



Board of Directors Meeting  
Nov. 14, 2013 12 Noon  
OBMA Office  
AGENDA

1. Introductions Info
2. Public Comment (5min) Info
3. Additions to the Agenda (5min) -
  - A. Volunteer, Michele Amsterdam
4. Reports from Representatives (4min each) Info
5. OBMA Events & Programs (10minutes) Info
  - A. **OB Farmers Market –**
  - B. **Business Development Series –** January Annual Marketing Meeting – in the planning stages – Scheduled for Jan. 14<sup>th</sup>, Tuesday
  - C. **Veteran’s Plaza/Waterfront –** Looking for \$ for construction documents Info
  - D. **OB Revitalization Committee – on hold**
  - E. **OB Oktoberfest -** huge success.
  - F. **Annual OBMA Awards Celebration –** review Info
  - G. **OB Restaurant Walk –** very successful, event is the OB Town Council’s to fund the Toy & Food Drive. OBMA volunteers to do all the leg work, produce the tickets and map, and help sell tickets as our donation to the Food Drive.
6. Committee Reports (25 minutes)
  - A. **Organization** (Barb) (M Stifano)
    1. **Approve Minutes from October 10th, 2013 board meeting?** *(emailed to you)* Action
    2. **Approve Financial reports for September 2013 –** *(see attachments pg 3 -5)* Action
    3. Denny’s Report Info
      - a) Planning Board meeting - CVS
      - b) Flooded garage on Saratoga Ave – insurance claim filed through our insurance co.
      - c) BID Council update (see attached)
        1. Update regarding BIDD reorganization
        2. BIDDs FY14 Management Grants (SBEP) received at the end of October
        3. Rewrite of the SBEP City Policy went to Council Rules Committee and was supported by the BIDDs and with a few adjustments was approved to go forward.
        4. Food Trucks – rules being drafted for public discussion (see page 6-8)
      - d) Police Trailer update – pending
      - e) MADs & BIDDs
        1. Warning from City Attorney regarding MADs & PBIDDs (see page 6)
    4. Air Conditioner – the saga! Info
  - B. **Promotion Committee** (Tevia Oskin) Info
  - C. **Crime Prevention Committee** (Julie) Info
  - D. **Design** (Mike Akey) Info
  - E. **ER Committee** (Gary Gilmore) Info
  - F. **OBHG** (Dave Martin) Info
7. **Other announcements –**
  - **November 14<sup>th</sup>** – tonight - **Liz Rincon co-hosting with Sessions** from 5:30pm to 7:30pm. Be sure to come.
  - **OBTC Craft Fair Nov. 16th**, 9am to 3pm.
  - **Install Holiday decorations** in the business district on Sat. Nov. 23<sup>rd</sup> at 7am – meet at office.
8. **Adjourn**

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  - Report from Chet Barfield, Interim Mayor Todd Gloria’s – [cbarfield@sandiego.gov](mailto:cbarfield@sandiego.gov)
  - Report from John Ly, Councilman Kevin Faulconer – [Jly@sandiego.gov](mailto:Jly@sandiego.gov) 619-236-6622
  - Report from Sterling McHale, Ron Roberts, County Supervisor - [Sterling.McHale@sdcounty.ca.gov](mailto:Sterling.McHale@sdcounty.ca.gov) - 619-717-0885

- Report from Roberto Alcantar, State Senator Marty Block – [Roberto.Alcantar@Sen.CA.gov](mailto:Roberto.Alcantar@Sen.CA.gov) 619-645-3133
- Report from Rachel Gregg, Assemblywoman Toni Atkins – [Rachel.gregg@asm.ca.gov](mailto:Rachel.gregg@asm.ca.gov) 619-645-3090
- Report from Dave Surwilo, SDPD – Community Service Officer – [dsurwilo@sandiego.pd.gov](mailto:dsurwilo@sandiego.pd.gov)
- Report from Liz Studebaker, City Advocate for the BIDs – phone 619-533-4561 [LStudebaker@sandiego.gov](mailto:LStudebaker@sandiego.gov)
- Report from Howard Guess, Deputy City Attorney – Neighborhood Quality of Life Unit – [HGuess@sandiego.gov](mailto:HGuess@sandiego.gov) - 619-533-5500

