 2012 through June 2013

	Actual	Budget	2012-2013
Ordinary Income/Expense			
40010 - SPECIAL EVENTS INCOME			
Saturday Market	\$ 39,496	\$ 36,000	\$ 36,148
Golf Tournament	32,769		
Tequila Trails	22,556	13,000	9,856
FDKK - Car Show - Revenue	22,331	21,450	12,780
Art Festival - Revenue	72,721	68,300	53,580
Total 40010 - SPECIAL EVENTS INCOME	189,873	138,750	112,364
40020 - BID REIMBURSEMENT			
40015 - CITY FEES AND OFFSET	21,887		
40025 - BID ASSESSMENT	33,527	34,500	44,963
40030 - CHAMBER MEMBERSHIP DUES	0		200
40130 - FUNDRAISING	10,679	22,300	15,213
40135 - GRANTS	0	1,300	31,397
41000 - SBEP	17,356	17,600	17,304
40150 - OTHER	26		91
Total Revenue	273,348	214,450	221,532
I - PERSONNEL & ORGANIZATION			
50000 - OCCUPANCY EXPENSE			
520020 - RENT	9,900	10,800	10,180
54500 - UTILITIES	2,004	2,800	2,451
53000 - CLEANING	1,385	1,500	1,325
53500 - STORAGE UNIT	2,444	2,640	2,860
54000 - TELEPHONE	3,395	3,000	2,730
Total 50000 - OCCUPANCY EXPENSE	19,128	20,740	19,546
55000 - STAFFING			
55200 - EXECUTIVE DIRECTOR	42,000	42,200	40,003
56300 - WORKER'S COMP INSURANCE	(180)	700	619
55400 - PAYROLL EXPENSES	5,081	4,900	5,023
Total 55000 - STAFFING	46,901	47,800	45,645
56037 - AUTO/TRAVEL		500	
50045 - ELECTION EXPENSE	941	1,500	1,567
50060 - DUES & SUBSCRIPTIONS	990	900	760
50065 - PRINTING	0	2,040	3,000
50075 - POSTAGE	455	1,000	139
50080 - PROFESSIONAL SERVICES	4,650	3,200	3,275
50070 - GEN'L INSURANCE	1,591	2,500	1,702
50100 - REPAIR & MAINTENANCE	422	500	596
50122 - AWARDS	1,174		
50140 - BANK FEES, FIN CH & TAXES	270		204
50160 - OFFICE SUPPLIES	2,364	3,500	2,784
52003 - MEETINGS	1,073	950	1,383
WEBSITE	940		
Total I - PERSONNEL & ORGANIZATION	80,899	86,130	80,601

