



DIAMOND BUSINESS ASSOCIATION, INC.

dba
SOUTHEASTERN DIAMOND BUSINESS DISTRICT (SDBD)

Board of Directors Meeting 6:00 pm
November 17, 2015 at Tubman Chavez Center, 415 Euclid Ave., SD 92114
Website: www.SDBD.org Email: info@SDBD.org

MINUTES of the DBID Meeting November 17, 2015

Board Members Present: Carlos Vasquez (CIVIC San Diego), Marco Ortiz (Farmers Insurance Agency), Stephen Walters (PCS World Network), Marion McCord (Alpha Center), Venus Molina (Jacobs Neighborhood Foundation), Brian Maty (Metro PCS).

Quorum was present (5 of 8 members initially present, then later 6 of 8 with Venus Molina's arrival)

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Warren Simon (BID Council), Monica Montgomery (CD 4), Alicia Martinez Higgs (City of San Diego, Office of Small Business), Karina Velazquez, Program Manager SDBD).

Board meeting was open for comments by President Vasquez at 6:05 pm.

Public Comment: None

Carlos Vasquez administered the oath of office to new incoming board members Brian Maty and Marion McCord. He asked for additions to the President's Report Agenda of two items: 1) Request advance from our reserves from the city of \$20,000 to carry the organization for short term while anticipated funds come in; and 2) Request a 30-day extension of the audit to allow sufficient time to prepare the necessary data. Also make the Committee Chair Selection an Information Item not an Action item.

Motion: Motion by Ortiz to accept these changes to the Agenda under the President's Report. Second by Marion McCord. Vote:5-0-0. Motion passed.

Consent Agenda (Action Items)

- a. Board Meeting Minutes of October 20, 2015
- b. Annual Meeting Minutes of October 20, 2015
- c. Ratify employment contract of Executive Director for additional 2-year term (already authorized)
- d. Authorize Executive Director to issue RFP for Bookkeeper FY2015-16
- e. Ratification of two new Associate Members: Michael Allen of Allen Financial Advisement (August 2015) and Tracy & Derrick Montgomery of Montgomery House Catering
- f. Authorization for Executive Director to apply for 2015 District CCPS grant for \$5,000 (Bridge Holiday Lights, Banners and Administrative Fee) and District 4 TOT grant for \$5,000 (Diamond Street Festival 2016)

Motion: Motion by Stephen Walters to approve the Consent Agenda items a, b, c, d, e, f. Seconded by Marion McCord. Vote: 5-0-0. Motion passed

President's Report - Carlos Vasquez:

- a. Resignation of Dora Mendivil Angulo (Info Item). Her delegate has also declined further participation due to time constraints. Carlos Vasquez thanked Dora Mendivil Angulo for her service on the board. [EDITOR'S NOTE: New board member number is now 7 with one vacancy.]
- b. Election of Officers for terms ending 6/30/2016
Vasquez asked the following members to continue as Officers for this FY 2015-16: Carlos Vasquez volunteered to continue as President. Marco Ortiz as Vice-President. Brian Maty as Treasurer. Marion McCord as Secretary.
Board voted these Officers for FY 2015-16 by acclamation.
- c. Economic Development Committee and Marketing and Promotions Committee-Carlos Vasquez noted that Karina Velazquez is the Program Manager and she was directed to call the Economic Development and Marketing Promotions Committees for meetings and those members would select the Chairs.
- d. New development in feasibility of a Maintenance Assessment District (MAD); Vasquez noted that there needs to be a lot of community buy-in before this item can go further.
- e. Equipment Policy: Marco Ortiz said he will have a draft by the next meeting.
- f. Handing future recommendation letters: Liliana Garcia Rivera said she received the Flow Chart form from the BID Council as a guide and will prepare a Draft Policy.
- g. Line of Credit (Info Item). Vasquez will work on the necessary paperwork.
- h. Banner Policy Vasquez noted that he is waiting for Hugh Muhammad to call a meeting for this policy.
- i. Request for Advance from Reserves: Liliana explained that large expenses incurred by the street festival (about \$20,000) and taste (about \$3,000) have required the advance of \$20,000 to meet current obligations and carry the organization on until the assessments and other income sources come in. The two expenses cited are in the budget for those events and are anticipated. It will take about 20 days for Advance to be authorized and approved.

Motion: Motion by Marco Ortiz that the SDBD/DBID writes a letter to the City of San Diego to request \$20,000 advance from its (DBID) reserves to meet current obligations. Second by Brian Maty. Vote: 5-0-0. Motion passed.

- j. Audit extension. Liliana and Alicia Martinez Higgs explained the process to grant a 30-day extension of the audit which will require a letter from the auditor Andres Garcia. Auditor needs to write this letter explaining that he needs the extension as more time is needed to get the necessary data.

Motion: Motion by Stephen Walters to ask the auditor to write a letter to the City of San Diego requesting a 30-day extension to complete the audit. Second by Marco Ortiz. Vote: 5-0-0. Motion passed.

[Venus Molina arrived. (Vote count number is now 6).]

Financial Reports for August, September, and October 2015

Vasquez and Liliana went over details of the reports and said they will revise the Budget in January to reflect changes that have occurred to some categories. These reports were received and filed.

By-Law Revision Committee report:

Marco Ortiz reported that two main issues in the By-Laws necessitate a revision: 1) Term Limits restrict the continuance of board members to continue seat on the board; and 2) Action without a Meeting restricts the organization from taking emergency short term action on items that require prompt attention before a board meeting can be conducted. Various other acceptable means of communicating votes such as emails and conference calls will be explored. He will have a committee meeting and prepare a draft.

Executive Director's Report: Liliana Garcia Rivera

Diamond Street Festival City expenses (police/fire) can be reimbursed up to 90 percent via City Fees and Offset Services policy through Liz Studebaker. Fees must be paid before reimbursement.

Farmers Market report: met with Diane Moss (People's Produce). Molina expressed desire of DBID to have formal MOU with Moss to establish our formal participation/presence in the market. Liliana will follow up.

Storefront Improvement Program (SIP): several candidates will apply including Marion McCord, Brian Maty and the Bonnie Jean's/Garden of Fragrance commercial strip.

Holiday Bridge Lighting: Proposed bridge lighting for Imperial and Market bridges over I-805, and maybe at Euclid over I-94. CD4 is funding a CPPS grant for these lights. Work is continuing.

Meetings Attended:

- Chollas Creek Public Art Scoring Committee: met and screened applications worldwide from 40 applicants, narrowed down to 4.
- San Diego Food and Beverage Association: Met with Steve Zolezzi who explained the services.
- Coca Cola Company meeting, and rep will attend the Mixer.
- Business Mixer November 19 sponsored by SDGE. Met with SDGE to arrange the Mixer at The Alpha Center.
- Black American Political Action Committee (BAPAC); met with leadership who discussed recent developments at the Four Corners.

Karina Velazquez added that she prepared and sent out electronic newsletters for October and November and is working on one for December.

The meeting adjourned at 7:15 pm

Written by Warren Simon
BID Council