3:33 PM

11/08/13

Accrual Basis

Ocean Beach MainStreet Association

Profit & Loss by Class

September 2013

	Organization	Revolvtat...	Veteran's ... (Other Proj...)	Historic PL (Other Proj...)	Title Project (Other Proj...)	Other Proj... (Other Proj...)	Total Other... (Capital In...)	MAD (Capital In...)	Total Capt...	October/Es... (Events)
<b>Ordinary Income/Expense</b>										
<b>Income</b>										
42100 - ASSESSMENT - BID REIMBURSEMENT	1,408.40	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
42200 - CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
40400 - LMD-REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00	3,278.33	3,278.33	0.00	0.00
41000 - EVENTS/PROJECTS INCOME	0.00	0.00	0.00	0.00	580.00	0.00	580.00	0.00	580.00	4,185.00
41500 - SPONSORSHIP INCOME	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
42000 - ASSOCIATE MEMBER DUES	400.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
44000 - PROMO PRODUCTS SALES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
45000 - WEB & NEWSLETTER ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
45010 - Newsletter print media ads	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
45050 - WEB & NEWSLETTER ADVERTISING - OL...	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total 45000 - WEB &amp; NEWSLETTER ADVERTISING</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
46000 - INTEREST INCOME	5.07	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Income</b>	<b>1,813.47</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>580.00</b>	<b>0.00</b>	<b>580.00</b>	<b>3,278.33</b>	<b>3,858.33</b>	<b>4,185.00</b>
<b>Gross Profit</b>	<b>1,813.47</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>580.00</b>	<b>0.00</b>	<b>580.00</b>	<b>3,278.33</b>	<b>3,858.33</b>	<b>4,185.00</b>
<b>Expense</b>										
50000 - ACCOUNTING	2,938.59	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50010 - ADVERTISING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	300.00
50030 - ANNUAL AWARDS CELEBRATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50090 - BANK CHARGES	207.81	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50100 - CONSULTANTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50105 - CONTRACT LABOR	100.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50230 - DONATIONS	0.00	0.00	1,000.00	0.00	0.00	0.00	1,000.00	0.00	1,000.00	0.00
50290 - DUES & SUBSCRIPTIONS	101.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50295 - EVENT ENTERTAINMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50310 - EVENT/PROJECT SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50315 - EVENT SERVICES	0.00	0.00	0.00	0.00	0.00	855.00	855.00	0.00	855.00	0.00
50350 - LANDSCAPING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,316.00	1,316.00	0.00
50390 - INSURANCE										
50391 - HEALTH INSURANCE	-118.28	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50393 - INSURANCE-WORKERS COMP	404.83	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50396 - INSURANCE - Other	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total 50390 - INSURANCE</b>	<b>286.55</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
50410 - LICENSES/PERMITS/FEES/SALES TAX	30.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150.00
50430 - MANAGEMENT FEES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50650 - NEWSLETTER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50670 - OFFICE SUPPLIES	794.72	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50690 - POSTAGE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50690 - PRINTING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50750 - PROMO ITEMS PURCHASED	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50810 - RENT										
50813 - OFFICE	805.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50817 - RENT - OTHER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total 50810 - RENT</b>	<b>805.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
50830 - REPAIR & MAINTENANCE	8.89	0.00	0.00	0.00	0.00	1,800.82	1,800.82	0.00	1,800.82	0.00
50870 - STAFFING										
50890 - PAYROLL TAX EXPENSE	146.25	94.03	0.00	2.50	39.95	34.53	58.98	0.00	58.98	16.00
50873 - OFFICE STAFFING	1,857.01	812.97	0.00	31.89	380.31	311.40	723.40	0.00	723.40	303.25
50875 - FARMER'S MARKET	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total 50870 - STAFFING</b>	<b>2,003.26</b>	<b>877.00</b>	<b>0.00</b>	<b>34.39</b>	<b>410.28</b>	<b>305.92</b>	<b>780.38</b>	<b>0.00</b>	<b>780.38</b>	<b>219.25</b>
50890 - TELEPHONE/COMMUNICATIONS	267.74	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
50910 - TRASH REMOVAL	80.00	0.00	0.00	0.00	0.00	0.00	1,900.00	1,900.00	0.00	0.00
50930 - UTILITIES	146.47	0.00	0.00	0.00	0.00	0.00	82.33	82.33	0.00	0.00
50950 - WEB SITE-WEB CAM	72.86	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Expense</b>	<b>7,802.89</b>	<b>877.00</b>	<b>1,000.00</b>	<b>34.39</b>	<b>410.28</b>	<b>2,821.75</b>	<b>4,286.20</b>	<b>3,278.33</b>	<b>7,564.53</b>	<b>589.25</b>
<b>Net Ordinary Income</b>	<b>-5,989.42</b>	<b>-877.00</b>	<b>-1,000.00</b>	<b>-34.39</b>	<b>149.74</b>	<b>-2,821.75</b>	<b>-3,706.20</b>	<b>0.00</b>	<b>-3,706.20</b>	<b>3,815.77</b>
<b>Other Income/Expense</b>										
<b>Other Expense</b>										
80190 - DEPRECIATION	340.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00
<b>Total Other Expense</b>	<b>340.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Other Income</b>	<b>-340.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>
<b>Net Income</b>	<b>-4,330.22</b>	<b>-877.00</b>	<b>-1,000.00</b>	<b>-34.39</b>	<b>149.74</b>	<b>-2,821.75</b>	<b>-3,706.20</b>	<b>0.00</b>	<b>-3,706.20</b>	<b>3,815.77</b>

