



Diamond Business Association, Inc.
dba Southeastern Diamond Business Association (SDBD)

Executive Committee Meeting

Tubman Chavez Center, 415 Euclid Avenue, Conference Room, San Diego, CA 92114

March 13, 2017 from 5:30 PM - 7:00 PM

www.info@sdbd.org | www.sdbd.org

Minutes

MINUTES of the SDBD Executive Committee Meeting March 13, 2017

Committee Members Present: Carlos Vasquez (President), Marion McCord (Treasurer), Richard Seges (Secretary)

Members Absent: Daniel Hernandez (Vice-President position is vacant)

Others Present: Liliana Garcia-Rivera (Executive Director), Francisca Polanka (Small Business Community Initiative Officer)

The meeting was called to order by President Carlos Vasquez at 5:40pm. Quorum was present (3 out of 3 members).

Informational Items

The January Financials were presented. The February Financials are still pending. Mary will be coming to the board meeting.

Consent Items

The Executive Committee agreed to forward the following items to the full Board Meeting:

- a. Minutes of February 28, 2017
- a. Authorize Executive Director to enter into contract with Jovita Juarez for the Food Truck Festival and the Taste of the Diamond - \$500 each event plus liability (\$500) to be added on the agenda next time.
- b. Mid-Year Budget Review/Modification - Ready for board meeting Liliana will send email. Budget modification with new salary and move and furniture estimate (to be confirm with grants)
- c. Add R. Daniel Hernandez and Richard Seges as signers to US Bank Checking Account
- d. Ratify Associate Membership for Tasteful Touch

Executive Director's Report- Liliana Garcia-Rivera

USD Nonprofit Academy Takeaway: Liliana reported that she will be working with UCSD on creating financial dashboards to better measure the impact of the BID. The UCSD professor suggested that a gauge measurement would be the 1.8 billion retail leakage. Suggestions for other measurables were to measure the tax revenue generated inside the district.

JCNI: Meetings have taken place to develop a program to connect businesses to suppliers. Another meeting took place with a think tank in Washington.

Economic Development Committee - Carlos Vasquez

Ouchi Courtyard Executive Suite

- Coworking space is moving forward with a contractor from Chelsey. Concerns about permits. Suggestion to talk to City for help for the cost. CDBD grant to cover a 5 year plan. We don't plan on being there that long so we didn't apply.
- Conference room suggestion: office door should not open to bathroom. More privacy to allow for whiteboards, and projectors. Add walls to make people more comfortable. To make cost more efficient, there should not be too many glass walls. Dry wall is cheaper.
- Layout needs to be finalized for lighting and outlets.
- Get funding for the project so it can support itself when it needs to move from Chelsea

Marketing & Promotions Committee - Tabled

Events

- Food truck festival: We need storage and Richard suggested Pod storage. Location is being discussed. Parking, accessibility and visibility. Festival park (property of Jacobs) Richard is offering it. Marion is concerned about the reactivation component of the Food Truck Festival. Richard thinks if it is shorter, then the park is a good place. Alternative place: use Market Creek Plaza parking lot. Recruit a food truck to be the contact person for the festival and activator. Jacobs grant: \$9,000 (15% of operations). Carlos is suggesting to reduce it by 2,3 weeks.
- Clean and Safe Ad Hoc Committee - Liliana Garcia-Rivera
 1. Cross-Walk Celebration took place. There were some concerns over the lack of credit for the BID's involvement.
 2. Homeless count took place with article in the news about bids getting involved.
 - 25 people Volunteered
 - 80 people Counted
 - 4 people Sheltered
 - 2 Identified Veterans

Adjournment 6:45 pm

Written by Francisca Orellana Polanka, Small Business Community Initiative Officer

Finalized by Liliana Garcia-Rivera, SDBD Executive Director