DIAMOND BUSINESS ASSOCIATION INC.

US Bank 2nd Floor Conference Room, 5100 Federal Blvd. San Diego 92105

MINUTES

September 12, 2013

September 11, 2013 Meeting at 6:00 - 7:30 pm

Founding Board members present

Stephen Walters (PCS World Network), Marco Ortiz (Ortiz Insurance Agency), Carlos Vasquez (CIVIC San Diego), Karla Ruiz (United Realty)

Quorum present

Others Present;

Tylisa Suseberry (District 4 representative), Warren Simon (BID Council), Ellen Nash (Transamerica World Financial Group), Liliana Garcia-Rivera (SDBD/DBID volunteer), Darnisha Hunter (Executive Search Recruiting), Max Zaker (Kaker Consulting Group), Marion McCord (Alpha Center), Mike Norris (Photojournalist), Irma Esquivias (Museum of Art, Open Space Project), Roberto Salas (Museum of Art, Artist in Residence), Andy Attisha (Owner of Valencia Market, 97 cents Store, Food Bargain Market),

webiste: www.SDBD.org
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Board meeting was called to order by President Walters at 6:10 pm. Introductions were made. There was a quorum.

MINUTES OF THE AUGUST 14, 2013 MEETING --

Motion to approve the Minutes of the August 14, 2013 meeting with the corrections to run-on words Carlos Vasquez/Marco Ortiz 3-0-0 motion passed

PUBLIC COMMENT

Irma Esquivias spoke about an James Irvine grant of $30,000 for a six-month

neighborhood "Open Space" art project which will include Lincoln Park and Logan Heights. Meetings were held with District 4 residents and they developed a lighting project to interconnect the four lighting poles at the intersection of Euclid and Imperial Avenues. As explained by Roberto Salas, it would involve suspending LED lighting on stainless steel cables strung between the four light poles, hooked up to a light pole power source. These lights use very small amounts of energy. Residents chose this project to change the perceived negative image of that intersection. The next step is to secure a permit from the City of San Diego and work with engineering department to see if the project is feasible. Another consideration is the long term maintenance of this proposed project.

Karla Ruiz arrived.

Walters changed the order of the Agenda to accommodate Marco Ortiz's scheduling.

FINANCIAL COMMITTEE REPORT

Ortiz said he has been keeping the QuickBooks account as a volunteer (with his wife), and has not signed any documents, due to the requirements by his company to have Directors and Officers insurance (D&O). He reported that the City finally deposited $32,600 into the US Bank account last night, as per the DBA Inc.'s Request for an Advance of funds from the DBID assessments. Ortiz will now secure new bids for the D&O, select one and then return as the Treasurer. Copies of all invoices and checks are being made and other files (taxes) are set up.

There are two accounts; US Bank for the DBA Inc. (DBID assessments), and the Union Bank (SDBD grants, donations, etc) from the pre-existing financial activities. Two signatures are required for checks over $500. Checks have been made out to the following: BID Council for dues ($300); Website designer ($2,720; Promoter for the Taste of the Diamond, and $100 to repay the loan from Union Bank to set up the DBA account at the US Bank. The current balance after these checks is $31,128.18. The Union Bank account balance is $168.

The board accepted the Financial report.

Ortiz left the meeting.

PRESIDENT'S REPORT

Walters announced that the City has given us the signed contract to officially manage the DBID! He effusively thanked all those volunteers who worked on this effort for over three

and a half years and mentioned each person's name. The Taste of the Diamond/Casino Night is October 24 and a contractor has been selected from several responses to the RFP.

BANNER PROGRAM

Ruiz gave a report describing the details that were involved in preparing a Banner Program Policy which would be a one-stop process that would include a City permit fee ($190), 48 available poles, approval of design, logo submission, and an opportunity for an extension. The program will operate on a first-come basis. The fee for a minimum of 10 banners (including all costs of production, hanging, etc) is $2,500. The fees were based on comparisons from several vendors. An application was prepared for review.
After brief discussion, the committee will explore an additional pricing structure.

Motion to approve the Banner Policy and explore an additional pricing structure Carlos Vasquez/Karla Ruiz 3-0-0 motion passed

POLICIES & PROCEDURES MANUAL AND THE FINANCIAL POLICIES & PROCEDURES

Motion to approve the Policies & Procedures Manual and the Financial Policies & Procedures Manual Karla Ruiz/Carlos Vasquez 3-0-0 motion passed

ADMINISTRATOR FOR THE DBA

Walters observed that the correct title for the person to administer the DBA is Administrator, not Executive Director, and that this action was already approved at the August 14, 2013 meeting. Only one person, Steve Otto, applied. Vasquez added that the position is a temporary one lasting several months until about the end of the year. Otto was the past ED for the San Ysidro BIA for over a dozen years and agreed to accept the terms of the approved budget.

MARKETING AND PROMOTIONS COMMITTEE REPORT

Darnisha Hunter and Liliana Garcia Rivera gave an update on the Taste of the Diamond/Casino Night event set for October 24 in the parking lot behind Food4Less in the cultural huts. Jacobs Foundation Center will put up a big tent for tastings from 10 restaurants. Several bands will perform at no cost, and prominent names will be asked to be volunteers for the casino games. Jacobs will also put this info on a billboard.

Walters said several people responded to the RFP and they ranged in price from $15,000 to $500 (Jovita Juarez). A contract with a budget is being prepared with Juarez to

organize the event.
The proposed website was shown to the board.

GOVERNANCE COMMITTEE

Vasquez renewed his concern for the need to add more volunteers to the board. Some founding members left town and there are some prospective new members that will be asked to join.

Suseberry said the Tubman-Chavez Center should be open in October, with 10 available offices, one reserved for the DBA.

EXECUTIVE COMMITTEE MEETING

The Executive Committee meeting will be Wednesday, October 18 at 6381 Imperial Avenue at 4:30 pm.

The meeting adjourned at 7:30 pm.

The next regular meeting is Wednesday October 8 at 6pm at the US Bank.

Written by Warren Simon
BID Council