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11/08/13

Accrual Basis

**Ocean Beach MainStreet Association**  
**Profit & Loss by Class**

September 2013

	Farmers M. (Events)	Fireworks (Events)	Jazz 88 OB. (Events)	Street Fair (Events)	Oh. (Ev..)	Total Events	OBREL (Market..)	Directory (Market..)	Promot.. (Market..)	Total Mark..	Un..	TOTAL
<b>Ordinary Income/Expense</b>												
<b>Income</b>												
40100 - ASSESSMENT - BID REIMBURSEMENT	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,408.40
40200 - CONTRIBUTIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.00	7.00	0.00	7.00
40400 - LMD-REIMBURSEMENTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	3,270.33
41000 - EVENTS/PROJECTS INCOME	10,058.74	0.00	0.00	0.00	0.00	22,343.74	0.00	0.00	0.00	0.00	0.00	22,803.74
41500 - SPONSORSHIP INCOME	0.00	500.00	0.00	0.00	0.00	500.00	0.00	0.00	0.00	0.00	0.00	500.00
42000 - ASSOCIATE MEMBER DUES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	400.00
44000 - PROMO PRODUCTS SALES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	251.85	251.85	0.00	251.85
45000 - WEB & NEWSLETTER ADVERTISING												
45010 - Newsletter-print media ads	0.00	0.00	0.00	0.00	0.00	0.00	784.00	0.00	80.00	824.00	0.00	824.00
45000 - WEB & NEWSLETTER ADVERTISING - CL..	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	400.00	400.00	0.00	400.00
<b>Total 45000 - WEB &amp; NEWSLETTER ADVERTISING</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>784.00</b>	<b>0.00</b>	<b>480.00</b>	<b>1,224.00</b>	<b>0.00</b>	<b>1,224.00</b>
46000 - INTEREST INCOME	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	5.07
<b>Total Income</b>	<b>10,058.74</b>	<b>500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>22,343.74</b>	<b>784.00</b>	<b>0.00</b>	<b>1,018.85</b>	<b>1,782.85</b>	<b>0.00</b>	<b>30,176.19</b>
<b>Gross Profit</b>	<b>10,058.74</b>	<b>500.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>22,343.74</b>	<b>784.00</b>	<b>0.00</b>	<b>1,018.85</b>	<b>1,782.85</b>	<b>0.00</b>	<b>30,176.19</b>
<b>Expense</b>												
50000 - ACCOUNTING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	2,926.59
50100 - ADVERTISING	0.00	0.00	0.00	0.00	0.00	280.00	680.00	0.00	825.00	1,305.00	0.00	1,525.00
50200 - ANNUAL AWARDS CELEBRATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	150.00	150.00	0.00	150.00
50300 - BANK CHARGES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	7.15	7.15	0.00	214.98
50180 - CONSULTANTS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,000.00	1,000.00	0.00	1,000.00
50185 - CONTRACT LABOR	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	102.00
50230 - DONATIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	100.00	100.00	0.00	1,100.00
50250 - DUES & SUBSCRIPTIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	30.00	30.00	0.00	131.00
50290 - EVENT ENTERTAINMENT	480.00	0.00	0.00	0.00	0.00	480.00	0.00	0.00	0.00	0.00	0.00	480.00
50010 - EVENT/PROJECT SUPPLIES	47.99	0.00	0.00	0.00	0.00	47.99	0.00	0.00	0.00	0.00	0.00	47.99
50015 - EVENT SERVICES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	825.00
50350 - LANDSCAPING	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,316.00
50390 - INSURANCE												
50391 - HEALTH INSURANCE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	-118.28
