



## DIAMOND BUSINESS ASSOCIATION, INC.

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SOUTHEASTERN DIAMOND BUSINESS DISTRICT (SDBD)

Board of Directors Meeting 6:00 pm  
January 19, 2016 at Tubman Chavez Center, 415 Euclid Ave., SD 92114

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

### **MINUTES of the Diamond Business Association Meeting January 19, 2016**

Board Members Present: Carlos Vasquez (CIVIC San Diego), Marco Ortiz (Farmers Insurance Agency), Stephen Walters (PCS World Network), Marion McCord (Alpha Center)

Absent: Venus Molina (Jacobs Center for Neighborhood Innovation), Brian Maty (Metro PCS), Hugh Muhammad (RBW Security)

Quorum was present: 4 of 7 members

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

Board meeting was called to order by President Vasquez at 6:14 pm.

Public Comment: None

#### Approval of Agenda

Liliana Garcia-Rivera requested addition of two items: 1). Authorize the Executive Director to enter the SDBD into a contract with Jovita Juarez to coordinate the Diamond Street Festival and the Taste of the Diamond; and 2) Authorize the Program Manager to apply for a SANDAG Mini-Bike Grant for bike activities.

***Motion: Motion by Stephen Walters to add these two items to the Agenda. Second by Marco Ortiz.***

***Vote: 4-0-0. Motion passed.***

#### Consent Agenda (Action Items)

- a. Board Meeting Minutes of November 17, 2015;
- b. Authorize Brian Maty, Treasurer, as signor with Wells Fargo and US Bank accounts;
- c. Ratify and approval of FY2016 Audit (*pulled for separate discussion*); and
- d. Approve 2015 Tax Return.

***Motion: Motion by Stephen Walters to approve consent agenda items a., b. and d. Second by Marco Ortiz. Vote: 4-0-0. Motion passed.***

President's Report; Carlos Vasquez:

- a. Elect Chair of Economic Development Committee: Action Item

***Motion: Motion by Marco Ortiz to accept recommendation of the Economic Development Committee to appoint Carlos Vasquez as Chair of this committee. Second by Marion McCord. Vote: 4-0-0. Motion passed.***

- b. Elect Chair of Marketing and Promotions Committee: Marco Ortiz said this committee met and discussed several items but did not elect a chair, but will do so at next meeting.
- c. Mid-Year Budget Review/Modification: Carlos Vasquez said the Executive Committee did not do this but that the Executive Director is doing this in her preparations for the City of San Diego FY17 Budget. They expect lower reserves and revised projections.
- d. Selection of Diamond Street Festival Graphic Designer: Action item - Members reviewed the responses to the RFP for a graphics designer. After discussion, consensus was to select Pozos Creative Communications to do the work.

***Motion: Motion by Marco Ortiz to select Pozos Creative Communications to do the graphics for the Street Festival for \$5,000 amount. Second by Marion McCord. Vote: 4-0-0. Motion passed.***

- e. Equipment Policy: Info item - Marco Ortiz said they are still working on details over two issues: 1). Protection of intellectual/electronic property; and 2). To catalogue the equipment and to develop a process for future loan of equipment to other organizations. A final draft will be available at next board meeting for review.
- f. Handling Future Recommendation Letter Requests: Liliana Garcia-Rivera distributed a Draft of a Letter of Recommendation Policy for review. Three items listed as a criteria: 1). That the project or purpose has no conflict with our mission; 2). No liability is incurred; and 3). There is conflict of interest). After discussion, in Item #3, insert the word "no" before the words "conflict of interest". A timely manner is considered to be within the time frame of a month either before a board meeting or before an Executive Board meeting.

***Motion: Motion by Stephen Walters to accept and approve the Draft Letter of Recommendation Policy as submitted with the insertion of the word "No" in Criteria item #3 to read "There is no conflict of interest." Second by Marion McCord. Vote: 4-0-0. Motion passed.***

- g. Project New Village Letter of Support - Action item. Liliana Garcia-Rivera gave an overview of a proposed project called the Market Street Place-Making Project at a property owned by Civic San Diego across the Street from the Mt. Hope Community Garden. She also reported that in addition to the place-making project they want to designate and brand that section of Market Street (Gateway Center to I-805) as a "Good Food Corridor."

