

SOUTHEASTERN DIAMOND BUSINESS DISTRICT
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DIAMOND BUSINESS ASSOCIATION, INC.

Board of Directors Meeting

January 9, 2014 at US Bank 2nd Floor, 5100 Federal Blvd. SD 92105

MINUTES of the **JANUARY 9, 2014** Meeting

Board Members Present: Carlos Vasquez (CIVIC San Diego), Hugh Muhammad (RBW Security), Andy Attisha (Valencia Park Market & Deli), Tony Araiza (NY Buffalo Wings & Ribs/U.S. Marines), Marion McCord (Alpha Center)

Board Members Absent: Stephen Walters (PCS World Network), Marco Ortiz (Farmers Insurance Agency), Karla Ruiz (United Realty. Andy Attisha (Valencia Park Market & Deli) excused for military duty Quorum was present (5 of 8 members)

Others Present: Steve Otto (SOSO Administrator), Tylisa Suseberry (District 4 Representative), Liliana Garcia Rivera (Volunteer, SOSO), Warren Simon (BID Council), Darnisha Hunter (Executive Search Recruiting), Alicia Martinez Higgs (City of San Diego, Office of Small Business), Jimmy Slack (District 4 Representative),

Board meeting was called to order by Vice President/Treasurer Vasquez at 6:15 p.m. Self-introductions were made. There was no quorum (Araiza arrived later in the meeting). No Actions could be taken until Araiza arrived (from his duty in the Marine Corps at Camp Pendleton).

Announcements:

Garcia gave updates on the following items;

- No mayoral forum due to candidates having previously scheduled six public debates.
- Breakfast Workshop on "Marketing" scheduled for Saturday January 11 from 8:30am to 11:30am at the Malcolm X Library.
- Recommendation from the Executive Committee meeting to donate 20 business cards to the first 20 members who sign up for a business card (via Vista Prints for a total budget cost of about \$200).
- Photo shoot of business/community leaders for San Diego County Fair set for early February.

Otto announced that the Financial Report was not ready from Mary Joseph, but he will send it out once it is received; and he will provide a three- months budget comparison document with it.

Public Comment

Suseberry announced the 4th Annual MLKing Celebration/Sportsfest on January 11 from noon to 4pm at Malcolm X Library.

Hunter announced the following: 1) Letter being prepared to the Manager of the Food4Less store in the Jacobs Shopping Center over the low quality of food displayed at times, and the lack of employee customer service; a random survey comparison will be made over 30 days with the Food4Less store in Lemon Grove (which has similar demographics); 2) Jackie Robinson Family YMCA will hold its 29th Annual MLKing Human Dignity Awards Breakfast on January 19 at the Town & Country Hotel Convention Center; 3) MLKing Parade on January 19th; 4) Voice & Viewpoint will hold its Gala on February 1st at the Jacobs Foundation Center.

McCord noted that many of the recent problems at Food4Less have come about due to the ABC allowing them to sell individual size alcohol containers. **Slack suggested that since Food4Less is a member of SDBD that Walters speak to their representative about the problems.**

Otto announced the findings of the Diamond Business Community Survey which showed the top concerns as being in order of 1st to last: Business Development, Community Events, Business Area Identity Signage, "Village" Development, Advertising/Promotion, Member Services, Infrastructure/Public Improvements, Security/Lighting, Government Relations, Beautification/Streetscape, and Parking and Traffic.

Araiza arrived at 6:50 pm. Slack and Hunter left to attend to other meetings.

Vasquez then called the meeting to an official order at 6:55 pm

Otto went into details of each major category of the survey and said that the goal will be to incorporate these findings into the FY15 Budget and Program Narrative due to the City of San Diego on February 4. In order to meet this deadline, Vasquez announced a special meeting will be held on Thursday, January 23 at 6pm at the US Bank to take action on two items:

1) FY15 Budget and Program Narrative; and 2) Diamond Street Fair.

Muhammad, Araiza and McCord cited the need for business owners to get the correct information about regulations, permits, etc. Otto gave SCORE as a resource to the members. It was recommended to bring the major regulatory agencies together to update members. Otto said this can be incorporated into the Program Narrative for the near future. Discussion then turned to having a Diamond Street Fair.

At this point, Vasquez gave a short summary of the organization's progress and capabilities saying that "we can't solve all of our problems tonight at this meeting. There is need for at least one more board member to help with our committee assignments and the work ahead which begins now.

The BID is only as strong as its members, and the decisions are made by those who show up at these meetings and decide which areas are the most urgent and important. This Survey gives us a roadmap and our mandate to follow up on their concerns; Also, it's time to review our Strategic Plan which was developed from an all-day planning session last January 2013 to

see what was decided on to paint a bigger vision for the Diamond district. The board must now show up at the plate and do the job."

In summing up his remarks, Vasquez said "Turning to the Street Fair, president Walters wants to move forward with it, our FY14 budget approved at last month's meeting has it there, and our business Survey has it as a top priority; we must first decide on what size of an event do the members want."

He called for direction from the board. Regarding the budget for a street fair, Otto said that the total Special Events category had \$15,000 and now has about \$8,500 left after Casio Night. Simon estimated that it would cost around \$10,000 at the minimum to hold an event on the street. Garcia said the Jovita Juarez has submitted a Street Fair proposal based on level of sponsorships, and this proposal was given to Walters who remarked that an RFP must be prepared and made available to other organizers in the district first before one is selected.

During discussion, goals of the street fair included 1) Pride in the community and public exposure to our businesses; and 2) Fundraising in order to do more programs for the members. Pros and cons of large versus small events and their effect on sponsors were aired. Garcia noted that sponsors pay more for large events because of wide visibility for them, but tend to avoid smaller size ones. Locations such as Imperial Avenue, parking lot adjacent to the US Bank (on Federal Blvd. side), and Lincoln High School were mentioned. Muhammad said it was too soon to make that decision at the special January 23rd meeting, and asked for a committee to further explore the possibilities of having this event and make recommendations back to the board in order to have a fuller discussion of the issues.

Vasquez then called for a vote saying, "I'm not asking for a deep discussion on having it but just want to know what size do you want: a small size event would cost in the \$15,000 range, medium in the \$25-\$30,000 range, and a large event in the \$40-\$50,000 range. Several board members commented that it has to be big enough to be seen as successful and that it would continue on in future years. The vote seemed to be not in favor of a small event but tending toward a medium, but no definite size was decided on."

Meeting Minutes of December 12, 2013:

Motion to approve the Minutes of the December 12, 2013 meeting Hugh Muhammad/Marion McCord Vote: 5-0-0 motion passed

The meeting adjourned at 7:30 pm. Next meeting; January 23, 2014 (Special Board Meeting).

Written by Warren Simon BID Council