



Diamond Business Association, Inc.

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Southeastern Diamond Business Association (SDBD)

Board of Directors Meeting 5:30pm

May 17, 2016 at Tubman Chavez Center, 415 Euclid Avenue, San Diego, CA 92114

MINUTES of the SDBD Meeting May 17, 2016

Board Members Present: Carlos Vasquez (CIVIC San Diego), Brian Maty (Metro PCS), Omar Passons (Jacobs Center for Neighborhood Innovation), Stephen Walters (PCS World Network) Hugh Muhammad (RBW Security).

Absent: Marco Ortiz (Farmers Insurance Agency), Marion McCord (Alpha Center).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Karina Velazquez (Program Manager, SDBD), R. Daniel Hernandez (San Ysidro Health Center), Alicia Martinez-Higgs (City of San Diego Economic Development Department), Monica Montgomery (Office of Councilmember Myrtle Cole), Patricia Montgomery (National Association of Real Estate Brokers).

Board Meeting was called to order by President Carlos Vasquez at 6:15pm, a quorum was present (4 of 7 members).

Public Comment:

Patricia Montgomery of the National Association of Real Estate Brokers is hosting a Community Reinvestment Fair & Expo on Saturday, June 4th from 9:30am-3pm at the Jacobs Center. She invited the SDBD to have a complimentary booth and asked to help promote the event. Consensus to participate if we can staff it.

Approval of the Agenda

Motion: Motion by Omar Passons to approve the Agenda. Second by Stephen Walters. Vote: 5-0-0. Motion passed.

Approval of Board Meeting Minutes of April 19, 2016

Motion: Motion by Omar Passons to approve the Agenda. Second by Stephen Walters. Vote: 5-0-0. Motion passed.

President's Report - Carlos Vasquez:

1. Retreat June 18th 9am-1pm - The retreat will take place at the King-Chavez Health Center.
2. 2012 Payroll Tax Returns - Need to verify that there were no employees in 2012 in order to respond to a request to file payroll returns. Stephen Walters confirmed there were none.
3. Line of Credit - **Tabled**

Nominations Committee Report - Omar Passons:

1. Omar Passons reported that we need to close nominations, adopt a slate of candidates, and order preparation of a written ballot - Omar named the 10 eligible candidates. Everyone

present accepted their nomination except Stephen Walters. Stephen Walters stated he is considering withdrawing his nomination and will inform the board by the end of the week.

Motion: Motion by Omar Passons to close nominations and order ballot on Saturday, May 28, 2016. Second by Hugh Muhammed. Vote 5-0-0. Motion passed.

Financial Reports

1. March and April Financials - Liliana distributed and went over the March and April financials. Liliana stated Mary Joseph will attend the June Board meeting to explain the makeup of the financial reports. [Error on Agenda which stated "April and May Financials".]

Executive Director's Report- Liliana Garcia-Rivera:

1. Diamond Business Corridor Clean Up - Over 25 volunteers attended and picked up over 150 pounds of trash. Board members present were Carlos Vasquez and Marion McCord. Jones Brothers BBQ catered on site.
2. Spring Business Mixer - Over 41 people attended the mixer at El Patron. Kwofi Reed from LISC spoke at the mixer regarding partnership with SDBD.
3. Black San Diego Mixer - Attended Black San Diego mixer with Bonnie Anderson to promote fundraiser. Were photographed and featured in Voice & Viewpoint newspaper.
4. Cox Communications Meeting - Cox will sponsor DSF and we may hold a mixer there in the future.
5. Bonnie Jean Fundraiser - Fundraiser was successful and Bonnie made enough money to repair the floors. May host another fundraiser after floors are completed.
6. Business Plan Workshop - Hosted workshop in collaboration with Assemblywoman Weber's office and the Small Business Development Center. Over 25 people attended.
7. San Diego County Fair Banners - Forty banners have been installed.
8. Collaboration with College Area BID - We're working closer with the College Area BID. We may hold a joint-mixer next fiscal year.

Economic Development Committee Report - Carlos Vasquez:

1. Owners of Mariscos Altata had their first meeting with the architect and Storefront Improvement Program Manager. They will potentially be receiving \$16k as a reimbursement.
2. Marion McCord and Norris Charles are both on vacation thus the project has been slightly delayed.
3. Recommendation for Partnership with Circulate San Diego - The Economic Development committee unanimously recommended SDBD establish a formal partnership with Circulate San Diego's Vision Zero to reduce pedestrian and bicycle collisions with cars. Omar strongly recommended the partnership as it is in line with what JCNI is doing with their Master Plan.

Motion: Motion by Omar Passons to establish a formal partnership with Circulate San Diego. Second by Stephen Walters. Vote 5-0-0. Motion passed.

4. Recommendation for Grand Opening for three businesses - The Economic Development committee unanimously recommended we host a joint grand opening for the three businesses (Superior Scents, LB Fashion Moda, and Fiesta Mexica).

Motion: Motion by Omar Passons to host a joint grand opening for Superior Scents, LB Fashion Moda, and Fiesta Mexica. Second by Hugh Muhammed. Vote 5-0-0. Motion passed.

Marketing Committee Report - Liliana Garcia-Rivera:

1. Recommendation for Website In-Kind Sponsorship - The Committee unanimously recommended to accept Explore That Store's in-kind sponsorship, valued at \$250, for the DiamondStreetFestival.com website.

Motion: Motion by Omar Passons to accept Explore that Store's In-Kind Donation for the Diamond Street Festival website. Second by Stephen Walters. Vote 5-0-0. Motion passed.

2. Restaurant Delivery Initiative - Liliana informed the Board on a new initiative to help bring a food delivery company to service the businesses in the district. She stated the Diamond BID is meeting with various companies and creating a proposal to partner with them.
3. "Printed Media Campagin"-Action Item-Tabled
4. Award Nomination Categories/Process - Karina informed the Board that the Marketing Committee determined the award categories at the last meeting. At the next meeting SDBD Staff and the committee will submit nominee names and then select the winners of each category based on participation, contributions and performance. The Awards will be presented at the June Mixer.

Motion: Motion by Carlos Vasquez to accept the committee's recommendation for the Annual Awards. Second by Omar Passons. Vote 5-0-0. Motion passed.

5. GObyBIKE Photo Campaign May 1st - May 20th - The committee will help select the winners of the Bike the Diamond Business District photo contest. Karina will send out a slideshow with all the submissions on Friday, May 20th after the contest ends. Committee members must submit their choices by Monday, May 23rd by 5pm.

Motion: Motion by Omar Passons to allow the Marketing Committee to select the winners of the photo contest. Second by Brian Maty. Vote 5-0-0. Motion passed.

Announcements

1. Karina reminded everyone about the 3rd Google Workshop to be held on Tuesday, May 31st at 6:30pm at the Malcolm X Library.
2. Karina also reminded everyone that the PGK Project's Community Dance will be on Friday, May 27th at 4pm at the Tubman Chavez Community Center and tickets are only \$5.
3. Daniel Hernandez announced that SYHC will provide a complimentary breakfast at the Board Retreat.
4. Finally, Carlos Vasquez reminded the Board Members of the importance of the elections and asked the Board Members to encourage all their BID member contacts to come vote during the Annual Meeting.

The meeting was adjourned at 7:10pm

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