50393 - INSURANCE-WORKERS COMP	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	404.83
50390 - INSURANCE - Other	0.00	0.00	0.00	10.28	0.00	10.28	0.00	0.00	0.00	0.00	0.00	10.28
<b>Total 50390 - INSURANCE</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>10.28</b>	<b>0.00</b>	<b>10.28</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>396.83</b>
50410 - LICENSES/PERMITS/FEES/SALES TAX	0.00	30.00	0.00	0.00	0.00	170.00	0.00	0.00	0.00	0.00	0.00	190.00
50430 - MANAGEMENT FEES	2,294.88	0.00	0.00	0.00	0.00	2,294.88	0.00	0.00	0.00	0.00	0.00	2,294.88
50580 - NEWSLETTER	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	408.80	408.80	0.00	408.80
50670 - OFFICE SUPPLIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	12.96	12.96	0.00	797.70
50630 - POSTAGE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	198.77	198.77	0.00	198.77
50650 - PRINTING	774.30	0.00	0.00	0.00	0.00	774.30	0.00	0.00	113.40	113.40	0.00	867.70
50750 - PROMO ITEMS PURCHASED	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	335.95	335.95	0.00	335.95
50010 - RENT												
50013 - OFFICE	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	805.00
50017 - RENT - OTHER	400.00	0.00	0.00	0.00	0.00	400.00	0.00	0.00	0.00	0.00	0.00	400.00
<b>Total 50010 - RENT</b>	<b>400.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>400.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>1,205.00</b>
50630 - REPAIR & MAINTENANCE	800.00	0.00	0.00	0.00	0.00	800.00	0.00	0.00	0.00	0.00	0.00	2,437.71
50670 - STAFFING												
50680 - PAYROLL TAX EXPENSE	216.70	0.00	0.00	155.60	0.00	390.30	35.52	44.80	348.09	427.29	0.00	1,094.85
50073 - OFFICE STAFFING	295.86	0.00	0.00	1,875.58	0.00	2,474.45	451.05	588.88	4,404.28	5,425.19	0.00	11,293.02
50075 - FARMER'S MARKET	2,491.00	0.00	0.00	0.00	0.00	2,491.00	0.00	0.00	0.00	0.00	0.00	2,491.00
<b>Total 50070 - STAFFING</b>	<b>2,992.56</b>	<b>0.00</b>	<b>0.00</b>	<b>2,131.18</b>	<b>0.00</b>	<b>5,345.75</b>	<b>486.57</b>	<b>614.78</b>	<b>4,751.15</b>	<b>5,852.46</b>	<b>0.00</b>	<b>14,859.07</b>
50690 - TELEPHONE/COMMUNICATIONS	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	287.74
50910 - TRASH REMOVAL	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,980.00
50930 - UTILITIES	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	211.80
50950 - WEB SITE-WEB CAM	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	1,342.50	1,342.50	0.00	1,315.18
<b>Total Expense</b>	<b>7,742.53</b>	<b>30.00</b>	<b>0.00</b>	<b>2,141.44</b>	<b>0.00</b>	<b>10,473.30</b>	<b>1,185.57</b>	<b>814.78</b>	<b>8,961.50</b>	<b>10,782.83</b>	<b>0.00</b>	<b>37,461.25</b>
<b>Net Ordinary Income</b>	<b>10,316.21</b>	<b>480.00</b>	<b>0.00</b>	<b>-2,141.44</b>	<b>0.00</b>	<b>12,370.54</b>	<b>-402.57</b>	<b>-814.78</b>	<b>-7,962.85</b>	<b>-8,980.18</b>	<b>0.00</b>	<b>-7,283.08</b>
<b>Other Income/Expense</b>												
<b>Other Expense</b>												
50190 - DEPRECIATION	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	0.00	340.00
<b>Total Other Expense</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>340.00</b>
<b>Net Other Income</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>0.00</b>	<b>-340.00</b>
<b>Net Income</b>	<b>10,316.21</b>	<b>480.00</b>	<b>0.00</b>	<b>-2,141.44</b>	<b>0.00</b>	<b>12,370.54</b>	<b>-402.57</b>	<b>-814.78</b>	<b>-7,962.85</b>	<b>-8,980.18</b>	<b>0.00</b>	<b>-7,823.08</b>