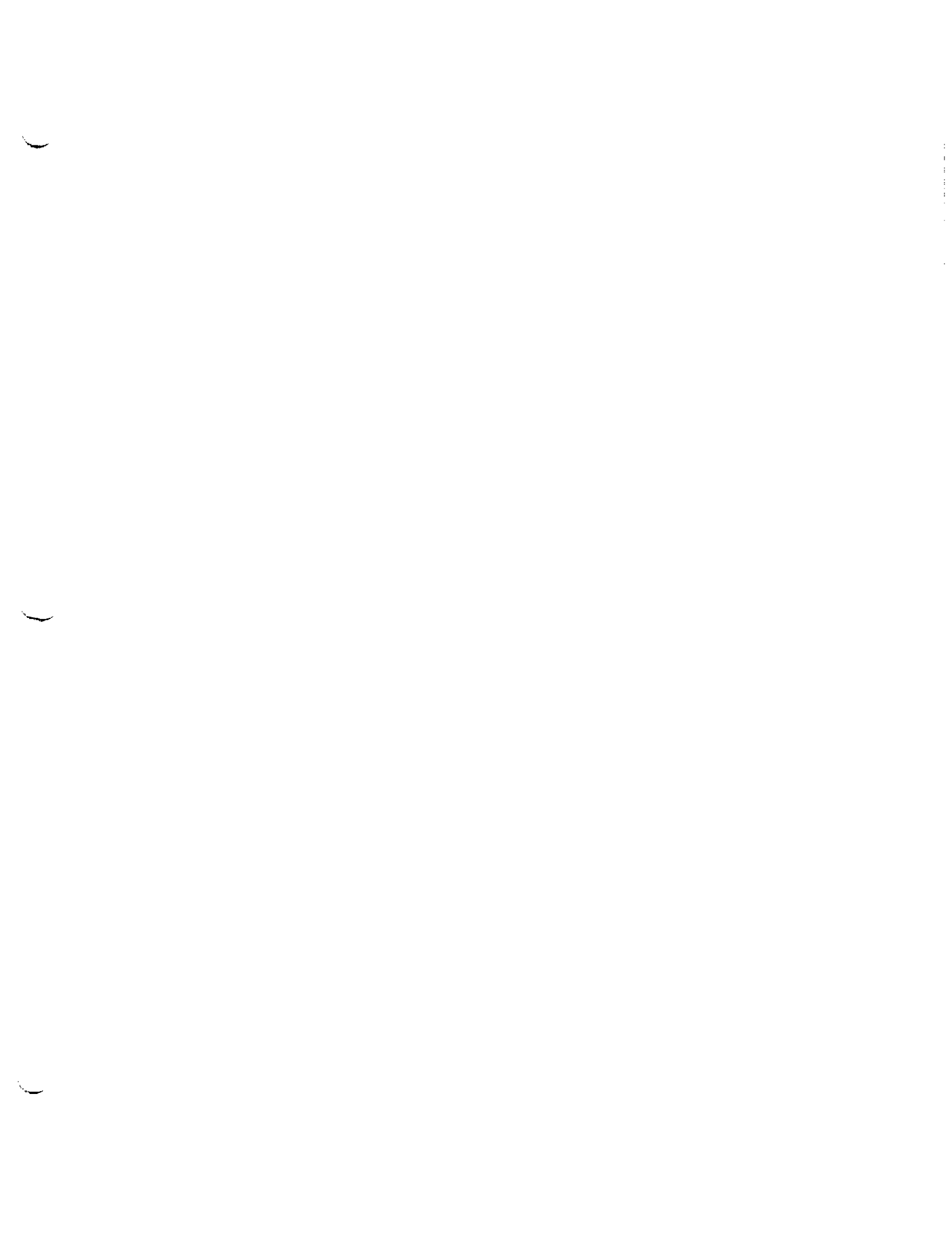
II - EVENTS/MISC PROGRAM			
60000 - EVENTS/PROJECTS			
6100- SATURDAY MARKET	2,547	2,600	883
51572 - BUSINESS MIXERS	0	1,500	92
6800 - F.D.K.K. CAR SHOW	18,859	21,450	18,241
51577 - EVENTS	857		
51580 - H.O.T.C.F.	15,491		(2,039)
51582 - ART FESTIVAL	51,181	63,300	63,780
GOLF CLASSIC	21,095		
Total II - Events	110,030	88,860	80,957
Total II - EVENTS			
III - DESIGN PROGRAMS			
70020 - STREETScape	6,705	7,900	
70025 - BANNER PROGRAM	3,060	4,800	6,378
70035 - DESIGN SPECIAL PROJECTS	369	0	31,817
Total III - DESIGN PROGRAMS	10,134	12,700	38,195
IV - PROMOTION PROGRAMS			
71526 - PRINT ADVERTISING	6,500	5,000	
71525 - OTHER ADVERTISING	2,475	17,150	17,864
71090 - MARKETING/ PR	570		3,120
72010 - EVENT PROMOTIONS	2,974	1,600	535
Total IV - PROMOTION PROGRAMS	12,519	23,750	21,519
V - ECONOMIC RESTRUCTURING			
	0	50	6
OT - CONTINGENCY			
		3,400	
Total Expense	213,582	213,880	221,276
Net Income	\$ 59,766	\$ 570	\$ 254

