



Old Town San Diego Chamber of Commerce

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

Agenda Board of Directors Meeting

Wednesday, May 21, 2014

8:30 AM @ Mormon Battalion Historic Site
(Corner of Harney and Juan Streets)

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. Request for Agenda Revisions (continuances, change in order, etc.)
- b. Conflict of Interest Declarations on Agenda Items

4. Announcements and Community Reports/Updates – 3 Minutes

5. Approval of Minutes

- a. General Meeting – April 16, 2014 *Action Item*

6. Committee Reports

a. Organization Committee

- 1) Accept the Financial Reports
 - a) Accept the Financial Reports – January 2014 *Action Item*
 - b) Accept the Financial Reports – February 2014 *Action Item*
 - c) Accept the Financial Reports – March 2014 *Action Item*
- 2) Old Town Saturday Market Update
- 3) 2014 OT BID Business of the Year Nomination *Action Item*
- 4) Appointment of Board Member to
OT Community Parking Advisory Committee – Fill Vacancy *Action Item*

b. Committee Reports

- 1) Economic Restructuring Committee
 - a) City Parking Lot

Board of Directors Meeting Agenda – (Continued)
Wednesday, May 21, 2014

- 1) Design Committee
- 2) Promotions & Marketing Committee
- c. Upcoming Events - Updates
 - 1) County Fair – Saturday, June 7, 2014
 - 2) San Diego 245th Birthday, July 16, 2014
 - 3) Car Show –September 6, 2014
 - 4) Art & Craft Show– September 13-14, 2014
 - 5) Tequila Trail – September 2014
 - 6) Dia de los Muertos – November 1 & 2, 2014
 - 7) Community Christmas Party – December 10, 2014
- 7. Executive Update**
 - a. Visitor Center – Update
 - b. Rock n’ Roll Marathon - June 1, 2014
 - c. County CEP Presentation June 10 at 9:30 am
- 8. Unfinished Business**
- 9. New Business**
- 10. Old Town Community Parking Advisory Committee Update**
 - 1) Meeting June 10, 2014 - Hacienda Hotel @ 10:30 AM
- 11. Next Old Town Chamber of Commerce Meeting Date - Wednesday – June 18, 2014**
- 12. 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 16, 2014
8:30 AM @ Mormon Battalion Historic Site

Directors Present:

Bruce Johnson – Alamo Mexican Cafe
Christine Smith – Café Coyote
Fred Grand - Hacienda Hotel
Patty Ducey-Brooks – Presidio Comm.
Dave McGuire - Bailey & McGuire
Jeanne Ferrell - Cold Stone Creamery
Alana Coons- SOHO
Diane Powers - Bazaar Del Mundo
Chuck Ross - Fiesta de Reyes
David Thornton - OT Trolley Tours

Guests:

Jaime Lynn Eggers – SD Rock n Roll Marathon
Julio DeGuzman – San Diego City Attorney
Bob Barrios – VMG OT Guide
LeVonne Madey Peyrot – Artist/Resident
Sheri Kowalke – CBS8

Directors Excused:

Michael Howland – Michael Howland CPA
Diane Lowery – Lowery’s Hot Glass

Staff:

Richard Stegner - Executive Director
R. Elisha McLemore – Executive Assistant

Fred Grand, President, called the meeting to order at 9:45 a.m.

Introductions of members and visitors were made.

Non-Agenda Public Comment – Grand, asked those present if anyone wished to make a public comment. Bruce Johnson spoke briefly about the Attorneys that have been in the Old Town area citing businesses for ADA violations.

Michael Howland departs at 9:47am.

Announcements and Community Reports/Updates

Discover OT Map and Dining Guide – Karen Spring announced that April 1st 2014 marks 25 years that she has resided in Old Town. She gave a brief history of the contributions she has made from the “The Gazette”, a community newspaper to the original “The Map of Old Town.” In celebration of Ms. Spring’s 25th anniversary as a vital part of the Old Town community, she

is introducing the “Discover Old Town Walking Map: History Hunt” This is a pilot program for children ages 5-7 that combines history and fun. Each question involves visiting a particular location in Old Town State Park and answering the question. From the Leather Depot to the Blackhawk Livery stable, this walking map is interactive and a great learning tool. After answering the questions the map can be returned to the Old Town Ice cream and yogurt shop for a free scoop of ice cream. She went on to say that she is open to any input on this program and eventually would like to encompass all of Old Town on the map.