3:00 PM

11/11/13

Accrual Basis

**Ocean Beach MainStreet Association**  
**Balance Sheet Prev Year Comparison**  
**As of September 30, 2013**

	Sep 30, 13	Sep 30, 12	\$ Change	% Change
<b>ASSETS</b>				
<b>Current Assets</b>				
Checking/Savings				
UNENCUMBERED CASH				
10070 - MONEY MARKET UB ACCT #7338				
10071.6 - Anniversary Fund- OB projects (Funds raised during our 125th Annivers...	15,787.00	0.00	15,787.00	100.0%
10071.1 - Historic Plaque Project	1,975.52	1,975.52	0.00	0.0%
10071.2 - Tile Project Maintenance	3,100.00	3,100.00	0.00	0.0%
10071.3 - Veteran's Plaza	0.00	3,000.00	-3,000.00	-100.0%
10071.4 - Replacement of Equipment	1,737.52	1,737.52	0.00	0.0%
10071.5 - Art & Mural Maintenance (for maintaining the local murals and art)	7,000.00	1,500.00	5,500.00	366.7%
10070 - MONEY MARKET UB ACCT #7338 - Other	4,888.88	7,353.25	-2,464.37	-33.5%
<b>Total 10070 - MONEY MARKET UB ACCT #7338</b>	<b>34,488.92</b>	<b>18,666.29</b>	<b>15,822.63</b>	<b>84.8%</b>
10040 - UB OBNA GENERAL- 0952	12,369.26	24,455.53	-12,086.27	-49.4%
<b>Total UNENCUMBERED CASH</b>	<b>46,858.18</b>	<b>43,121.82</b>	<b>3,736.36</b>	<b>8.7%</b>
ENCUMBERED CASH				
10000 - UNION BANK SAVINGS ACCT 8616 (Was a SDBN 0768 cd account)	20,210.33	20,202.25	8.08	0.0%
10030 - UB SPECIAL PROJECTS ACCT 0994	42,940.48	26,835.38	16,105.08	60.0%
10050 - UB LMD-0960	4,610.01	2,040.74	2,569.27	125.9%
<b>Total ENCUMBERED CASH</b>	<b>67,760.80</b>	<b>49,078.37</b>	<b>18,682.43</b>	<b>38.1%</b>
<b>Total Checking/Savings</b>	<b>114,618.98</b>	<b>92,200.19</b>	<b>22,418.79</b>	<b>24.3%</b>
Accounts Receivable				
12010 - GRANT RECEIVABLE	22,004.00	21,528.00	476.00	2.2%
12030 - ASSESSMENT RECEIVABLE	16,436.81	10,860.37	5,776.44	54.2%
12000 - ACCOUNTS RECEIVABLE	3,818.33	5,845.50	-1,827.17	-32.4%
<b>Total Accounts Receivable</b>	<b>42,259.14</b>	<b>37,833.87</b>	<b>4,425.27</b>	<b>11.7%</b>
Other Current Assets				
12100 - Inventory Asset (Costs of inventory purchased for resale)	7,844.81	5,714.07	2,130.54	37.3%
<b>Total Other Current Assets</b>	<b>7,844.81</b>	<b>5,714.07</b>	<b>2,130.54</b>	<b>37.3%</b>
<b>Total Current Assets</b>	<b>184,722.73</b>	<b>135,748.13</b>	<b>48,974.60</b>	<b>35.9%</b>
<b>Fixed Assets</b>				
18040 - COMPUTER EQUIPMENT	5,593.64	4,855.00	738.64	15.2%
18030 - WEBSITE	1,300.00	1,300.00	0.00	0.0%
18010 - OFFICE FURNITURE & EQUIPMENT	24,819.88	22,556.88	2,262.80	9.1%
18020 - LEASEHOLD IMPROVEMENTS	2,742.47	2,742.47	0.00	0.0%
18990 - ACCUMULATED DEPRECIATION	-24,705.00	-20,710.00	-3,995.00	-19.3%
<b>Total Fixed Assets</b>	<b>9,550.79</b>	<b>10,744.35</b>	<b>-1,193.56</b>	<b>-11.1%</b>
Other Assets				
19010 - SECURITY DEPOSIT	800.00	800.00	0.00	0.0%
<b>Total Other Assets</b>	<b>800.00</b>	<b>800.00</b>	<b>0.00</b>	<b>0.0%</b>
<b>TOTAL ASSETS</b>	<b>174,873.52</b>	<b>147,092.48</b>	<b>27,781.04</b>	<b>18.9%</b>
<b>LIABILITIES &amp; EQUITY</b>				
<b>Liabilities</b>				
Current Liabilities				
Accounts Payable				
20000 - ACCOUNTS PAYABLE	3,720.90	8,399.27	-4,678.37	-55.7%
<b>Total Accounts Payable</b>	<b>3,720.90</b>	<b>8,399.27</b>	<b>-4,678.37</b>	<b>-55.7%</b>
Credit Cards				
21020 - UNION BANK VISA 5312 was 1260 (DENISE KNOX)	4,939.74	2,070.97	2,868.77	138.5%
<b>Total Credit Cards</b>	<b>4,939.74</b>	<b>2,070.97</b>	<b>2,868.77</b>	<b>138.5%</b>
Other Current Liabilities				
24100 - 403B PAYABLE	0.00	1,050.00	-1,050.00	-100.0%
<b>Total Other Current Liabilities</b>	<b>0.00</b>	<b>1,050.00</b>	<b>-1,050.00</b>	<b>-100.0%</b>
<b>Total Current Liabilities</b>	<b>8,660.64</b>	<b>11,520.24</b>	<b>-2,859.60</b>	<b>-24.8%</b>
<b>Total Liabilities</b>	<b>8,660.64</b>	<b>11,520.24</b>	<b>-2,859.60</b>	<b>-24.8%</b>
<b>Equity</b>				
30030 - TEMP. RESTRICTED NET ASSETS	4,857.89	8,901.83	-4,043.94	-47.7%
30010 - UNRESTRICTED NET ASSETS	108,172.31	90,805.20	17,367.11	19.1%
30020 - BOARD DESIGNATED NET ASSETS	67,811.78	58,329.17	9,282.59	15.9%
Net Income	-14,228.88	-22,483.78	8,234.88	36.7%
<b>Total Equity</b>	<b>166,212.88</b>	<b>135,572.24</b>	<b>30,640.64</b>	<b>22.6%</b>
<b>TOTAL LIABILITIES &amp; EQUITY</b>	<b>174,873.52</b>	<b>147,092.48</b>	<b>27,781.04</b>	<b>18.9%</b>