Management Use Only



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	\$3,241.30	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	\$2,289.75	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	\$3,382.55	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	\$5,110.52	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	\$896.07		14-Apr	\$358.08		9-Apr	\$698.45	
27-Apr	\$810.40	\$3,580.75	21-Apr	\$772.30		16-Apr	\$723.95	
4-May	Cinco		28-Apr	\$807.95	\$2,808.53	23-Apr	\$638.80	
11-May	\$845.20		5-May	Cinco		30-Apr	Cinco	\$2,827.35
18-May	\$725.57		12-May	\$740.65		7-May	\$705.30	
25-May	\$915.12	\$2,485.89	19-May	\$781.73		14-May	\$679.55	
1-Jun	\$834.30		26-May	\$825.81	\$1,607.54	21-May	\$680.00	
8-Jun	\$936.60		2-Jun	\$670.10		28-May	\$829.80	\$2,189.35
15-Jun	\$1,013.96		9-Jun	\$811.25		4-Jun	\$675.25	
22-Jun	\$879.58		16-Jun	\$977.70		11-Jun	\$852.00	
29-Jun	\$837.17	\$4,501.61	23-Jun	\$877.40		18-Jun	\$762.75	
			30-Jun	\$964.75	\$3,631.10	25-Jun	\$726.05	\$3,016.05
TOTAL	\$39,636.85		TOTAL	\$36,238.07		TOTAL	\$32,165.41	
	\$825.77		Week Avg	\$787.78			\$748.03	



Old Town Chamber of Commerce
Profit & Loss by Class FY 13
 July 2012 through June 2013

	AF	Car Show	Golf	TOTAL
Ordinary Income/Expense				
Income				
4005 - Booth/Participant Fees	15,920.00	0.00	0.00	15,920.00
4010 - Event Cash Sales	153.00	1,324.00	3,268.62	4,745.62
4015 - Application Fee	100.00	0.00	0.00	100.00
4020 - Food Vendor Booth Fees	1,473.00	0.00	0.00	1,473.00
4025 - Vendor Booth Fee	0.00	5,480.00	0.00	5,480.00
4035 - Vehicle Entry	0.00	2,295.00	0.00	2,295.00
4110 - Grants/Donations	0.00	0.00	12,500.00	12,500.00
5170 - Sponsorships	5,000.00	10,800.00	16,000.00	31,800.00
5340 - City TOT EDTS	33,032.00	0.00	0.00	33,032.00
5365 - County	2,000.00	0.00	0.00	2,000.00
5585 - Parking	2,910.00	0.00	0.00	2,910.00
Total Income	60,588.00	19,899.00	31,768.62	112,255.62
Expense				
6000 - Event Activities				
6100 - Professional Fees				
6110 - Event Mangement	6,500.00	2,605.24	5,972.01	15,077.25
Total 6100 - Professional Fees	6,500.00	2,605.24	5,972.01	15,077.25
6200 - Production				
6210 - Stage	0.00	1,394.00	0.00	1,394.00
6215 - Audio	0.00	1,345.00	0.00	1,345.00
6220 - Lighting & Power	1,148.13	421.00	0.00	1,569.13
6225 - Stage Management	0.00	200.00	0.00	200.00
6230 - Entertainment	800.00	800.00	1,600.00	3,200.00
Total 6200 - Production	1,948.13	4,160.00	1,600.00	7,708.13
6600 - Promotions				
6610 - Program Expense	980.00	754.25	2,988.90	4,723.15
6615 - Advertising - Print	3,654.32	-705.00	0.00	2,949.32
6617 - Marketing (Posters, PC)	160.92	538.75	1,189.39	1,889.06
6635 - PR	4,000.00	0.00	0.00	4,000.00
6645 - Web Eblast Advertising	400.00	400.00	0.00	800.00
6650 - Art Festival Certificates	1,250.00	0.00	0.00	1,250.00
6655 - Awards	0.00	450.00	1,213.39	1,663.39
6660 - Staff Shirts - T-Shirts	0.00	973.00	0.00	973.00
6670 - VIP Production	327.93	0.00	0.00	327.93
6680 - Wine Garden	200.00	0.00	0.00	200.00
Total 6600 - Promotions	10,973.17	2,411.00	5,391.68	18,775.85
6700 - Staff				
6730 - Event Assistants	1,275.00	500.00	0.00	1,775.00
Total 6700 - Staff	1,275.00	500.00	0.00	1,775.00
6800 - Event Operations				
6802 - Equipment Rental	3,654.10	0.00	0.00	3,654.10
6805 - Cleaning Services	1,552.51	239.41	0.00	1,791.92
6807 - Graphics Design & Production	2,000.00	3,300.00	1,728.00	7,028.00
6810 - Communication Equipment	140.00	121.00	0.00	261.00
6820 - EMT - Medical	0.00	-1,343.00	0.00	-1,343.00
6825 - SDPD, SETC & Fire	5,878.00	1,977.80	0.00	7,855.80
6830 - Portable Restrooms/Sinks	1,570.33	443.10	0.00	2,013.43
6835 - Security	3,344.42	1,437.25	0.00	4,781.67
6840 - Setup	1,088.14	343.65	0.00	1,431.79
6845 - Banners & Signs	2,882.29	538.75	238.76	3,659.80
6850 - Artist Packets	125.91	0.00	0.00	125.91
6855 - Tickets Certificates/Wine/VIP	53.88	0.00	0.00	53.88
6860 - Traffic Control Equipment	1,145.00	626.04	0.00	1,771.04
6865 - Transportation - Carts	1,023.63	614.18	0.00	1,637.81
6880 - Dumpster	375.00	130.00	0.00	505.00
6885 - Parking, Traffic, Equip Signage	1,164.00	0.00	0.00	1,164.00
6890 - Supplies Etc	361.94	0.00	357.35	719.29
6897 - Licenses, Permits and Services				
6898 - Permits City, County & SHP	125.00	261.10	0.00	386.10
6899 - Fire Marshal	261.10	194.00	0.00	455.10