San Diego City Council – Molly Chase from SD City Council President Todd Gloria’s office spoke about the upcoming “Meet the Chief” with the new San Diego police chief Shelly Zimmerman at the San Diego LGBT Community Center on Monday, April 28 from 6-7:30pm. She’ll be talking to the community and will address any concerns. This is a great opportunity to hear about her vision for SDPD. Matt Tortorella, who was the interim community relations officer, has officially moved into the new chief’s media department. Ms. Chase advised the board that they’re still in transition with obtaining a community relations officer but Officer T is in charge of all the community relations officers in the City for the chief so this will be the point of contact in getting a permanent one assigned to Old Town. Ms. Chase spoke briefly about the Homeless Outreach Team helping clean up the property of the homeless man that loiters on San Diego Avenue. His property is no longer taking up the sidewalk. She reminded the board that the Homeless Outreach Team responds to communities that contact them frequently. She went on to say that Major Faulconer’s first budget was released. There is a lot of positive feedback about the budget being very responsive to neighborhood concerns. A lot more was able to be done due to a larger than expected return on property and sales tax. With the extra income the budget reinvests in to our neighborhoods for the first time in a long time. Some of the proposed budget items are increased hours for libraries, more focus on getting homeless permanently off the streets by rededicating 2 million toward 7 already operating programs that focus on jobs and permanent housing opportunities; and 3 million will go to increasing the size and retention of our police academies. Next Tuesday the City departments’ budget review will be going to council and the Major is requesting public comments. Ms. Chase will be sending out the Major’s email blast that will give us an opportunity to weigh in on the budget. Concerning Alana Coons question about El Campo Santo, she will check on that issue.

San Diego Rock and Roll Marathon- Jaime Eggers passed out the marathon itinerary and the route will be the same as last year. The road closures will be from 5-9:30am. She shared the study that was done concerning the economic impact of Rock and Roll marathon from last year. It brought in 54.9 million dollars to the city of San Diego. There were 38,900 visitors to San Diego and 30,000 runners which will be about the same this year. She expressed gratitude toward Old Town for always being so open to Rock and Roll Marathon and showing how beautiful this portion of San Diego is. There will be alternative parking for the Immaculate Conception church and a couple of the OT hotels. She spoke about the “Show Your Bib” program that will promote local businesses with a logo and optional discount from the vendors and a discount e-card for volunteers of marathon.

Whaley House Filming/Ghosts Adventure – Alana Coons announced that the number #1 rated show on the Travel Channel, Ghost Adventures, stayed at the Whaley House for 3 days of

filming there and utilized hotels and restaurants in the area. Not only was this a fantastic monetary boon for the Whaley House; when the show airs during this summer, it will also be great promotion for Old Town.

Administrative Items

- a. January and February Financials will be deferred until next meeting.
- b. Fred Grand reiterated conflict of interest and will refrain from parking lot discussion.

Approval of Minutes

Minutes were presented for the regular chamber meeting conducted on March 19, 2014.

MOTION: to approve the minutes of March 19, 2014.

M/S/A: Chuck Ross/David Thornton (#04-16-14-1) - Motion Passed 7-0-3 A (Bruce Johnson, Dave McGuire, Patty Ducey-Brooks)

Patty Ducey-Brooks departs at 10:13am.

COMMITTEE REPORTS

Organization Committee

Financial Reports from January and February 2014 will be tabled until the next chamber meeting due to Michael Howland having to leave this meeting early.

Bid Business of the Year nomination: Jeanie Ferrell's nomination will stand even though she doesn't desire to be nominated.

