



Diamond Business Association, Inc.
dba Southeastern Diamond Business Association (SDBD)
Tubman Chavez Community Center, 415 Euclid Avenue, San Diego, CA 92114
Board of Directors Meeting
Tuesday, June 20, 2017 at 5:30 PM

MINUTES of the SDBD Board Meeting Tuesday, JUNE 20, 2017

Board Members Present: Carlos Vasquez (CIVIC San Diego), R. Daniel Hernandez (San Ysidro Health Center), Brian Maty (Metro PCS), Richard Seges (Jacobs Center for Neighborhood Innovation), and

Board Members Absent: Marion McCord (Alpha Center), Hugh Muhammad (RBW Security), and Donald Canteen (US Bank).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Karina Velazquez (Program Manager, SDBD), Francisca Orellana Polanka (Small Business Community Initiative Officer, SDBD), Venus Molina (Office of Council President Myrtle Cole), Darnisha Hunter (Office of Mayor Kevin Faulconer), Patricia Murray (ERRRVERYBODi Line Dancer), Brittany Miller (San Diego Futures Foundation), Marlena Robinson (It's Just Business).

Board meeting was called to order by President Carlos Vasquez at 5:40 p.m. Quorum was present (4 of 7 members).

Public Comment

Venus Molina from the Office of Council President Myrtle Cole gave a brief report and 1) stated that City Council voted against special election for Soccer City vote in November and 2) Budget initiative was approved.

Approval of the Agenda

President Vasquez called for a motion to approve the agenda.

Daniel Hernandez made a motion to approve the agenda. Second by Richard Seges. Vote: 4-0-0. Motion Carried.

Consent Agenda

President Vasquez called for a motion to approve the Consent Agenda items: 1) Approval of Board Meeting Minutes of May 16, 2017; and ratification of Associate Membership Application of Mangia Mangia Food Truck.

Richard Seges made a motion to approve the Consent Agenda Action Items. Second by R. Daniel Hernandez. Vote: 4-0-0. Motion Carried.

Action Items

Lease for Ouchi Courtyards. We need direction from the board to enter into a lease with Chelsea for the Ouchi Courtyard retail space for the operation of the Diamond Suites at Ouchi. R. Daniel Hernandez proposed to start a committee with Richard Seges and Carlos Vasquez to

review the lease agreement. Richard Seges stated that if the committee unanimously agrees then it moves forward, if it does not then it is brought back to the board for a vote. **R. Daniel Hernandez made a motion to create a subcommittee to negotiate the lease with Ouchi Courtyard; if the subcommittee considers the lease is in the best interest of the BID, then it should move forward with the agreement. Second by Richard Seges. Vote: 4-0-0. Motion Carried.**

Approval to apply for AmeriCorps Member.

Liliana Garcia-Rivera requested board approval to apply for an Americorps Member for FY 2018. The position would be funded by LISC San Diego and the Diamond BID. We are not certain that Civic San Diego will be giving us another full-time Americorps for the Access to Capital Program. **R. Daniel Hernandez made a motion to authorize Liliana Garcia-Rivera to apply for an AmeriCorps Member. Second by Richard Seges. Vote: 4-0-0. Motion Carried.**

Approval to apply for paid SDSU Event Planning Intern, if needed.

Liliana Garcia-Rivera reported that US Bank invited the Diamond BID to a non-profit funding training and part of the benefit was that they could apply for a free intern. Liliana Garcia-Rivera proposes that if we do not get the free intern, she would like to contract an intern for \$3,000. This intern would help develop the strategic plan, communications plan and marketing plan for the 2018 Diamond Street Festival as well as help during the festival taking place this August. Richard Seges expressed concerns about whether there were funds available for this. Liliana Garcia-Rivera explained that since the Program Manager is leaving, the funds from that salary position are now freed up. **Richard Seges made a motion to authorize Liliana Garcia-Rivera to apply for paid SDSU Event Planning Intern, if needed. Second by R. Daniel Hernandez. Vote: 4-0-0. Motion Carried.**

Approval on entering into agreement with the Delfonics Revue.

