



DIAMOND BUSINESS ASSOCIATION, INC.

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SOUTHEASTERN DIAMOND BUSINESS DISTRICT (SDBD)

Board of Directors Meeting February 24 2015 6:00 pm
Tubman Chavez Center, 415 Euclid Ave., San Diego, CA 92114

MINUTES of the Diamond Business Association (SDBD) Meeting February 24, 2015

Board Members Present: Carlos Vasquez (CIVIC San Diego), Marco Ortiz (Farmers Insurance Agency), Stephen Walters (PCS World Network), Marion McCord (Alpha Center), Tony Araiza (NY Buffalo Wings & Ribs), Venus Molina (Jacobs Center for Neighborhood Innovation-JCNI)

Board Members Excused: Karla Ruiz (1st United Realty)

Board Members Absent: Dora Mendivil-Angulo (Center for Employment Training), Stacy Breaux (Stanley Breaux Bail Bonds & Notary), Omar Ramirez (Nevería Tocumbo), Hugh Muhammad (RBW Security)

Quorum was present (6 of 11 members).

Others Present: Liliana García-Rivera (Administrator, SDBD), Warren Simon (BID Advocate representative), Steve Otto (Consultant), Darnisha Hunter (Mayor's Office Representative)

Website: www.SDBD.org Email: diamondbusinessdistrict@gmail.com

Board meeting was called to order by President Carlos Vasquez at 6:15 pm.

Consent Agenda

Carlos Vasquez gave a brief update on the following items:

- a. Board Meeting Minutes of November 18, 2014 (No Quorum in January).
- b. Authorize Marco Ortiz to become a signer on bank accounts but not to sign items regarding fees payable to Maribel Rico-Ortiz (Bookkeeper).
- c. Remove Stacy Breaux as signer on bank accounts and replace with Venus Molina.
- d. Ratify the sub-contract with Steve Otto for 20 hours a month for 3 months (January-March).
- e. Authorization of President to sign sub-contract with Maribel Rico-Ortiz (Bookkeeping Services for 6 months (December 1 to June 30)).
- f. Ratify December 2014 District 9 CPPS grant application for \$9,000 for D9 Shop Diamond Banners and Bridge Holiday Lights grant application.

Motion: Motion by Venus Molina to approve the Consent Agenda items (a) through (f), Second by Stephen Walters. Vote: 6-0-0 motion passed.

President's Report

Vote on Treasurer and At Large Board Member on the Executive Committee

Tony Araiza self-nominated himself as nominated as Treasurer. Self-Nominations were also received from Hugh Muhammad and Steve Walters for At Large Board Member. Discussion on whether or not a delegate of an At Large Member can have a vote at the Executive Committee. The Bylaws were cited but not conclusive. Carlos Vasquez said the votes at the Executive Committee meetings were only recommendations but the Board has the final vote. It was recommended that there be no proxy vote, that the Member At Large be a voting member of the Executive Committee, and this be an Action Item for the next Board meeting. It was decided to table the Member At Large Delegate to be discussed at the Executive Committee meeting agenda next month.

Motion: Motion by Stephen Walters to approve Tony Araiza as the Treasurer, Second by Venus Molina. Vote: 6-0-0 Motion passed.

Discussion followed on the subject of letters of recommendation.

A policy is needed. Liliana García-Rivera to follow up with existing BIDs to see if they have a policy on this. Liliana García-Rivera gave a brief overview of the LISC request to ask for HUD funding for the future.

Motion: Motion by Venus Molina to approve a letter of support for LISC to apply for HUD funding, Second by Marco Ortiz. Vote: 6-0-0 motion passed.

A follow up discussion took place on Steve Ward's request for a position letter regarding the name change of the Encanto Neighborhoods Community Planning Group to Chollas Creek Community Planning Group.

Motion: Motion by Marion McCord that the DBID write a letter stating the Diamond Business Association, Inc. holds no position on the name change of the Encanto Neighborhoods Community Planning Group, Second by Stephen Walters. Vote: 6-0-0 motion passed.

Liliana gave a brief overview on the upcoming deadline of applying for the San Diego County Community Enhancement Grant and requested board authorization to apply.

Motion: Motion by Venus Molina to authorize the Secretary to sign Resolution authorizing Carlos Vasquez, Marco Ortiz, and Liliana Rivera-Garcia to sign the San Diego County Community Enhancement Grant application for 2016, second by Marco Ortiz. Vote: 6-0-0 motion passed.

Board members and staff described the proposed FY2016 Budget in details (led by Steve Otto). Noted was an increase in staff allocation to accommodate a full-time Americorps Project Assistant and Liliana Garcia-Rivera's time increase from .5 to .7 percent to oversee operations and fundraising.

Motion: Motion by Venus Molina to approve the FY2016 Budget, second by Tony Araiza. Vote: 6-0-0 motion passed.

Otto, Liliana García-Rivera and Carlos Vasquez commented on the Work Plan. Carlos Vasquez reminded the group that FY2016 is likely the final year that the reserve carry-over funds will be available, and that the staff and board will need a very ambitious effort to secure funds in order to carry on the programs beyond the next fiscal year.

Motion: Motion by Venus Molina to approve the Work Plan (Budget Narrative) for the 2016 for the City, Second by Stephen Walters. Vote: 6-0-0 motion passed.

Financial Reports for December 2014 & January 2015

Steve Otto and Liliana García-Rivera discussed the details of the financial report. The Financials were received and filed.

Administrator's Report

Liliana García-Rivera gave a brief report on the following:

- 1) LISC National President & CEO's visit to Brooke Huffman's Plaza with SDBD, CD4 and Civic San Diego to discuss commercial corridor projects and business district plans, including Storefront Improvement;
- 2) CD4 Economic Development Tour of the District with comments on the \$1.9 Billion in purchasing power of CD4 and the big question of where much of it is being spent outside the CD4;
- 3) Visit to Chicago with JCNi and CD4 to inspect a business chain that will be opening a store in CD4 later this year;
- 4) Greene Cat Liquor signed the Storefront Improvement Program application and is moving forward with branding services by SDSU volunteer business students;
- 5) Upcoming events include Walgreen's has a grand opening April 3rd; and
- 6) JCNi will present their Strategic Plan at their first Town Hall on Thursday from 6pm to 8pm.

Public Comment

Darnisha Hunter said a replica of the Vietnam Memorial will be on display at the USS Midway from March 13 - 16. Stephen Walters announced a concert on April 4 in the little Italy to benefit the Community Business Incubator organization.

Next Meeting: March 17, at 6pm.

The meeting adjourned at 6:45 pm

Written by Warren Simon

BID Council

Revised and finalized by Liliana García-Rivera

SPECIAL MEETING Tuesday February 24 at 6pm