Design Committee

Diane Powers announced that the request for grant money for the pedestrian kiosks project will be submitted this week to Ron Roberts's office. She spoke about the wonderful painting of the electrical transformers around OT. 4 have been completed and more will be done by July. Concerning the banners, Dave Thornton has volunteered to sponsor the additional holiday banners that we need. Bob Barros has volunteered to do the complimentary design of the new banner which will coordinate with the existing banners. The new banner will contain a stylized poinsettia and the colors will be bright red and green. There was discussion about the length of the banners and the decision to go with a longer banner. There will be analysis to see if the poles can handle a longer banner without any obstructions. The design committee is also working on a new grant request for the continuing sign projects. Ms. Powers also spoke about the look of the Pacific Highway underpass. This area is need of cleaning and landscaping. A plan was presented from Spawar about this clean up when they upgraded some buildings many years ago. Nothing has been done by them to enhance this area. Molly Chase said she was more than happy to research this concern.

Fred Grand departs at 10:26am.
Vice-president Dave McGuire now presides over meeting.

Saturday Market

Dave McGuire relayed to the board that the market has no reported issues that he is aware of. There was an issue with the trash pickup due to the City not picking up the trash on Friday night but this has been resolved. The Market's income continues to flow as projected. The Market is holding its own at this point. Richard Stegner wanted to remind everyone at the meeting that Harney Street is actually cleaner when the Saturday market closes than it is when it starts.

Promotions Committee

CBS8 – Sheri Kowalke spoke at length about the promotion that occurs every year through October through February. This involves the KFMB stations that consist of CBS8, MeTV, and Jack FM. This will be the 3rd year of partnership. This alliance has helped Old Town become the only community that has come together successfully to advertise. There is a new commercial spot advertising Old Town as a great place to visit. The first 5 seconds of the commercial is dedicated to all about Old Town. The next 20 seconds highlights the businesses as a whole, and the last 5 seconds highlights all the reasons to visit Old Town. This airs October through February after all the tourists have gone home, so that locals are being reached all year long. This year there were 11 participants in our Old Town advertising promotion. Each commercial time is sent to these businesses so they know when they'll be on the air. For any of the participating businesses who want to do a giveaway, Jack FM will run the promotion on the DSC show free of charge. Ms. Kowalke ended her presentation by saying each year there is more value returned than what was promised initially.

Bob Barros announced that the promotions committee has just finished the ad for the San Diego Tourism Authority magazine. It's the same ad that will be running in the Phoenix Magazine. Currently there is consideration of the budget to ascertain what else can be done in this year. In October there will be a spotlight piece in the San Diego magazine as a kick-off to the OT off season. Mr. Barros went on to say that they are looking into applying for a TOT grant and whether or not it should be individual grants for the events or should they be going for the larger OSP grant. It was decided at this meeting that the promotions should hash it out about what types of grants should be applied for and that recommendation presented to the board at the next meeting.

Upcoming Events Update

OT Academy has their Spring Gala on April 26 and donations from local businesses are still being accepted for their Silent Auction and raffle.

County Fair –Saturday, June 7, 2014

Exhibiting hours are from 10am to 5pm. The fair is offering a free table to Old Town Chamber members to advertise and promote their businesses.

Alana Coons reminded the board, and those in attendance, that July 16 marks California's 245th birthday and there will be a community wide celebration.

Tequila Trail- September 2014:

Chuck Ross will no longer be doing the event due to creative control conflicts with Spirit of Mexico and will create a similar event in the future.

Visitor's Center Update:

Richard Stegner again announced that the Visitor center is now open 7 days a week. There is an issue with tour buses parking instead of just loading and unloading and he'll speak with park enforcement about this concern.

Old Business – None

New Business – Alana Coons expressed concern with Richard Stegner's hours and availability and requested a closed session meeting to discuss his contract.

Meeting adjourned. 10:56 A.M.

Next regular Chamber meeting is scheduled for Wednesday May 21, 2014.

