



Diamond Business Association, Inc.  
dba Southeastern Diamond Business Association (SDBD)  
Board of Directors Meeting July 26, 2016 at 5:30pm  
Tubman Chavez Community Center, 415 Euclid Avenue, San Diego, CA 92114

## **MINUTES of the SDBD Meeting July 26, 2016**

Board Members Present: Carlos Vasquez (CIVIC San Diego), Marion McCord (Alpha Center), Omar Passons (Jacobs Center for Neighborhood Innovation), Karely Diaz (Diaz Brothers Catering), Brian Maty (Metro PCS).

Absent: Hugh Muhammad (RBW Security), R. Daniel Hernandez (San Ysidro Health Center).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Karina Velazquez (Program Manager, SDBD), Alicia Martinez-Higgs (City of San Diego Economic Development Department), Tina Hines (City of San Diego Economic Development Department), Sherry Brooks (CIVIC San Diego).

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

Public Comment: None.

### Approval of the Agenda

**Motion made by Omar Passons to approve the agenda. Second by Karely Diaz. Vote: 4-0-0. Motion Passed.**

### Civic San Diego Presentation on Euclid/Hilltop Development

1. Sherry Brooks from CIVIC San Diego gave a brief presentation about the proposed development project. Sherry stated there would be space for two commercial retail spaces, one would be a sit-down restaurant/brewery, and the other would be a coffee shop. Based on the updated Encanto Community Plan, they would advocate for more retail space at the site. The next step is for this recommendation from the CIVIC San Diego board to go to City Council for approval on September 13th.
2. Carlos Vasquez and Omar Passons both stated they would like to help publicize in the community the opportunities available to rent those spaces as well as jobs opportunities.

**Motion made by Omar Passons to provide a letter of support to Civic San Diego for The Top Hilltop and Euclid Gateway Mixed Use Development for City Council. Second by Marion McCord. Carlos Vasquez abstained. Vote: 3-1-0. Motion Passed.**

### Consent Agenda - Action Items (combined as a single motion to approve)

1. Approval of Special Meeting Minutes of June 7, 2016;
2. Approval of Board Meeting Minutes of June 21, 2016;
3. Approval of Annual Meeting Minutes of June 21, 2016;
4. Remove Venus Molina from US Bank Checking Account and replace with Marion McCord; and
5. Authorization for Executive Director to apply for JCNi's FY 2017 Creative Placemaking Partner Program.

**Motion made by Omar Passons to approve the consent agenda. Second by Marion McCord. Omar Passons abstained. Vote: 3-1-0. Motion Passed.**

President's Report/Executive Committee - Carlos Vasquez

Ratify Election Chair of Marketing Committee - Carlos stated that the Marketing Committee had voted to nominate R. Daniel Hernandez as chair.

**Motion made by Omar Passons to ratify R. Daniel Hernandez as the chair of the marketing committee. Second by Marion McCord. Vote: 4-0-0. Motion Passed.**

Election of Officers for terms ending 6/30/17 - Marion McCord nominated Carlos Vasquez for President. Omar Passons nominated Karely Diaz for Vice-President. Marion McCord nominated himself for Treasurer. All nominees accepted the nominations. There were no nominations made for secretary; secretary nominations will be tabled until August board meeting.

**Motion made by Marion McCord to elect Carlos Vasques as President. Second by Omar Passons. Vote: 4-0-0. Motion Passed.**

**Motion made by Omar Passons to elect Karely Diaz as Vice-President. Second by Carlos Vasquez. Vote: 4-0-0. Motion Passed.**

**Motion made by Marion McCord to elect Marion McCord as Treasurer. Second by Omar Passons. Vote: 4-0-0. Motion Passed.**

Approval to enter into a Contract with Karina Velazquez - Liliana stated that Karina's AmeriCorps terms ends July 31st and the SDBD would like to extend her contract for a fiscal year as a full-time employee.

**Motion made by Omar Passons to enter into a contract with Karina Velazquez. Second by Marion McCord. Vote: 4-0-0. Motion Passed.**

(Brian Maty arrived. Attendance is now 5 out of 7 members)

Approve request for Letter of Support for Extended Hands - Carlos stated the board discussed this during June's meeting but had tabled the matter until they received more information about the organization.

**Motion made by Omar Passons to approve a generic letter of support for Extended Hands that emphasizes their social work and not religion. Second by Marion McCord. Vote: 5-0-0. Motion Passed.**

1. Letter of Support for Unity in Community - Tabled
2. Banner Policy - Tabled
3. Line of Credit - Tabled
4. Update from Board Retreat: Review results
  - o Mission Statement Adoption - Tabled

(Omar Passons left. Attendance is now 4 out of 7 members)

Financial Report - Liliana Garcia-Rivera

Liliana Garcia-Rivera discussed the June Financials with the board. The request to the City to advance of \$10,000 from assessment reserves will come in with August's BID assessments.

Executive Director's Report - Liliana Garcia-Rivera

1. Liliana stated that since last month's meeting the San Diego County Fair street banners have come down and will be sold at the next mixer.

2. Liliana reported that the Diamond Street Festival Banners went up and are due to come down soon. Liliana stated that she and Karina are working on identifying intersections with banners to take down the hardware per the City's request, and reassign the banners to other areas.

#### Economic Development Committee Report - Carlos Vasquez

1. Ratify committee's recommendation to prepare a letter of intent for formation of Maintenance Assessment District - **Tabled**

#### Marketing Committee Report - Liliana Garcia-Rivera

This month the committee met to help strategize how to best spend the Diamond Street Festival's marketing budget on print and social media. The committee also discussed a marketing strategy for the Taste of the Diamond. The committee also requested ratify committee's recommendation to serve alcohol at the Taste of the Diamond.

**Motion made by Marion McCord to ratify the Marketing committee's recommendation to serve alcohol at the Taste of the Diamond. Second by Brian Maty. Vote: 4-0-0. Motion Passed.**

#### Announcements

Marion McCord announced that there will be a Breast Cancer Awareness event at the Alpha Center at 10am on Saturday, June 30th.

The meeting was adjourned at 7:05pm

Written by Karina Velazquez, SDBD Program Manager  
Finalized by Liliana Garcia-Rivera, SDBD Executive Director