



DIAMOND BUSINESS ASSOCIATION, INC.

dba
SOUTHEASTERN DIAMOND BUSINESS DISTRICT (SDBD)

Board of Directors Meeting 5:30 pm
March 22, 2016 at Tubman Chavez Center, 415 Euclid Ave., SD 92114

MINUTES of the DBID Meeting March 22, 2016

Board Members Present: Carlos Vasquez (CIVIC San Diego), Marco Ortiz (Ortiz Insurance Agency), Marion McCord (Alpha Center), Omar Passons (Jacobs Center for Neighborhood Innovation).

Absent: Hugh Muhammad (RBW Security), Stephen Walters (PCS World Network), Brian Maty (Metro PCS),

Quorum was present (4 of 7 Members).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Warren Simon (BID Council), Evan Toma, Karely Diaz (Diaz Brothers Mexican Food) and Karina Velasquez (Program Manager, SDBD).

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

Board meeting was called to order by Carlos Vasquez, but waiting for Marion McCord to arrive for a quorum. Only information was presented. He introduced Omar Passons as the official delegate from the Jacobs Center for Neighborhood Innovation.

Liliana Garcia-Rivera announced the SDBD Sponsorship Opportunities brochure for the Diamond Festival which lists the various levels of participation. There will be groundbreaking ceremony for Ouchi Courtyards on March 25th at 5003 Imperial Ave. The BID will sponsor a Optimize Your Online Presence and Online Business Directory and Facebook Workshop. This workshop will assist members in claiming their spot on the website and engaging in Facebook. A Diamond Business Corridor Cleanup will take place on April 23 from 9am to 12pm.

Vasquez called the meeting to official order (Marion McCord arrived, now a quorum with 4 of 7 members).

Public Comment: none

Consent Agenda (Action Items)

- a. Board Meeting Minutes of February 23, 2016
- b. Ratify extension of limited term sub-contract with Maribel Ortiz for two months bookkeeping services (February through March 31, 2016)

Motion: Motion by Omar Passons to approve Consent Agenda items a, and b. Second by Marion McCord. Vote: 4-0-0. Motion passed.

President's Report: Carlos Vasquez:

- a. Elections for FY2017 – will take place in June and ratified in July. Currently there are 7 board members but 5 of 7 are termed out – until the Bylaws Committee presents their changes to allow the 5 to continue on the board. Marco Ortiz said they have the changes and will present them at the next meeting.
- b. Authorize Executive Director to sign Subcontract with Mary Joseph for bookkeeping services for six month period (April 1 through October 1). He explained Mary Joseph's bookkeeping background as she does this work for several other BIDs.

Motion: Motion by Marion McCord to authorize Executive Director to sign a Subcontract with Mary Joseph for bookkeeping services for six month period (April 1 through October 1). Second by Omar Passons. Vote:3-0-1 (Marco Ortiz). Motion passed.

- c. Approve becoming Trustee for Kiva Zip program with LISCsd. Liliana explained that this was a small micro loan program (maximum loan is \$5,000) with no interest, and that LISCsd would like the SDBD to be a trustee to admin up to 5 loans by June 30, 2016. She said there is no financial or legal liability to being a Trustee, and loans will be limited to DBID members. Kiva Zip will promote these businesses on their website.

Motion: Omar Passons made a motion to approve SDBD becoming a Trustee to administer the Kiva Zip program. Second by Marco Ortiz. Vote: 4-0-0. Motion passed.

- d. Line of Credit tabled.

Financial Reports for February 2016

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

Marketing Committee Report:

Diamond Sponsorship Brochure is printed and in distribution.

Optimize your Online Presence Workshop 3/29 at 6pm at the Malcolm X Library. The purpose is to assist members in claiming their spot on the website and assisting them in using Social Media.

City of San Diego Business Walk 3/30 at 2pm. They will meet at the Farmers Market then volunteers will walk into the business areas and take a brief survey. They will return at 5pm and CD4 (Cole) and CD9 (Emerald) will be there to provide a brief ceremony.

Economic Development Committee report:

Approve SDBD Signage Grant for 54 Street Center. Liliana Garcia-Rivera explained the signage need at that business center. The grant amount will be \$500 matching grant toward a new sign. Crowd Funding effort will be started to raise the center's \$500.00.

Motion: Motion by Marco Ortiz to approve SDBD Signage Grant for 54th Street Center. Second by Marion McCord. Vote: 4-0-0. Motion passed.

Executive Director's Report:

BID Council Delegate Letter FY2017: The board approved the SDBD Delegates to the BID Council as Liliana Garcia-Rivera as the Delegate for March 2016 – March 2017, and Karina Velazquez as the Alternate. The letter was given to Mr. Simon.

Banner Policy: Liliana Garcia-Rivera reported that the City Street Division sent an email to Elizabeth Studdebaker asking Mission Hills to remove certain banners appearing on street poles that have traffic signal lights. The Diamond BID was mentioned in connection to a torn manner that was covering a street sign, which had subsequently been repaired. The Decor Plan informed us that other BIDs also have their

banners placed on traffic signal light poles. An expense would be incurred to move all of the banners and have them replaced to a new location. The board agreed to leave the banners for the time being until further inquiry is made.

The meeting adjourned at 6:58 pm

Written by Warren Simon, BID Council

Finalized by Liliana Garcia-Rivera, Executive Director