Respectfully submitted,

Signed: _____
Jeanne Ferrell, Secretary

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

As of January 31, 2014

ASSETS

Current Assets

Checking/Savings

General Account	\$	49,734
Checking AF		8,209
Special Events		0
Merchants Account		10,072
Petty Cash		37

Accounts Receivable

Accounts Receivable		39,562
Other Receivables		11,706
Bid Receivable		0

Total Other Current Assets 119,320

Fixed Assets

Office Furniture		0
Accumulated Depreciation		0

Donated Assets 12,500

Security Deposits 1,083

Total Long Term Assets 13,583

TOTAL ASSETS \$ 132,903

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable	\$	2,762
SBEP Advance		19,829
Bid Assessments		(1,404)
Deferred Revenue		1,800
Due to Other Organizations		3,555

Total Liabilities 26,542

Equity

Fund Balance		110,487
Net Income		(4,126)

Total Equity 106,361

TOTAL LIABILITIES & EQUITY \$ 132,903

Management Use Only

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

July 1, to January 31, 2014

Ordinary Income/Expense	Actual	Budget
40010 · SPECIAL EVENTS INCOME		
Saturday Market	\$ 19,317	\$ 39,000
Tequila Trails	19,459	20,000
FDKK - Car Show - Revenue	19,745	20,300
Golf Tournament		60,000
Art Festival - Revenue	<u>54,086</u>	<u>66,700</u>
Total 40010 · SPECIAL EVENTS INCOME	112,607	206,000
40020 · BID REIMBURSEMENT		
40025 · BID ASSESSMENTS	18,497	34,500
40030 - CHAMBER MEMBERSHIP DUES	0	
40130- FUNDRAISING	6,872	22,800
40135 - GRANTS	0	
41000 - SBEP	0	17,600
40150 - OTHER	<u>400</u>	
Total Revenue	138,376	280,900
I - PERSONNEL & ORGANIZATION		
50000 · OCCUPANCY EXPENSE		
520020 · RENT	6,500	10,900
54500 · UTILITIES	1,449	2,800
53000 - CLEANING	688	1,500
53500 · STORAGE UNIT	1,582	2,640
54000 · TELEPHONE	<u>1,894</u>	<u>3,800</u>
Total 50000 · OCCUPANCY EXPENSE	12,113	21,640
55000 · STAFFING		
55200 · SALARIES	28,777	55,700
55300 · WORKER'S COMP INSURANCE	731	276
55400 · PAYROLL EXPENSES	<u>3,268</u>	<u>5,124</u>
Total 55000 · STAFFING	32,776	61,100
56037 - AUTO/TRAVEL	10	0
50045 - ELECTION EXPENSE	1,753	800
50060 · DUES & SUBSCRIPTIONS	0	300
50065 - PRINTING	0	2,570
50075 - POSTAGE	79	200
50080 - PROFESSIONAL SERVICES	2,450	3,000

50070 · GEN'L INSURANCE	1,810	2,500
50135 · COMPUTER SUPPLIES	267	
50100 · REPAIR & MAINTENANCE	561	300
50122 · AWARDS	360	0
50140 · BANK FEES, FIN CH & TAXES	183	100
50150 · OFFICE SUPPLIES	1,855	2,400
52003 · MEETINGS	739	1,060
Total I - PERSONNEL & ORGANIZATION	54,956	95,970
II - EVENTS		
60000 · EVENTS/PROJECTS		
6100 · SATURDAY MARKET	1,589	1,100
51572 · BUSINESS MIXERS	0	800
TEQUILA TRAILS	2,396	2,750
6800 · F.D.K.K. CAR SHOW	19,803	19,118
51577 · EVENTS	0	
51579 · GOLF	0	57,000
51580 · H.O.T.C.F.	0	
51582 · ART FESTIVAL	39,902	57,775
Total II - Events	63,690	138,543
Total II - EVENTS		
III - DESIGN PROGRAMS		
70020 · STREETScape	4,557	7,000
70025 · BANNER PROGRAM	1,080	7,400
70035 · DESIGN SPECIAL PROJECTS	0	2,800
Total III - DESIGN PROGRAMS	5,637	17,200
IV - PROMOTION PROGRAMS		
71517 · WEB SITE	0	150
71525 · OTHER ADVERTISING	0	11,000
71526 · PRINT/WEB & OTHER ADVERTISING	10,378	5,000
71090 · MARKETING	3,750	16,650
72010 · EVENT PROMOTION	468	
Total IV - PROMOTION PROGRAMS	14,596	32,800
V - ECONOMIC RESTRUCTURING		
CPD - BID ALLOCATION	3,623	
OT - CONTINGENCY		2,000
Total Expense	142,502	286,513
Net Income	\$ (4,126)	\$ (5,613)
Management Use Only		