Old Town Chamber of Commerce
Profit & Loss by Class FY 13
 July 2012 through June 2013

	AF	Car Show	Golf	TOTAL
Total 6897 · Licenses, Permits and Services	386.10	455.10	0.00	841.20
Total 6800 · Event Operations	26,745.25	8,883.28	2,324.11	37,952.64
Total 6000 · Event Activities	47,441.55	18,559.52	15,287.80	81,288.87
6550 · Office Supplies	663.23	299.28	0.00	962.51
7020* · Bank CC Charges	437.51	0.00	0.00	437.51
7025 · Credit Card Machines	367.91	0.00	0.00	367.91
7030 · Bank Fees, Etc	108.71	0.00	82.16	190.87
7150 · Insurance				
7252 · General Liability Insurance	577.00	0.00	0.00	577.00
7150 · Insurance - Other	0.00	0.00	445.00	445.00
Total 7150 · Insurance	577.00	0.00	445.00	1,022.00
7180 · Postage and Mailing	743.99	0.00	0.00	743.99
7300 · Website	0.00	0.00	5,280.00	5,280.00
7351 · Fees - Bank etc	40.00	0.00	0.00	40.00
7650 · Artist Fees Chargeback/Refund	872.00	0.00	0.00	872.00
Total Expense	51,251.90	18,858.80	21,094.96	91,205.66
Net Ordinary Income	9,336.10	1,040.20	10,673.66	21,049.96
Net Income	9,336.10	1,040.20	10,673.66	21,049.96

Old Town San Diego Chamber of Commerce/BID
FY 2014 Program Budget by Class
 July 2013 through June 2014