### 6.A.3.e).1.

**From:** Studebaker, Elizabeth [<mailto:ESTudebaker@sandiego.gov>]

**Sent:** Thursday, November 07, 2013 3:44 PM

**To:** [info@oceanbeachsandiego.com](mailto:info@oceanbeachsandiego.com);

**Cc:** Fulton, Bill; Gowan, Amy; Dibden-Brown, Meredith; Ojeda, Luis; Zirkle, Chris; Field, Andrew

**Subject:** Note to BIDs re: SDOG Case

*\*The content of this email was written by Chris Zirkle, Deputy Director of the Open Space Division of Park and Recreation Department, and sent earlier today to the Advisory Groups for City Managed MADs. I am forwarding to you (with virtually the same language) to ensure consistency. Most of you are already up to speed on this issue, and I'll continue to provide updates as we have them.*

*Dear BID Directors and Maintenance Assessment District administrators:*

*The purpose of this email is to bring you up to date on an important Maintenance Assessment District (MAD) issue that has the potential to affect a significant number of districts.*

#### **General MAD Background**

The City has 57 Maintenance Assessment Districts, of which the Park and Recreation Department manages 49 and the Development Services Department (Economic Development Division) manages eight. Through these districts, property owners voted to pay special assessments on their property tax bills to provide enhanced services in addition to those provided by the City to the general public.

#### **Greater Golden Hill MAD**

In 2007, the City formed the Greater Golden Hill MAD. The City was then sued over the legality of the MAD. The City lost the suit in 2011, with the Fourth District Court of Appeal finding the assessment methodology utilized by the Assessment Engineer was fatally flawed because it resulted in assessees being assessed for benefits that did not accrue to them. For example, the court said by hypothetical example that one way to quantify the general/special benefits would be to determine how many people use the street. The Greater Golden Hill MAD was ordered dissolved.

#### **Current Issue**

Briggs Law Corporation, on behalf of San Diegans for Open Government (SDOG), has sued the City, alleging that all of the Fiscal Year 2014 MAD and Downtown Property and Business Improvement District levies are invalid and asking that the City be prohibited from expending Fiscal Year 2014 PBID assessments. The contention in the lawsuits is that the assessments are actually improperly levied taxes. This suit is continuing in litigation.

#### **Ramifications**

If SDOG prevails, the City may be forced to cease collecting MAD assessments and providing enhanced services to the property owners located within their boundaries. The City would likely need to decommission various improvements currently maintained by the MAD assessments. The attached memo from the City Attorney's office describes ramifications on new Districts. City staff is working hard in an attempt to ensure that MADs can continue to function and the City can continue to provide enhanced services in the neighborhoods where MADs are located.