***Motion: Motion by Marco Ortiz to approve a letter of support for the Project New Village "Market Street Place-Making" project. Second by Stephen Walters. Vote: 4-0-0. Motion passed.***

- h. Line of Credit (Info Item). Vasquez will work on the necessary paperwork.
- i. Banner Policy—Tabled

- j. Authorization for Executive Director to enter into a contract with Jovita Juarez to coordinate the 2016 Diamond Street Festival and Taste of the Diamond. Liliana Garcia-Rivera pointed out that due to Jovita Juarez' experience, City expenses (police/fire) were received and were much lower than estimated. After discussion it was decided to authorize the contract with Jovita Juarez and to widen the search for a coordinator for both events in 2017.

**Motion: Stephen Walters made a motion for the Executive Director to have the SDBD enter into a contract with Jovita Juarez to coordinate the 2016 Diamond Street Festival and the Taste of the Diamond for a combined total of \$2,500. Second by Marco Ortiz. Vote: 4-0-0. Motion passed.**

- k. Authorize the Program Manager to apply for a SANDAG Mini-Bike Grant for bike activities. Karina Velazquez described the grant and its connection to the Bike to Work event in May.

**Motion: Carlos Vasquez made a motion to authorize the Program Manager to apply for a SANDAG Mini-Grant for bike activities. Second by Stephen Walters. Vote: 4-0-0. Motion passed.**

Financial Reports for November/December 2015, report on Audit status

The President and Executive Director went over details of the audit report/recommendations, and the financials. She is preparing the FY17 Budget for the City of San Diego FY17 fiscal year contract and is preparing the mid-year adjustments during this process.

Vasquez reviewed the Audit with the three recommendations from the auditor and stated that the SDBD will comply with all of them: 1). To widen the search for insurance quotes for the future to avoid any hint of conflict of interest; 2). Disclosure to the members of a short-term, non-interest bearing loan from Carlos Vasquez for \$1,500 which was not included in the Minutes due to an oversight by the Minute taker; and 3). Widen the search for bookkeeping services to avoid a conflict of interest.

Alicia Martinez-Higgs reminded the board that the Annual Report to the members should be mailed out to the members, and that this report must show the year-end financial balance and a report of the annual projects and accomplishments. Liliana Garcia-Rivera will send out the Annual Report to Members with the First Quarter printed newsletter.

Liliana Garcia-Rivera reviewed the November and December financials in detail. These reports were received and filed.

**Motion: Motion was made by Stephen Walters to accept the FY2016 Audit. Second by Marco Ortiz. Vote: 3-0-1 (Marion McCord). Motion passed.**

Marketing Committee Report: Ortiz reported that the committee was very enthusiastic and well attended. Next meeting is January 25th at the Bryco Building at 3pm. They will begin working on a draft of a sponsorship opportunities package. They will also review a new Business Directory App and Liliana Garcia-Rivera is finding out if they can use the Tech Assistance funds for the cost of setting up the app.

Economic Development Committee Report: Carlos Vasquez said that Karina Velazquez is doing outreach for the committees. Donald Canteen attended and they are expecting he will join the board soon. The City of San Diego has received the Alpha Center's application for a Storefront Improvement Project. Greene Cat Market has entered into a 30-year lease with a new store, (7-11), at Euclid and Imperial. February 19th is the next Economic Development Committee meeting at the SDBD office.

Bylaw Revision Committee report:

Marco Ortiz reported they will have a draft for the next board meeting for review.

Executive Director's Report:

Liliana Garcia Rivera reported on the following:

Alica Martinez-Higgs and Liliana Garcia-Rivera discussed forthcoming City Walk with the Diamond BID businesses for a survey, accompanied by the Mayor and Myrtle Cole, their respective staff members and volunteers. It is tentatively set for March 30 and will be preceded by a post card announcement. The walk will take about 3 hours with a group of volunteers who will conduct a mini survey.

A Business Mixer November 19, sponsored by SDGE, was held at The Alpha Center.

Program Manger prepared and sent E-Newsletter for November, December and January.

Holiday Bridge Lights were put up on I-805 at Market and Imperial, as well as I-94 at Euclid. Council members Myrtle Cole and Marti Emerald attended a lighting ceremony as well as other elected official representatives.

A Google Workshop "Let's Put Diamond on the Map" will be held at Malcolm X Library on January 26th.

A Business Mixer will be held on February 4th at Mariscos Altata to also take photos for SD County Fair "Mad About the Fair" theme banners.

An RFP has been sent out for the accounting services as the current one expires at the end of this month.

The Jacobs Neighborhood Foundation is preparing a Business Incubator Corridor at the Bryco Building and is seeking collaboration with SDSU and SBA, and other organizations.

Marco Ortiz was appointed to the Workforce Development Board.

The meeting adjourned at 7:45 pm

Written by Warren Simon, BID Council  
Finalized by Liliana Garcia-Rivera, SDBD