07/16/13

	<u>BID REIMB</u>	<u>Total CHAMBER</u>	<u>Total SBEP</u>	<u>TOTAL</u>
	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>
Ordinary Income/Expense				
Income				
40010 · SPECIAL EVENTS INCOME				
40045 · SATURDAY MARKET		39,000.00		39,000.00
Total 40010 · SPECIAL EVENTS INCOME		39,000.00		39,000.00
40020 · BID DISBURSEMENTS	34,500.00			34,500.00
40130 · FUND RAISING		14,300.00		14,300.00
41000 · SBEP			17,600.00	17,600.00
Total Income	34,500.00	53,300.00	17,600.00	105,400.00
Gross Profit	34,500.00	53,300.00	17,600.00	105,400.00
Expense				
I - PERSONNEL & ORGANIZATION				
50000 · OCCUPANCY EXPENSE				
520020 · RENT	3,200.00	7,700.00		10,900.00
54500 · UTILITIES	1,400.00	1,400.00		2,800.00
53000 · OFFICE CLEANING		1,500.00		1,500.00
53500 · STORAGE UNIT		2,640.00		2,640.00
54000 · TELEPHONE				
54051 · TELEPHONE - OFFICE	500.00	2,250.00		2,750.00
54053 · TELEPHONE - STAFF		1,050.00		1,050.00
Total 54000 · TELEPHONE	500.00	3,300.00		3,800.00
Total 50000 · OCCUPANCY EXPENSE	5,100.00	16,540.00		21,640.00
55000 · STAFFING				
55200 · EXECUTIVE DIRECTOR				
55222 · EXEC DIR - OT CPD ALLOC...		1,100.00		1,100.00
55200 · EXECUTIVE DIRECTOR - Ot...	6,900.00	8,846.00	16,000.00	31,746.00
Total 55200 · EXECUTIVE DIRECTOR	6,900.00	9,946.00	16,000.00	32,846.00
55150 · STAFFING PART TIME		11,700.00		11,700.00
55300 · WORKER'S COMP INSURANCE			276.00	276.00
55400 · PAYROLL EXPENSES	600.00	3,200.00	1,324.00	5,124.00
Total 55000 · STAFFING	7,500.00	24,846.00	17,600.00	49,946.00
50045 · ELECTION EXPENSE		800.00		800.00
50060 · DUES & SUBSCRIPTIONS	300.00			300.00
50065 · PRINTING				
51520 · NEWSLETTER - PRINTING	1,500.00	700.00		2,200.00
Total 50065 · PRINTING	1,500.00	700.00		2,200.00
50070 · GEN'L INSURANCE	800.00	1,702.00		2,502.00
50075 · POSTAGE		200.00		200.00
50080 · PROFESSIONAL SERVICES				
50082 · ACCOUNTING/TAX PREPARA...	1,500.00	1,500.00		3,000.00
Total 50080 · PROFESSIONAL SERVICES	1,500.00	1,500.00		3,000.00
71516 · WEB HOSTING		150.00		150.00
50100 · REPAIR & MAINTENANCE		300.00		300.00
50115 · ANNUAL REPORT	100.00	270.00		370.00
50120 · ANNUAL MEETING	700.00	262.00		962.00
50122 · AWARDS		165.00		165.00
50140 · BANK FEES, FIN CH & TAXES		110.00		110.00
50150 · OFFICE SUPPLIES		2,400.00		2,400.00
52003 · MEETINGS		50.00		50.00
Total I - PERSONNEL & ORGANIZATION	17,500.00	49,995.00	17,600.00	85,095.00
II - SPECIAL PROJECTS/EVENTS				
60000 · SPECIAL PROJECTS/EVENTS				
6100 · SATURDAY MARKET		1,100.00		1,100.00
51572 · BUSINESS MIXERS	500.00	300.00		800.00

Old Town San Diego Chamber of Commerce/BID
FY 2014 Program Budget by Class
 July 2013 through June 2014

07/16/13

	<u>BID REIMB</u>	<u>Total CHAMBER</u>	<u>Total SBEP</u>	<u>TOTAL</u>
	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>
Total 60000 · SPECIAL PROJECTS/EVEN...	500.00	1,400.00		1,900.00
Total II - SPECIAL PROJECTS/EVENTS	500.00	1,400.00		1,900.00
IV - DESIGN PROGRAMS				
70020 · STREETScape	3,300.00	3,650.00		6,950.00
70025 · BANNER PROGRAM	3,800.00	200.00		4,000.00
70035 · DESIGN SPECIAL PROJECTS		2,800.00		2,800.00
Total IV - DESIGN PROGRAMS	7,100.00	6,650.00		13,750.00
V - PROMOTION PROGRAMS				
71526 · PRINT ADVERTISING	4,500.00	500.00		5,000.00
71525 · OTHER ADVERTISING	2,900.00	8,100.00		11,000.00
71090 · MARKETING/PR ACTIVITIES		25,000.00		25,000.00
Total V - PROMOTION PROGRAMS	7,400.00	33,600.00		41,000.00
5405 · OT CONTINGENCY	2,000.00	1,500.00		3,500.00
Total Expense	34,500.00	93,145.00	17,600.00	145,245.00
Net Ordinary Income	0.00	-39,845.00	0.00	-39,845.00
Net Income	0.00	-39,845.00	0.00	-39,845.00