Old Town San Diego Chamber of Commerce/BID
Balance Sheet
As of February 28, 2014

ASSETS

Current Assets

Checking/Savings

General Account	\$	46,340
Checking AF		15,830
Special Events		0
Merchants Account		9,569
Petty Cash		37

Accounts Receivable

Accounts Receivable		38,062
Other Receivables		1,547
Bid Receivable		0
Art Festival		0

Total Other Current Assets 111,385

Fixed Assets

Office Furniture		0
Accumulated Depreciation		0

Donated Assets 12,500

Security Deposits 1,083

Total Long Term Assets 13,583

TOTAL ASSETS \$ 124,968

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable	\$	2,762
SBEP Advance		19,829
Bid Assessments		4,049
Deferred Revenue		1,800
Due to Other Organizations		3,605

Total Liabilities 32,045

Equity

Fund Balance		110,487
Net Income		(17,564)
Total Equity		<u>92,923</u>

TOTAL LIABILITIES & EQUITY \$ 124,968

Management Use Only

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

July 1, to February 28, 2014

Ordinary Income/Expense	Actual	Budget
40010 · SPECIAL EVENTS INCOME		
Saturday Market	\$ 23,231	\$ 39,000
Tequila Trails	19,459	20,000
FDKK - Car Show - Revenue	19,893	20,300
Golf Tournament		60,000
Art Festival - Revenue	54,086	66,700
Total 40010 · SPECIAL EVENTS INCOME	116,669	206,000
40020 · BID REIMBURSEMENT		
40025 · BID ASSESSMENTS	18,497	34,500
40030 - CHAMBER MEMBERSHIP DUES	0	
40130- FUNDRAISING	7,011	22,800
40135 - GRANTS	0	
41000 - SBEP	0	17,600
40150 - OTHER	400	
Total Revenue	142,577	280,900
I - PERSONNEL & ORGANIZATION		
50000 · OCCUPANCY EXPENSE		
520020 · RENT	7,400	10,900
54500 · UTILITIES	1,590	2,800
53000 - CLEANING	813	1,500
53500 · STORAGE UNIT	1,808	2,640
54000 · TELEPHONE	2,102	3,800
Total 50000 · OCCUPANCY EXPENSE	13,713	21,640
55000 · STAFFING		
55200 · SALARIES	33,362	55,700
55300 · WORKER'S COMP INSURANCE	857	276
55400 · PAYROLL EXPENSES	3,802	5,124
Total 55000 · STAFFING	38,021	61,100
56037 - AUTO/TRAVEL	10	0
50045 - ELECTION EXPENSE	1,753	800
50060 · DUES & SUBSCRIPTIONS	500	300
51050- MISC	135	300
50065 - PRINTING	0	2,570
50075 - POSTAGE	79	200
50080 - PROFESSIONAL SERVICES	5,300	3,000

50070 - GEN'L INSURANCE	1,810	2,500
50135 - COMPUTER SUPPLIES	267	
50100 - REPAIR & MAINTENANCE	711	300
50122 - AWARDS	360	0
50140 - BANK FEES, FIN CH & TAXES	196	100
50150 - OFFICE SUPPLIES	2,251	2,400
52003 - MEETINGS	739	1,060
Total I - PERSONNEL & ORGANIZATION	65,845	96,270
II - EVENTS		
60000 - EVENTS/PROJECTS		
6100- SATURDAY MARKET	1,589	1,100
51572 - BUSINESS MIXERS	0	800
TEQUILA TRAILS	2,396	2,750
6800 - F.D.K.K. CAR SHOW	19,835	19,118
51577 - EVENTS	0	
51579 - GOLF	0	57,000
51580 - H.O.T.C.F.	0	
51582 - ART FESTIVAL	43,109	57,775
Total II - Events	66,929	138,543
Total II - EVENTS		
III - DESIGN PROGRAMS		
70020 - STREETScape	6,413	7,000
70025 - BANNER PROGRAM	1,695	7,400
70035 - DESIGN SPECIAL PROJECTS	0	2,800
Total III - DESIGN PROGRAMS	8,108	17,200
IV - PROMOTION PROGRAMS		
71517 - WEB SITE	0	150
71525 - OTHER ADVERTISING	0	11,000
71526 - PRINT/WEB & OTHER ADVERTISING	10,378	5,000
71090 - MARKETING	3,750	16,650
72010 - EVENT PROMOTION	468	
Total IV - PROMOTION PROGRAMS	14,596	32,800
V - ECONOMIC RESTRUCTURING		
CPD - BID ALLOCATION	4,663	
OT - CONTINGENCY		2,000
Total Expense	160,141	286,813
Net Income	\$ (17,564)	\$ (5,913)
Management Use Only		