Please give me a call if you have any questions.

Thank you,

Elizabeth Studebaker, Mayor's Business Improvement District (BID) Advocate  
City of San Diego - Planning, Neighborhoods & Economic Development Department  
1200 Third Avenue, Suite 1400, MS 56D - San Diego, CA 92101  
[estudebaker@sandiego.gov](mailto:estudebaker@sandiego.gov) Office: (619) 533-4561 Cell: (619) 453-9348  
Fax: (619) 533-3219

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### 6.A.3.c).4.

**From:** Lee, Amanda

**Sent:** Thursday, October 31, 2013 5:06 PM

**To:** DSD LDC Team

**Subject:** Food Trucks: Request for Public Review and Comment

The City of San Diego Development Services Department is requesting early public review and feedback on proposed code amendments related to Mobile Food Trucks. The amendments are intended to clarify what regulations apply to food trucks and create a new predictable approval process that allows food trucks to operate on private property and within the public right-of-way in a manner that best balances safety, community character, and economic interests (private and public). Attached is a summary of the proposed amendments and draft code language in strikeout-underline format. Please submit comments by email to [dsldc@sandiego.gov](mailto:dsldc@sandiego.gov) by December 13, 2013. Additional opportunities for public participation will be available in conjunction with the public hearing process for the ordinance. It is anticipated that the Community Planners Committee, Code Monitoring Team, and Technical Advisory Committee will review and consider

the draft at their November-December 2013 meetings, which will be followed by a Planning Commission recommendation hearing in January 2014, and Land Use & Housing Committee review and City Council introduction and adoption hearings by March 2014.

*This email was sent to the interested persons list maintained by the Planning Department. If you wish to be removed from the Planning interested persons list, please contact Diane Maglaras at [Dmaglaras@saniego.gov](mailto:Dmaglaras@saniego.gov)*

City of San Diego

Draft- October 31, 2013

## **Summary of Proposed Land Use Regulations and Permit Process for Mobile Food Trucks**

### **I. What is a Mobile Food Truck?**

Mobile food trucks are motorized vehicles from which food or drink (prepared on-site or pre-packaged) is sold or served to the general public, whether consumed on-site or elsewhere. They are retail food facilities and health regulated businesses subject to San Diego Municipal Code Chapter 4, Article 2, Division 1 and Section 54.0122. Each food truck operator must obtain a County Health permit with annual permit fees, pass annual health inspections, and display a certification sticker and health letter grade.

### **II. Brief Description of Proposed Code Amendments**

Proposed code amendments would create a new land use category for mobile food trucks and establish new land use regulations in Land Development Code Section 141.0612. As proposed, Mobile Food Trucks would be allowed as a limited use in the citywide Community Commercial, Neighborhood Commercial, Regional Commercial, Office Commercial, Visitor Commercial and all Industrial zones; conditionally permitted in the Centre City Planned District; and would be "not permitted" in the citywide open space, agricultural, residential, and commercial-parking zones, the Gaslamp Planned District, or within the public right-of-way in the Parking Impact Overlay Zone (beach impact area and campus impact area). A new ministerial permit approval process would be created for mobile food trucks on private property. Minor clean up amendments to Section 54.0122 and Chapter 15 Planned Districts would clarify applicability to downtown and would remove inconsistencies and outdated requirements.

### **III. What City Approvals would be Required?**

Mobile food trucks would be permitted as a "limited use" in industrial zones and most commercial zones, which means they would be permitted where in compliance with the regulations in Section 141.0612.

#### **A. Mobile food truck operators that maintain the following would not be required to obtain a City permit:**

1. A valid business tax certificate issued by the City Treasurer to operate within the City of San Diego. (Prior to commencing operations and prior to City issuance of a business tax certificate, a zoning use certificate approval from the Development Services Department would be required in accordance with LDC Section 123.0302); and
2. A County Health permit in good standing in accordance with the San Diego County Code Title 6, Division 1.
3. No City permit would be required for operations of a mobile food truck within the public right-of-way in accordance with Section 141.0612. If operations would result in the assembly of 50 people or more on public property, City Manager approval of a Special Events Permit is required- SDMC Section 22.4004.
4. No City permit would be required for catering of a private event in accordance with Section 141.0612(d) or for service to an active construction site in accordance with Section 141.0612(e).