**Special Events - Old Town Chamber of Commerce
Profit & Loss Budget Overview
July 2013 through June 2014**

Accrual Basis

	AF	Car Show	Golf	TT	TOTAL
	Jul '13 - Jun 14	Jul '13 - Jun 14	Jul '13 - Jun 14	Jul '13 - Jun 14	Jul '13 - Jun 14
Ordinary Income/Expense					
Income					
4000 · Event Income			60,000.00	25,000.00	85,000.00
4005 · Booth/Participant Fees	21,725.00				21,725.00
4015 · Application Fee	1,000.00				1,000.00
4020 · Food Vendor Booth Fees	1,575.00				1,575.00
4025 · Vendor Booth Fee	5,000.00				5,000.00
4035 · Vehicle Entry		4,500.00			4,500.00
4190 · Reimbursed Expenses		7,500.00			7,500.00
5170 · Sponsorships		15,000.00			15,000.00
5285 · Tasting Wine	500.00				500.00
5340 · City TOT EDTS	25,906.00				25,906.00
5365 · County	2,000.00				2,000.00
5585 · Parking	3,000.00				3,000.00
Total Income	60,706.00	27,000.00	60,000.00	25,000.00	172,706.00
Expense					
6000 · Event Activities					
6100 · Professional Fees					
6110 · Event Mangement	5,000.00		25,000.00		30,000.00
Total 6100 · Professional Fees	5,000.00		25,000.00		30,000.00
6200 · Production					
6210 · Stage		1,700.00			1,700.00
6215 · Audio		1,500.00			1,500.00
6220 · Lighting & Power	1,800.00	500.00			2,300.00
6225 · Stage Management		200.00			200.00
6230 · Entertainment	1,000.00	1,000.00			2,000.00
Total 6200 · Production	2,800.00	4,900.00			7,700.00
6600 · Promotions					
6610 · Program Expense	1,000.00	800.00	32,000.00		33,800.00
6615 · Advertising - Print	3,000.00				3,000.00
6617 · Marketing (Posters, PC)	1,200.00	1,200.00			2,400.00
6625 · Radio & TV	2,000.00				2,000.00
6635 · PR	4,000.00				4,000.00
6645 · Web Eblast Advertising	400.00				400.00
6650 · Art Festival Certificates	3,000.00				3,000.00
6655 · Awards		800.00			800.00
6660 · Staff Shirts - T-Shirts		1,125.00			1,125.00
6670 · VIP Production	400.00				400.00
6680 · Wine Garden	200.00				200.00
Total 6600 · Promotions	15,200.00	3,925.00	32,000.00		51,125.00
6700 · Staff					
6710 · Director	3,054.00	1,350.00	3,000.00	3,750.00	11,154.00
6730 · Event Assistants	1,450.00	1,000.00			2,450.00
Total 6700 · Staff	4,504.00	2,350.00	3,000.00	3,750.00	13,604.00
6800 · Event Operations					
6802 · Equipment Rental	4,000.00				4,000.00
6805 · Cleaning Services	1,600.00	750.00			2,350.00
6807 · Graphics Design & Production	2,200.00	3,300.00			5,500.00
6810 · Communication Equipment	140.00	130.00			270.00
6820 · EMT - Medical	1,400.00	1,440.00			2,840.00
6825 · SDPD, SETC & Fire	5,800.00	2,300.00			8,100.00
6830 · Portable Restrooms/Sinks	1,650.00	450.00			2,100.00
6835 · Security	3,300.00	1,500.00			4,800.00
6840 · Setup	1,200.00	500.00			1,700.00
6845 · Banners & Signs	2,800.00	1,000.00			3,800.00
6850 · Artist Packets	150.00				150.00
6855 · Tickets Certificates/Wine/VIP	200.00				200.00
6860 · Traffic Control Equipment		600.00			600.00
6865 · Transportation - Carts	1,100.00	650.00			1,750.00
6880 · Dumpster	400.00	150.00			550.00
6885 · Parking, Traffic, Equip Signage	2,000.00				2,000.00
6890 · Supplies Etc	400.00				400.00
6897 · Licenses, Permits and Services					
6898 · Permits City, County & SHP	400.00	150.00			550.00
6899 · Fire Marshal	300.00	190.00			490.00
Total 6897 · Licenses, Permits and Services	700.00	340.00			1,040.00
Total 6800 · Event Operations	29,040.00	13,110.00			42,150.00
Total 6000 · Event Activities	56,544.00	24,285.00	60,000.00	3,750.00	144,579.00