Old Town San Diego Chamber of Commerce/BID

Balance Sheet

As of March 31, 2014

ASSETS

Current Assets

Checking/Savings

General Account \$ 41,882

Checking AF 22,634

Special Events 0

Merchants Account 9,201

Petty Cash 37

Accounts Receivable

Accounts Receivable 42,090

Other Receivables 1,547

Bid Receivable 0

Art Festival 0

Total Other Current Assets 117,391

Fixed Assets

Office Furniture 0

Accumulated Depreciation 0

Donated Assets 12,500

Security Deposits 1,083

Total Long Term Assets 13,583

TOTAL ASSETS \$ 130,974

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Accounts Payable \$ 2,762

SBEP Advance 0

Bid Assessments 1,994

Deferred Revenue 1,800

Due to Other Organizations 10,947

Total Liabilities 17,503

Equity

Fund Balance 110,487

Net Income 2,984

Total Equity 113,471

TOTAL LIABILITIES & EQUITY \$ 130,974

Management Use Only

Old Town San Diego Chamber of Commerce/BID

Profit & Loss

July 1, to March 31, 2014

Ordinary Income/Expense	Actual	Budget	Prior Year
40010 · SPECIAL EVENTS INCOME			
Saturday Market	\$ 24,745	\$ 39,000	\$ 25,759
Tequila Trails	19,459	20,000	22,256
FDKK - Car Show - Revenue	19,078	20,300	10,819
Golf Tournament		60,000	24,799
Art Festival - Revenue	52,009	66,700	59,650
Chamber Event Allocaton	4,692		
Total · SPECIAL EVENTS INCOME	119,983	206,000	143,283
BID ASSESSMENTS	24,290	34,500	24,507
CHAMBER MEMBERSHIP DUES	0		0
FUNDRAISING	7,068	22,800	10,400
GRANTS	0		0
SBEP	19,829	17,600	16,741
OTHER	1,750		2,427
Total Revenue	172,920	280,900	197,358
PERSONNEL & ORGANIZATION			
OCCUPANCY EXPENSE			
RENT	8,300	10,900	7,200
UTILITIES	1,590	2,800	1,344
CLEANING	937	1,500	947
STORAGE UNIT	2,034	2,640	1,766
TELEPHONE	2,328	3,800	2,111
OCCUPANCY EXPENSE	15,189	21,640	13,368
STAFFING			
SALARIES	39,736	55,700	29,231
WORKER'S COMP INSURANCE	902	276	-200
PAYROLL EXPENSES	4,262	5,124	3,837
Total STAFFING	44,900	61,100	32,868
AUTO/TRAVEL	10	0	
ELECTION EXPENSE	1,753	800	941
DUES & SUBSCRIPTIONS	788	300	760
MISC	135	300	0
PRINTING	0	2,570	0
POSTAGE	103	200	302

