



## DIAMOND BUSINESS ASSOCIATION, INC.

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SOUTHEASTERN DIAMOND BUSINESS DISTRICT (SDBD)

Board of Directors Meeting

April 21, 2015 at Tubman Chavez Center, 415 Euclid Ave., SD 92114

### Minutes of the April 21, 2015 Board Meeting at 6 pm

Board Members Present: Carlos Vasquez (CIVIC San Diego), Marco Ortiz (Farmers Insurance Agency), Marion McCord (Alpha Center), Hugh Muhammad (RBW Security), Tony Araiza (NY Buffalo Wings & Ribs), Venus Molina (Jacobs Neighborhood Foundation).

Board Members Excused: Stephen Walters (PCS World Network)

Board Members Absent: Dora Mendivil-Angulo (Center for Employment Training), Omar Ramirez (Neveria Tocumbo Ice Cream Shops), Stacy Breaux (Stanley Breaux Bail Bonds & Notary).

Quorum was present (6 of 10 members).

Others Present: Liliana Garcia-Rivera Executive Director, SDBD), Warren Simon (BID Council), Darnisha [redacted] (Mayor's Office Representative), Monica Montgomery (Council District 4 Representative).

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

Board meeting was called to order by President Vasquez at 6 pm. Self introductions were made. Roll call. There was a quorum.

Public Comment: none

#### Consent Agenda (Action Items)

Carlos Vasquez gave a brief update on the following items:

- a. Approval of Board Meeting Minutes of March 17, 2015;
- b. Ratification of number of seats (9) to become available at upcoming election;
- c. Ratify Liliana Garcia-Rivera's title change to Executive Director;
- d. Authorize Liliana Rivera-Garcia to enter into a sub-contract with Jovita Juarez to organize Taste of Diamond in July 2015;
- e. Commit 10% of Diamond Festival sponsorship income to Small Business Façade grants in the amount of \$500.
- f. Extend Otto's contract at current rate but not to exceed \$2000.

Motion: Motion was made by Venus Molina to approve the Consent Agenda. Seconded by Tony Araiza  
Vote: 6-0-0 Motion passed.

#### President's Report/Executive Committee Report (Carlos Vasquez):

- a. Appoint Dora Mendivil-Angulo as Chair of the Nominating Committee.
- b. LISC meeting with Carlos and ED to discuss economic possibilities for DBID.
- c. Establish committee for Review and Evaluation of Executive Director.
- d. Handling of future recommendation letters of request tabled with assistance from BIDD.

- e. Equipment policy for handling and maintenance is proceeding with inventory underway.
- f. Banner Policy is needed before June.
- g. Discuss feasibility of creating a Maintenance Assessment District (MAD).

#### Financial Report

Araiza and Rivera gave the financial report which showed no unusual entries. It was received and filed.

#### Administrator' Report:

Liliana Garcia-Rivera gave an informational report on the following items

- a. Applied for a new County Community Enhancement Grant for Shop Local, Shop Diamond campaign.
- b. Community/Economic Development Committee: Green Cat Liquor Storefront architectural rendition is done, and ready for bids to be solicited; Marion McCord and the Alpha Center is next on the list.
- c. LISC met with staff re future funding opportunities and support for a corridor.
- d. Design/Streetscape Committee: SD County Fair banners go up May 14. D9 banners are in the works from their grant.
- e. The banner graffiti art project is underway.
- f. The SDMA Open Spaces (Reflective Positive Words Art Project) is moving forward. Words will be placed on building walls, stands, and on utility boxes. Liliana Garcia-Rivera has visited business corridor business to see if they would like to participate. Greene Cat will have four words (Live, Love, Laugh, Learn). Banners for Euclid and Imperial with Love Live Laugh Learn will be installed to coincide with installation of the public art at Greene Cat.
- g. Community Cleanup is cancelled as they were out of resources (bins) which were given to another group.
- h. Liliana Garcia-Rivera will take at USD course on Recruiting Volunteers.
- i. A Community Bike Ride will take place this Saturday starting at Mt. View Park. The BID will be promoting the concept of a Bike Friendly Business District.

Festival Report: Molina gave an update on the street festival meetings and gave out copies of the proposed poster design. Also the CIVICSan Diego will be a sponsor. She announced several community meeting dates.

The meeting adjourned at 7:30 pm.

Written by Warren Simon  
BID Council

NEXT MEETING **Tuesday May 19 at 6pm**