Special Events - Old Town Chamber of Commerce
Profit & Loss Budget Overview
 July 2013 through June 2014

Accrual Basis

	AF	Car Show	Golf	TT	TOTAL
	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>	<u>Jul '13 - Jun 14</u>
6550 · Office Supplies	500.00				500.00
6770 · Supplies		300.00			300.00
7020* · Bank CC Charges	150.00				150.00
7150 · Insurance	600.00				600.00
7180 · Postage and Mailing	800.00				800.00
7300 · Website	1,000.00	500.00			1,500.00
Total Expense	<u>59,594.00</u>	<u>25,085.00</u>	<u>60,000.00</u>	<u>3,750.00</u>	<u>148,429.00</u>
Net Ordinary Income	<u>1,112.00</u>	<u>1,915.00</u>	<u>0.00</u>	<u>21,250.00</u>	<u>24,277.00</u>
Net Income	<u><u>1,112.00</u></u>	<u><u>1,915.00</u></u>	<u><u>0.00</u></u>	<u><u>21,250.00</u></u>	<u><u>24,277.00</u></u>



**OLD TOWN SAN DIEGO
CHAMBER OF COMMERCE
BOARD OF DIRECTORS**

Term of Office

Director Name	Elected	Term Expires
Alana Coons	Nov-11	Nov-13
Jeanne K. Ferrell	Nov-11	Nov-13
Fred Grand	Nov-11	Nov-13
Diane Lowery	Nov-11	Nov-13
Diane Powers	Nov-11	Nov-13
John Savage	Nov-11	Nov-13
Bruce Johnson	Nov-12	Nov-14
Dave McGuire	Nov-12	Nov-14
Diane Lowery	Nov-12	Nov-14
Michael Howland	Nov-12	Nov-14
Chuck Ross	Nov-12	Nov-14
David Thorton	Nov-12	Nov-14

**Old Town San Diego Chamber of Commerce/BID
Promotions Committee
FY14 Proposed Budget**

	<u>FY14 Budget</u>
INCOME	
40010 · SPECIAL EVENTS INCOME	
40045 · SATURDAY MARKET (\$35,000 Income * 35%)	\$12,250
40065 · TEQUILA TRAIL	\$21,250
TEQUILA TRAIL FY13 CARRY OVER	<u>\$10,500</u>
Total 40010 · SPECIAL EVENTS INCOME	<u>\$44,000</u>
EXPENSE	
V - PROMOTION PROGRAMS	
71526 · PRINT ADVERTISING	\$5,000
71525 · OTHER ADVERTISING TV/RADIO	\$8,000
71090 · MARKETING/PR	\$26,000
72010 · EVENT SPONSORSHIPS	\$3,000
MISC	\$2,000
Total V - PROMOTION PROGRAMS	<u><u>\$44,000</u></u>

**Old Town San Diego Chamber of Commerce/BID
Design Committee
FY14 Proposed Budget**

	<u>FY14 Budget</u>
INCOME	
40010 · SPECIAL EVENTS INCOME	
40045 · SATURDAY MARKET/CHAMBER	\$ 13,750
GRANTS - COUNTY	<u>\$ 14,000</u>
Total 40010 · SPECIAL EVENTS INCOME	<u>\$ 27,750</u>
 EXPENSE	
 IV - DESIGN PROGRAMS	
70020 · STREETSCAPE	\$ 9,750
70025 · BANNER PROGRAM	\$ 4,000
70035 · DESIGN SPECIAL PROJECTS	<u>\$ 14,000</u>
Total IV - DESIGN PROGRAMS	<u>\$ 27,750</u>