PROFESSIONAL SERVICES	5,300	3,000	4,650
GEN'L INSURANCE	1,810	2,500	1,591
COMPUTER SUPPLIES	267		0
REPAIR & MAINTENANCE	748	300	0
AWARDS	360	0	1,174
BANK FEES, FIN CH & TAXES	198	100	148
OFFICE SUPPLIES	2,483	2,400	1,700
MEETINGS	755	1,060	1,009
Total PERSONNEL & ORGANIZATION	74,799	96,270	58,511
II - EVENTS			
EVENTS/PROJECTS			
SATURDAY MARKET	1,589	1,100	2,808
BUSINESS MIXERS	0	800	0
TEQUILA TRAILS	3,369	2,750	0
F.D.K.K. CAR SHOW	19,835	19,118	20,907
EVENTS	0		702
GOLF	0	57,000	3,207
H.O.T.C.F.	0		0
ART FESTIVAL	45,541	57,775	49,900
Total Events	70,334	138,543	77,524
DESIGN PROGRAMS			
STREETSCAPE	6,887	7,000	4,787
BANNER PROGRAM	1,695	7,400	1,830
DESIGN SPECIAL PROJECTS	0	2,800	0
Total DESIGN PROGRAMS	8,582	17,200	6,617
IV - PROMOTION PROGRAMS			
WEB SITE	0	150	0
OTHER ADVERTISING	0	11,000	6,669
PRINT/WEB & OTHER ADVERTISING	6,700	5,000	2,475
MARKETING	3,750	16,650	2,974
EVENT PROMOTION	1,108		0
Total PROMOTION PROGRAMS	11,558	32,800	12,118
ECONOMIC RESTRUCTURING			
CPD - BID ALLOCATION	4,663		
OT - CONTINGENCY		2,000	
Total Expense	169,936	286,813	154,770
Net Income	\$ 2,984	\$ (5,913)	\$ 42,588