Liliana Garcia-Rivera explained that upon drafting the contract previously approved, she realized that the band does not have any original members from the Delfonics, thereby they are the Delfonics Revue. Since she had previously reported that this was the original Delfonics band she needed to bring this to attention of the board and confirm instructions to proceed with the contract. Richard Seges stated he is concerned about the entertainment budget and community members making a decision on our behalf, which is putting all Board members in a corner. Patricia Murray was present and she proposed to continue her Straight Outta District 4 T-Shirt Fundraiser, and line dancing workshop fundraisers to raise the funds necessary to pay half of what it takes for the Delfonics Revue. R. Daniel Hernandez stated that had Patricia Murray brought in the complete half of the money, the decision would have been based on the band's reputation but, because the money was not raised, the financial uncertainty is too risky for the board. The president called for a motion. **No motion was made.**

President's Report/Executive Committee - None

Financial Report

Liliana Garcia-Rivera reviewed the May Financial Report with the board. The financials reports were received and filed.

Executive Director's Report - Liliana Garcia-Rivera

Liliana Garcia-Rivera reported that staff has been busy working on the Food Truck & Music Fest. Other projects included preparation for board elections, Office Suites at Ouchi Courtyard,

Diamond Events at the Alpha Center, grant writing, printed SDBD Business Directory, and the Diamond Street Festival.

Economic Development Committee Report - Carlos Vasquez

The committee chair reported that at the last committee meeting, Gustavo Bidart from Civic San Diego made a presentation about a proposed business attraction and recruitment initiative to take place in the Diamond District. The Diamond BID will work with Civic San Diego, Council President Cole, San Diego EDC and Wells Fargo Bank as well as other community partners in putting that initiative in place.

Marketing Committee Report - Liliana Garcia-Rivera

Liliana Garcia-Rivera reported that Karina Velazquez is overseeing the design of the printed business directory and that it should be finalized by the end of the fiscal year.

Announcements - None

The meeting was adjourned at 6:55pm.

Recorded by Francisca Orellana Polanka, SDBD AmeriCorps

Revised by Karina Velazquez, SDBD Program Manager

Finalized by Liliana Garcia-Rivera, SDBD Executive Director



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Board of Directors Meeting
Tuesday, June 20, 2017 at 6:30 PM

MINUTES of the SDBD ANNUAL Meeting & ELECTIONS Tuesday, JUNE 20, 2017

Board Members Present: Carlos Vasquez (CIVIC San Diego), R. Daniel Hernandez (San Ysidro Health Center), Brian Maty (Metro PCS), Richard Seges (Jacobs Center for Neighborhood Innovation), and

Board Members Absent: Marion McCord (Alpha Center), Hugh Muhammad (RBW Security), and Donald Canteen (US Bank).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Karina Velazquez (Program Manager, SDBD), Francisca Orellana Polanka (Small Business Community Initiative Officer, SDBD), Brittany Miller (San Diego Futures Foundation), Elizabeth Studebaker (Economic Development Department - City of San Diego), Juan Papaqui (Papaqui Soccer League).

Board meeting was called to order by President Carlos Vasquez at 5:40 p.m. Quorum was present (4 of 7 members).

Public Comment - None

Board of Directors Elections

1. The Nominations Committee made their final report on which candidate were eligible to compete in the election.
2. Candidates statements (2 minutes each)
 - A. Brian Maty made a brief statement about himself.
3. Collection of ballots - Karina Velazquez collected ballots from all those present and the ballots that were submitted ahead of time.
4. Counting Votes - Elizabeth Studebaker, Liliana Garcia-Rivera, R. Daniel Hernandez, and Richard Seges supervised the counting of ballot to elect three board members.

Presentation

Karina Velazquez made a presentation of the Year End Review for FY 2016/2017 while the votes were being counted.

Election Results

The Election Committee announced the results. Hugh Muhammad received eleven votes (11), Brian Maty received fifteen votes (15) and Marion McCord received sixteen votes (16). The Election Committee announced that all three candidates were re-elected into 2 year terms.

R. Daniel Hernandez made a motion to accept the elected board members, with the following conditions:

- **We will accept election results if the elected member is in good standing at the time they are seated on the Board (July Board Meeting).**
- **In all future elections the by-laws requirement of “to be in good standing to be nominated and placed on the ballot” will be observed.**
- **Any newly elected member needs to be in good standing before running for office.**

Second by Richard Seges. Vote: 4-0-0. Motion Carried.

Announcements

Elizabeth Studebaker reported that there is a new placemaking loan. The City of San Diego is making permits more accessible and easy to understand for these projects to take place in the community

The meeting was adjourned at 7:53pm.

Recorded by Francisca Orellana Polanka, SDBD AmeriCorps

Revised by Karina Velazquez, SDBD Program Manager

Finalized by Liliana Garcia-Rivera, SDBD Executive Director