



Diamond Business Association, Inc.
dba Southeastern Diamond Business Association (SDBD)

Marketing Committee Meeting Minutes
March 11, 2020 | 9:00 a.m. - 10:00 a.m.

Diamond Cowork, 5003 Imperial Avenue, Ste. 114-A, San Diego, CA 92113

www.info@sdbd.org | www.sdbd.org

619-487-1591

1. Karla Ruiz, Chairperson, called a meeting to order at 9:18 a.m.
2. Members Present: Karla Ruiz, Jasmin Thompson
Members Missing: Kim Phillips-Pea
Volunteers: Michelle H. Price
Staff: Liliana Garcia-Rivera
3. Approval of the Agenda
 - Approved with the following correction:
Next US Bank Mixer will be held June 11th, not in April 2020.
4. Approval of the Minutes - Approved
 - We didn't agree to hold the US Bank Mixer in April.
5. Marketing Campaigns for Events
For lack of time, discussion would only be on Taste of the Diamond today.
 1. Michelle Price noted that Tiffany Harris of CD4 suggested we move the Taste of the Diamond to Derby United. The pros and cons of such a move were discussed. Liliana Garcia-Rivera will contact Nili Goldbarb to see if there is such a possibility.
 2. To date, we have five tables spoken for: US Bank (Main Sponsor, Ito, Girard and Associates, Karla Ruiz Sells Homes, Liliana Garcia-Rivera, and Blue Heart Foundation and Jackie Robinson YMCA). Each table sponsor will have a 30 second commercial.
 3. Michelle Price will help Karla Ruiz to set up her Facebook Page to post to the Diamond BID. Michelle Price will also have access to the Facebook Page. Karla Ruiz recommended that their posts be subject to review by Liliana Garcia-Rivera.
 4. Next Wednesday will meet again to begin filming view segments.
6. Business Cards
 - Liliana Garcia-Rivera informed the committee that new staff card drafts should be received today.

7. Websites

- Both www.sdbd.org and www.diamondcowork.com were shown on the screen. Liliana Garcia-Rivera explained that the sdbd website is not as user-friendly and that she and Michelle Price were not able to update certain elements. We need a website to have a calendar for noticing meetings, a page for governance documents and a business directory. We reviewed a new potential site that would fit the organization's needs. Michelle Price has reached out to the company to find out how much it would cost to transition. There was also a discussion about sending out a postcard to each business informing them of how their business contact information would be appearing so that we may have some feedback. We may need to wait until July 1st to purchase the new website and this would give us time to collect information from the members and announce the change. Michelle Price will show us a proposal next month.

8. Diamond Newsletter (Electronic / Printed)

- The newsletter is scheduled to go out the first week of every month. The marketing committee will have an opportunity to view it at the meeting before it is sent.

9. Directory (Electronic)

- There was consensus that we will not be printing directories but invest in a new website that has a dynamic digital directory. Karla Ruiz will take that recommendation to the Board of Directors.

10. Influencer Development

- Discussion was had on making each Marketing Committee member a micro-influencer and also attracting existing micro-influencers to the committee. There was discussion about the Social Media Marketing World convention that just took place here in San Diego a few weeks ago. We discussed the workshop content/training and agreed to purchase the virtual ticket for the conference to have access to the training. We will continue training ourselves and set up training sessions in the evening here at the Diamond Cowork for members on track to grow as micro-influencers. Michelle Price will reach out to the convention organizer to see if we could have a reduced price or possibly get it for free. If not, we will purchase it before Friday since the expenditure falls under marketing and there are still funds available.

11. Adjournment - Meeting was adjourned at 10:30 a.m.

Next Meeting: April 1, 2020 at 9 a.m., Diamond Cowork, 5003 Imperial Avenue, San Diego, CA 92113.

Minutes prepared by Liliana Garcia-Rivera, SDBD Executive Director