



DIAMOND BUSINESS ASSOCIATION, INC.

dba

Diamond Business Association, Inc.

dba Southeastern Diamond Business Association (SDBD)

Board of Directors Meeting

Tubman Chavez Center, 415 Euclid Avenue, Conference Room, San Diego, CA 92114

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

MINUTES of the DBID Meeting July 21, 2015

Board Members Present: Carlos Vasquez (CIVIC San Diego), Marco Ortiz (Farmers Insurance Agency), Stephen Walters (PCS World Network), Hugh Muhammad (RBW Security), Daniel Morales (Center for Employment Training Delegate)

Board Members Excused: Tony Araiza (NY Buffalo Wings & Ribs), Marion McCord (Alpha Center), Venus Molina (Jacobs Neighborhood Foundation)

Board Members Not Excused:

Quorum was present (5 of 8 members)

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Warren Simon (BID Council), Monica Montgomery (CD 4), Ron Lacey (Lacey Consulting)

Website: www.SDBD.org Email: info@SDBD.org

Board meeting was open for comments by President Vasquez at 6:20 pm but no business was conducted as no quorum was present.

Public Comment:

Ron Lacey gave a short presentation on the City of San Diego's Pure Water project which is a 20-year project designed to use the latest water technology to convert wastewater into drinkable water with a goal of converting 15 Million Gallons a Day (MGD) by 2013, and 83 MGD by 2035. He cited various technologies and statistics to show that San Diego is serious about water conservation. Tours are available.

President Vasquez called the meeting to order at 6:40 pm as Hugh Muhammad arrived and a quorum was present (5 of 8 members).

Consent Agenda (Action Items)

1. Board Meeting Minutes of June 16, 2015
2. Authorization of President to sign sub-contract with Andres Garcia for 2014/2015 Audit

Motion: Motion by Marco Ortiz to approve the Consent Agenda item Minutes of the June 16, 2015, board meeting and the authorization of President to sign sub contract with Andres Garcia for 2014/2015 Audit. Second by Stephen Walters. Vote: 5-0-0. Motion passed.

Executive Director's Report, Liliana Rivera Garcia:

Garcia-Rivera reported on the following:

Meetings Attended: BIDC July 13th regarding lawsuit information; 4 Corners of Life event, had a booth there; Graffiti Art Banners were hung (LIVE, LOVE, LAUGH, and LEARN).

Membership Development: 6 business members visited committee members to recruit board membership via attending 3 short informational meetings.

Marketing Materials: Street festival marketing/sponsorship materials/fliers were distributed, and a newsletter is being prepared.

Economic Development/Storefront Improvement: Greene Cat Marketing representatives are ready to meet with the lenders.

Fund Development – Revamp Energy Solutions, LLC Referral Program/Presentation: A July 30th meeting with Revamp rep has been delayed due to their time conflicts. Potential for SDBD to receive a finders fee for referrals.

Design/Street-scape (Public Art): A total of 30 Graffiti Art banners were hung on Imperial and Euclid Avenues. Also new Shop Diamond logo banners were hung along Market Street.

Diamond events: Street Festival: DJ Jose Monterosa was secured for sound stage equipment at good price. A problem with the parking lot at the library is being worked out. Weekly meetings are being held at 4pm to 6pm at the office. There is good active participation on this committee. Taste of the Diamond is set for October 15 and a committee is needed. Two sponsors have been secured, US Bank and Tony Araiza's new business name (to be named later).

Closed Session: Executive Committee President's Report: at 7:55 pm.

Motion reported: Motion by Marco Ortiz to authorize President to direct legal counsel (retained or pro bono) to file an answer on our behalf. Second by Hugh Muhammad. Vote: 5-0-0. Motion passed.

Reconvene Regular Board Meeting: at 8:20 pm.

Executive Committee Report, Carlos Vasquez:

Review and Evaluation of Executive Director was done with board members Vasquez, Ortiz, and McCord, and Otto was consultant. A report with a recommendation will be made at the August 18th board meeting.

Banner policy (Info Item). Liliana said a draft banner policy is available for committee review. Vasquez stated that the City has sent DBID an email stating that no religious events are allowed on banners. DBID has a city contract and must follow city rules; the official DBID policy is that we cannot allow religious banners. Walters also cited the city contract language on non-allowable religious activities. Discussion ensued. Muhammad reflected on Ramadan is both a religious and also a cultural event and would like to have the City rule on whether or not to allow Ramadan banners. Others present asked the City to rule on this. Muhammad requested this Ramadan item to be tabled until the city ruling. This needs to be resolved long before the new Ramadan Season approaches.

Equipment policy: Ortiz said the insurance policy covers equipment up to \$25,000.

Discuss feasibility of forming Maintenance Assessment District (MAD): This item has again been tabled.

Handling future letters of request from DBID: Simon said the BIDC Governance Committee will review their requests for presentation policy at the August meeting. The guidelines for this policy can be used for a BID re letters of support.

Financial Reports for June and year-end 2015

Liliana discussed the details of the financial reports which was received and filed. A Line of Credit at US Bank is being explored as it needs a Guarantor. The year-end report was delayed due to a city request to restate the May financials. Liliana described her efforts to provide reports for the County grants.

The meeting adjourned at 7:50 pm

Written by Warren Simon/Finalized by Liliana Garcia-Rivera
BID Council