



DIAMOND BUSINESS ASSOCIATION, INC.

dba
SOUTHEASTERN DIAMOND BUSINESS DISTRICT (SDBD)

Board of Directors Meeting 5:30 pm
February 23, 2016 at Tubman Chavez Center, 415 Euclid Ave., SD 92114

MINUTES of the Diamond Business Association Meeting February 23, 2016

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

Absent: Hugh Muhammad (RBW Security).

Quorum was present (6 of 7 Members).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Warren Simon (BID Council), Karina Velazquez (Program Manager SDBD), Steve Otto (Consultant to SDBD).

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

Board meeting was called to order by Vice President Ortiz at 5:48 pm.

Public Comment: Gina Gianzero, Ed.D., Director of Diamond Educational Excellence Partnership, Jacobs Center for Neighborhood Innovation. She gave an overview of the program whose aim is to ensure smooth transition for children as they go from K through 12 schooling process. A group of 40 county leaders had this vision and organized this program. A main goal is to stop the leakage (dropout). Assisting with reading skills is a main focus. Wednesday March 2nd is the Reading Across America Day and volunteers can read Dr. Seuss books to grade school children at either the Johnson or Chollas Mead Elementary Schools. Venus Molina added information about the high quality of the program.

President Carlos Vasquez presided now.

Approval of Agenda

Motion: Motion by Venus Molina to approve the Agenda. Second by Marco Ortiz. Vote: 6-0-0. Motion passed.

Consent Agenda (Action Items)

- a. Board Meeting Minutes of January 19, 2016;
- b. Approve entering into an amendment to the agreement with the City of San Diego;
- c. Approve Authorization of Liliana Garcia Rivera and Carlos Vasquez to apply for County Community Enhancement and Neighborhood Reinvestment grants; and
- d. Ratify issuance of LISC HUD Letter of Support.

Motion: Motion by Venus Molina to approve Consent Agenda items a, b, c, and d. Second by Marion McCord. Vote: 6-0-0. Motion passed.

President's Report; Carlos Vasquez:

- a. Review and approved Budget Work-plan for FY2017. Discussion ensued over some items in the Narrative/Budget, namely the following; A Food Truck Festival will replace the Soul Food Festival; and the cost to produce 1,000 Business Directories should increase from the stated \$1,000 to about \$2,500. Efforts will be to continue Karina Velasquez on the staff beyond this fiscal year.

Motion: Motion by Marco Ortiz to approve the Budget Work-Plan for FY2017. Second by Venus Molina. Vote:6-0-0. Motion passed.

- b. FY17 Authorized signatures.(listing of persons authorized to sign documents on Agency's behalf).

Motion: Motion by Venus Molina. Second by Stephen Walters. Vote: 6-0-0. Motion passed.

- c. Ratify the Election of Marco Ortiz as chair of Marketing and Promotions Committee:

Motion: Motion by Venus Molina. Second by Marion McCord. Vote:5-0-1 (Marco Ortiz).Motion passed.

- d. RFP Bookkeeper: Steve Otto described the RFP process for posting the notices, and received 12 responses, but 3 were most promising. He recommended a group of board members, along with the Executive Director, meet with the 3 candidates and come up with a recommendation at next board meeting. This procedure will be followed. Board members are invited to attend.
- e. Banner Policy: on hold. Vasquez will set up meeting with Muhammad and follow up.
- f. Equipment Policy: Tabled.
- g. Line of Credit: Tabled.

Financial Reports for January 2016

Liliana Garcia-Rivera reviewed the financials in detail. Ortiz reviewed and explained each page of the report. These reports were received and filed.

Marketing Committee Report: Marco Ortiz reported that the committee reviewed the website and a person will need to enter data to keep it current. The website is very favorable compared to other BID websites. He will teach interested persons how to do this (website entries) following the tax season ending in April. A concern is that members are not claiming their entry in the Business Directory. Stephen Walters said a post card mailing with the instructions is a good way to reach and teach the members. The committee also reviewed General Sponsorship Opportunities Brochure, which contained the Diamond Street Festival Sponsorship levels and made some slight changes.

Economic Development Committee Report: Carlos Vasquez said that he had two meetings and invited others to join the committee. A Storefront Improvement Program workshop will be held on February 25 at US Bank, 6pm to 7:30pm.

ByLaw Revision Committee report:

Marco Ortiz reported that this review will be presented at next meeting.

Executive Director's Report: Liliana Garcia Rivera reported on the following:

- A meeting with Thomas Jefferson School of Law to have their representative review the Bylaws, and also assist in the filing for a 501 C-3 IRS certification.
- She discussed forthcoming City Walk with Liz Studebaker. It is tentatively set for March 30.
- A Google Workshop "Let's Put Diamond on the Map" was held at Malcolm X Library on January 26.
- Karina Velazquez attended the BIDC Storm Water and Recycling Workshop.
- The BIDC held their monthly meeting in January at the Jacobs Center.
- Holiday banners were taken down and banner district maintenance was done due to damages caused by the wind storm.
- In May, Assembly member Shirley Weber will hold a workshop at the Diamond Business Association on creating Business Plans.
- The SANDAG Bike grant was approved for \$3,000.

Member comments

Venus Molina announced that she will be attending a FBI Academy each Tuesday for several months and not be at the meetings for a few months. Omar Passons is a possible delegate for her. Liliana Garcia-Rivera said that she and Carlos Vasquez would be meeting with Omar Passons. Marco Ortiz said he attended the Workforce Development Board meeting. Although he was recommended by the organization, he is representing his business not the SDBD.

The meeting adjourned at 7:00 pm

Written by Warren Simon, BID Council