Management Use Only

Old Town Saturday Market - Income & Expense - FY 2012-2014

Week Receipts 2013-2014			Week Receipts 2012-13			Week Receipts 2011-2012		
Week	Receipts	M Total	Week	Receipts	M Total	Week	Receipts	M Total
6-Jul	\$1,105.50		7-Jul	\$1,080.25		2-Jul	\$759.05	
13-Jul	\$933.15		14-Jul	\$897.75		9-Jul	\$832.35	
20-Jul	\$919.00		21-Jul	\$1,041.39		16-Jul	\$864.80	
27-Jul	\$974.40	\$3,932.05	28-Jul	\$980.35	\$3,999.74	23-Jul	\$864.80	
3-Aug	\$827.95		4-Aug	\$961.45		30-Jul	\$701.60	\$4,022.60
10-Aug	\$715.07		11-Aug	\$856.80		6-Aug	\$934.85	
17-Aug	\$956.72		18-Aug	\$855.50		13-Aug	\$908.10	
24-Aug	\$970.64		25-Aug	\$975.99	\$3,649.74	20-Aug	\$876.90	
31-Aug	\$719.16	\$4,189.54	1-Sep	\$827.80		27-Aug	\$769.65	\$3,489.50
7-Sep	Car Show		8-Sep	Car Show		3-Sep	\$770.35	
14-Sep	\$857.90		15-Sep	\$466.30		10-Sep	FDKK	
21-Sep	\$795.56		22-Sep	\$629.63		17-Sep	\$897.85	
28-Sep	\$760.74	\$2,414.20	29-Sep	\$704.65	\$2,628.38	24-Sep	\$737.55	\$2,405.75
5-Oct	AF					1-Oct	AF	
12-Oct	\$898.75		6-Oct	AF		8-Oct	\$906.60	
19-Oct	\$815.05		13-Oct	\$797.00		15-Oct	\$804.10	
26-Oct	\$733.20	\$2,447.00	20-Oct	\$768.00		22-Oct	\$817.00	
2-Nov	\$757.70		27-Oct	\$603.30	\$2,168.30	29-Oct	\$727.00	\$3,254.70
9-Nov	\$851.80		3-Nov	\$750.40		5-Nov	\$781.35	
16-Nov	\$637.31		10-Nov	\$526.70		12-Nov	Rain	
23-Nov	\$551.00		17-Nov	\$692.77		19-Nov	\$734.65	
30-Nov	\$494.68	\$3,292.49	24-Nov	\$628.45	\$2,598.32	26-Nov	\$903.55	\$2,419.55
			1-Dec	\$687.05		3-Dec	\$572.70	
7-Dec	Rain		8-Dec	\$792.15		10-Dec	\$818.00	
14-Dec	\$937.58		15-Dec	\$515.40		17-Dec	\$715.65	
21-Dec	\$760.76		22-Dec	\$840.50		24-Dec	Closed	
28-Dec	\$678.32	\$2,376.66	29-Dec	\$406.20	\$3,241.30	31-Dec	\$750.50	\$2,856.85
4-Jan	\$604.00		5-Jan	\$792.30		7-Jan	\$704.00	
11-Jan	\$652.55		12-Jan	\$674.80		14-Jan	\$808.55	
18-Jan	\$732.00		19-Jan	\$822.65		21-Jan	Rain	
25-Jan	\$695.15	\$2,683.70	26-Jan	Rain	\$2,289.75	28-Jan	\$642.55	\$2,155.10
1-Feb	\$799.03		2-Feb	\$807.48		4-Feb	\$759.95	
8-Feb	\$945.20		9-Feb	\$691.00		11-Feb	\$643.30	
15-Feb	\$750.25		16-Feb	\$977.57		18-Feb	\$824.40	
22-Feb	\$763.25	\$3,257.73	23-Feb	\$906.50	\$3,382.55	25-Feb	\$682.70	\$2,910.35
1-Mar	Rain		2-Mar	\$1,109.14		3-Mar	\$754.25	
8-Mar	\$812.70		9-Mar	\$835.52		10-Mar	\$844.75	
15-Mar	\$752.25		16-Mar	\$961.67		17-Mar	Rain	
22-Mar	\$770.45		23-Mar	\$1,035.82		24-Mar	\$779.15	
29-Mar	\$818.45	\$3,153.85	30-Mar	\$1,168.37	\$5,110.52	31-Mar	\$887.60	\$3,265.75
5-Apr	\$716.00		6-Apr	\$1,030.08		7-Apr	\$870.20	
12-Apr	\$771.65		13-Apr	\$844.20		14-Apr	\$358.08	
19-Apr	\$907.40		20-Apr	\$896.07		21-Apr	\$772.30	
26-Apr		\$2,395.05	27-Apr	\$810.40	\$3,580.75	28-Apr	\$807.95	\$2,808.53
3-May	Cinco		4-May	Cinco		5-May	Cinco	
10-May			11-May	\$845.20		12-May	\$740.65	
17-May			18-May	\$725.57		19-May	\$781.73	
24-May			25-May	\$916.00	\$2,486.77	26-May	\$825.81	\$1,607.54
31-May		\$0.00	1-Jun	\$834.30		2-Jun	\$670.10	
7-Jun			8-Jun	\$936.60		9-Jun	\$811.25	
14-Jun			15-Jun	\$1,013.96		16-Jun	\$977.70	
21-Jun			22-Jun	\$879.58		23-Jun	\$877.40	
28-Jun		\$0.00	29-Jun	\$866.75	\$4,531.19	30-Jun	\$964.75	\$3,631.10
TOTAL	\$30,142.27		TOTAL	\$39,667.31		TOTAL	\$36,238.07	
	\$627.96			\$826.40		Week Avg	\$787.78	

Subj: **Parking lot money**
Date: 5/10/2014 11:45:05 A.M. Pacific Daylight Time
From: chuck@fiestadereyes.com
To: otsd@aol.com
CC: da.1249@gmail.com, FGrand@phgcorp.com, michael@mhowland.com
Richard

I have the cash for the parking lot. Do you want me to deposit it for you at US Bank? If so send me the account number.

I'll be depositing \$9,628. There was a \$50 shortage in one on the envelopes.

Here is the quick accounting:

Kiwanis Cash \$11,018
- \$50 shortage
- Dave \$800 in fives (change) and \$40 in printing
- Chuck \$500 in fives (change)
Balance to deposit \$9,628.

We'll need \$1,100 for Kiwanis and \$2,500 for HOTCF

Balance = \$6,028 for OT Chamber



PLEASE NOTE NEW EMAIL ADDRESS

Chuck Ross
Fiesta de Reyes
Old Town San Diego State Historic Park