#### **B. Mobile Food Truck Permit to Operate on Private Property: A Mobile Food Truck Permit would be**

required for operations on private property, except that a Mobile Food Truck Permit would not be required for catering of a private event, service to an active construction site, or operations on the property of a school, university or hospital with the express consent of the property owner. The permit would be issued by staff and would be non-appealable. The permit submittal requirements would be minimal (general application, site plan, current photos of the location, and permit fees). As proposed, the permit would require an annual renewal fee with payment of annual business taxes.

**C. Permission required to operate within a Business Improvement District (BID):** San Diego's BID program is administered by the City's Office of Small Business. San Diego's BIDs are City designated geographic areas where business owners are assessed annually to fund activities and improvements to promote the business district. The City partners with various merchant associations representing the assessed business owners including BIDs for Adams Avenue, City Heights, College Area, Diamond, Downtown, East Village, El Cajon Boulevard, Gaslamp Quarter, Hillcrest, La Jolla, Little Italy, Midway, Mission Hills, North Park, Ocean Beach, Old Town, Pacific Beach, and San Ysidro. To operate within a BID, notarized authorization would be required from the BID and the mobile food truck operator would be required to pay a prorated assessment in exchange for approval to operate within participating BID locations. (As proposed, food trucks would not be permitted within the Gaslamp Quarter BID.)

**D. Conditional Use Permit required within the Centre City Planned District:** Existing Section 156.0308 Table A indicates that Mobile Food Facilities require a Conditional Use Permit in the CCPDO Core, Neighborhood Mixed-Use Center, Employment Residential Mixed-Use,

Ballpark Mixed-Use, Waterfront Marine, Mixed Commercial, Residential Emphasis, Public/Civic, Public Facilities, and Park/Open Space zones, and are “not permitted” in the CCPDO Industrial, Transportation, or Convention Center/Visitor zones.

**IV. Locations mobile food trucks would not be permitted:** As proposed, mobile food trucks would not be permitted in citywide open space, agricultural, residential, and commercial parking zones, the Gaslamp Quarter Planned District (Ch 15/Art 7), or within the public right-of-way in the Parking Impact Overlay Zone (Ch 13/Art 2/Div 8), including the beach impact area (Map C-731) and the campus impact area (Map C-795).

**V. Performance Standards:** See proposed Section 141.0612 for all proposed requirements. Following is a summary of the most significant regulatory criteria.

**Bathroom Requirement:** The mobile food truck operator and his/her employees would need to secure written permission to use permanent sanitation facilities located not more than 200 feet from the location where the mobile food truck will be operated. The operator must maintain a notarized copy of the written permission within the vehicle and provide evidence upon request by an authorized City official.

**Clear Path of Travel:** To operate in the public right-of-way, mobile food trucks would be required to park adjacent to a paved sidewalk (not parkway) that contains a minimum width of 8 feet, free and clear for pedestrian passage, as measured perpendicular to the face of the curb.

**Equipment/Operations Self Contained in Vehicle:** All associated equipment and operations would need to be self-contained within the mobile food truck. No furniture, umbrellas, generators, extension cords, objects or structures shall be placed outside of the vehicle (except for required refuse and recycling containers).

**Hours of Operation:** Mobile food truck operations would not be permitted between the hours of 10:00 pm and 6:00 a.m. Sunday through Thursday, or between 11:00 p.m. and 6:00 a.m. Friday and Saturday, in any location within 1,000 feet of residential. Food truck operations on private property would be limited to a maximum of 3 days per week.

**Minimum space required per food truck:** On private property, a maximum of one mobile food truck would be allowed for each 1,500 square feet of paved, level parking area on a site. The 1,500 square foot area could not include any off-street parking spaces that are reserved, encumbered, or designated to satisfy the off-street parking requirement of a business or activity that is operating at the same time as the mobile food truck.

**Proximity Limitations:** Mobile food trucks shall not operate less than 25 feet from a street intersection with a crosswalk, traffic light, stop sign, bus stop or trolley stop; within 500 hundred feet from any public educational facility (K-12 school), measured in a straight line to the nearest point of the school building, between 7:00 a.m. and 4:00 p.m. on regular school days (except with the express consent of the owner or lessee of the property); or in the public right-of-way if within 75 feet of the entrance to a street level eating and drinking establishment (except with notarized authorization from the owners or proprietors of the affected eating and drinking establishments).

**Trash Requirement:** The mobile food truck operator would need to provide one trash receptacle and one recycling receptacle conveniently located for use by patrons and in a location that does not impede pedestrian or vehicular traffic. All litter or debris generated within a minimum of a 25-foot radius of the food truck would need to be collected and removed by the mobile food truck operator.