

SOUTHEASTERN DIAMOND BUSINESS DISTRICT

dba

DIAMOND BUSINESS ASSOCIATION, INC.

Board of Directors Meeting

January 23, 2014 at US Bank 2<sup>nd</sup> Floor, 5100 Federal Blvd. SD 92105

January 23, 2014

**MINUTES** of the **JANUARY 23, 2014** Meeting

Board Members Present:

Stephen Walters (PCS World Network), Marco Ortiz (Farmers Insurance Agency), Carlos Vasquez (CIVIC San Diego), Hugh Muhammad (RBW Security), Tony Araiza (NY Buffalo Wings & Ribs, active duty with US Marine Corps), Marion McCord, Alpha Center).

Board Members Absent: Karla Ruiz (United Realty), Andy Attisha (Valencia Park Market & Deli)

Quorum was present (6 of 8 members)

Others Present; Steve Otto (SDBD Administrator), Tylisa Suseberry (District 4 Representative), Liliana Garcia Rivera (Volunteer, SDBD), Warren Simon (BID Council), Alicia Martinez Higgs (Office of Small Business, City of San Diego).

Website: [www.SDBD.org](http://www.SDBD.org) Email: [info@SDBD.org](mailto:info@SDBD.org)

Board meeting was called to order by President Walters at 6:04 p.m. Introductions were made. There was a quorum.

Public Comment: none

Marketing Committee Report

Liliana Garcia Rivera reported on the conference call of January 20<sup>th</sup> and after scouting possible locations for the proposed Diamond Street Fair, the committee selected Imperial Avenue between Woodman Street and 68<sup>th</sup> Street (where the event was held as the Encanto Street Fair for the last 13 years). No cross streets are involved at that location. A, budget, list of committees with job descriptions, and a timeline has been prepared. Jovita Juarez has offered to be the event coordinator on a commission basis from sponsorships. A likely date for the event is September 13 (or Sept. 6) from 11am to 6pm. Hugh Muhammad offered the services of RBW Security at no cost for the event. Radio Station 92.5 and others are under consideration. Questions about the event budget process were asked. Stephen Walters and Rivera replied that once the board approved the overall SDBD budget (which includes the street fair amount), the committees make those determinations during their meetings. Monthly reports are made to the full board and the full board makes the final decisions.

Option 3 was selected as the preferred scale of the Diamond Street Fair, which includes a Budget of \$92,000 (BID \$25,000 plus \$15,000 sponsors plus \$50,000 booths (200 at average cost of \$250) plus \$2,000 Carnival. It will feature 2 stages, community stage, classic car show, and carnival with a kids zone. The event will be on Imperial Avenue from Woodman to 68<sup>th</sup> Street.

***Motion to approve the Diamond Street Fair and select Option 3 with a budget of \$92,000 Carlos Vasquez/Hugh Muhammad Vote: 6-0-0 motion passed***

#### Contract With City of San Diego

Steve Otto reviewed the Proposed FY15 Budget along with comparisons of the FY14 proposed with FY14 actual figures. He commented on the proposed income sources and expenditures, citing anticipated expenses for operations, personnel, marketing/outreach, special events, design/streetscape, and contingency. It is estimated that the contingency will be about \$12,380 which is far lower than for this year, due to increased

expenses for operating the BID. The staff is expected to raise about \$42,220 to continue the operations at this proposed level. So fundraising will be a big part of the staff's job expectation. Small Business Enhancement Program grant is expected to be around \$19,500. The grand total of income is projected at \$158,550 and expenditures of the same amount to end up with a balanced budget.

***Motion to approve the FY15 Budget and enter into a City Contract for the operation and management of the Southeastern Diamond Business District (DBA DBID) Hugh Muhammad/Marco Ortiz 6-0-0***

Alicia Martinez Higgs noted that the current BID contracts are for 5 years, and that the budgets will be included because all BIDs have agreed to carry on their programs. There won't be any document to sign.

The meeting adjourned at 7:00 pm

Written by Warren Simon

BID Foundation.

NEXT MEETING: February 13. Executive Committee at 5pm, Board meeting at 6pm at the US Bank.