



Diamond Business Association, Inc.
dba Southeastern Diamond Business Association (SDBD)
Tubman Chavez Community Center, 415 Euclid Avenue, San Diego, CA 92114
Board of Directors Meeting
February 28, 2017 at 5:30pm

MINUTES of the SDBD Board Meeting February 28, 2017

Board Members Present: Carlos Vasquez (CIVIC San Diego), Brian Maty (Metro PCS), Richard Seges (Jacobs Center for Neighborhood Innovation), Marion McCord (Alpha Center), Hugh Muhammad (RBW Security), R. Daniel Hernandez (San Ysidro Health Center), Donald Canteen (US Bank).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Karina Velazquez (Program Manager, SDBD), Francisca Orellana Polanka (Small Business Community Initiative Officer, SDBD), Tina Hines (City of San Diego, Economic Development Department); Sherry Brooks (CIVIC San Diego); Joseph Val (Nefarious Plans), Torin Smith (Nefarious Plans), Alex Arce (Nefarious Plans).

Board meeting was called to order by President Vasquez at 6:31 p.m. Quorum was present (4 of 7 members).

Public Comment - None

Approval of the Agenda

Motion made by Hugh Muhammad to approve the agenda. Second by Richard Seges. Vote: 4-0-0. Motion carried.

Consent Agenda

- Approval of Board Meeting Minutes of January 17, 2017;
- Review and Approval of Budget and Work-Plan for FY 2018;
- Approve entering into an amendment to the agreement with the City of San Diego;
- Designate and approve FY 2018 Authorized Signatures;
- Approve Authorization Liliana Garcia-Rivera and Carlos Vasquez to apply for County Grants (Neighborhood Reinvestment Grant); and
- Authorize Liliana Garcia-Rivera to enter into contract with Jovita Juarez and Tayari Howard for Diamond Street Festival.

Motion made by R. Daniel Hernandez approve the consent agenda with exception of pulling out the Rental Agreement with Neighborhood House item for further discussion. Second by Richard Seges. Vote: 4-0-0. Motion carried.

Donald Canteen arrived. Quorum now 5 of 7 members.

Rental Agreement with Neighborhood House [pulled out of Consent Agenda]

The Second Extension to Sublease for the term, September 2, 2016 thru Many 14, 2017, in the amount of \$1,848.00 was presented. The term does not cover a full 12-month period because the Neighborhood House Association is re-negotiating their master lease with the City of San Diego. We are paying the prorated amount for 10 months.

Motion made by Richard Seges to approve entering into a Second Extension to Sublease Amendment Agreement with the Neighborhood House Association. Second by R. Daniel Hernandez. Vote: 5-0-0. Motion carried.

President's Report/Executive Committee - Carlos Vasquez

Appointment of Officer Positions - Carlos Vasquez reminded the board that the Vice-President officer position is vacant. Carlos Vasquez has spoken to R. Daniel Hernandez and he is interested in the position of Vice-President. Carlos Vasquez has also spoke to Richard Seges and he is interested in position of Secretary. Carlos Vasquez recommended to the Board vote R. Daniel Hernandez as Vice-President and Richard Seges as Secretary.

Motion made by Donald Canteen to approve R. Daniel Hernandez as Vice-President of the Board. Second by Hugh Muhammad. Vote: 4-1-0. Motion carried. R. Daniel Hernandez abstained.

Motion made by R. Daniel Hernandez to approve Richard Seges as Secretary of the Board . Second by Donald Canteen. Vote: 4-1-0. Motion carried. Richard Seges abstained.

Banner Policy - Carlos Vasquez stated that the Banner policy item is still tabled. Carlos gave some background information for the benefit of the new board members: there had been an issue with religious banners placed in our district and the BID needs to formalize our policy is for outside parties to place banners in our district. Liliana Garcia-Rivera stated the City of San Diego approved the Ramadan Banner design last year. Also, that as a result we will be creating a Cultural Banner Series that would include: Happy Holidays, Ramadan, Kwanza, Laotian New Year, and Dia de los Muertos banners. Funding for this banner series is being solicited by the County of San Diego Neighborhood Reinvestment Grant (District 4.)

January 2017 Financial Reports

Liliana Garcia-Rivera stated January financial reports are not ready, but Mary Joseph will come to the March board meeting to update the directors. Liliana stated we have \$37,450.95 in the bank as of February 28, 2017.

Brian Maty and Hugh Muhammad arrived. Quorum now 7 of 7 members.

Executive Director's Report - Liliana Garcia-Rivera

Liliana Garcia-Rivera passed out her written report and pointed out that she is applying for several grants for various projects. Additionally, all staff has moved into the administrative office. Hugh Muhammad asked how much funding have we received from JCNi. Liliana Garcia-Rivera responded that JCNi recently granted the BID \$9,000 for Food Truck and Music Festival placemaking activities during the month of June on their vacant lot on Guymon Street. JCNi also sponsored our 'Live, Love, Laugh, Learn' banners series which were installed on Euclid Avenue. Hugh Muhammad expressed a need for a Memorandum Of Understanding with JCNi to formalize our relationship. Carlos Vasquez and Liliana Garcia-Rivera will be meeting with Richard Seges. Finally, Liliana Garcia-Rivera informed everyone that we will have of City of San Diego Office Visit will take place next week.

Economic Development Committee Report - Carlos Vasquez

Ouchi Courtyard Office Space and Executive Suites - Carlos Vasquez stated this development is scheduled to open in April/May with 5,000 sq. ft. of retail space that is currently unused. Carlos Vasquez stated it has been proposed that the BID use 1,250 sq ft of space for 2-3 years as our office and executive suites for the community. Sherry Brooks stated that the property is owned by Chelsea Development. They are the leasing broker and Ito & Girard Associates are working with the broker to bring a proposal to Chelsea for below market rate rent. Carlos Vasquez stated part of our goal while at that location would be to activate the space and influence the surrounding area so that the broker can get market-rate retailers in the near future. We are formulating a business plan so we can generate revenue to pay for the rent and cover our cost.

Motion made by Hugh Muhammad to support the Diamond BID to pursue the possibility of moving offices to Ouchi Courtyard and creating executive suites. Second by R. Daniel Hernandez. Vote: 7-0-0. Motion carried.

- Carlos Vasquez informed that the Access to Capital Partnership with CIVIC is moving forward. Our AmeriCorps member, Francisca Orellano Polanka has started, she will be working half-time on this program and half-time on Diamond BID programs.
- Karina Velazquez reported that the Crosswalk Celebration will be on Tuesday, March 7th at 4pm at Mt. Hope Community Garden. This event is to celebrate the installation of a pedestrian crosswalk on Market St & Denby to give safe access to residents to healthy foods in Fresh Garden Market and at the garden.

Marketing & Promotions Committee Report - Liliana Garcia-Rivera

- The business directory production is in progress. We will need to begin selling advertisement advertisement spaces.

Clean & Safe Ad Hoc Committee Report - Karina Velazquez

- The February 28, 2017, District 4 Homeless Count was postponed due to inclement weather but has been rescheduled for 3/9/17.
- A "Best Practices & Resources" workshop for our business owners is being planned in partnership with Council President Cole's office.
- The Business Corridor Clean-Up will be taking place on Earth Day, April 22, 2017, on Imperial Avenue from 61st - 69th street.

Announcements

- Sherry Brooks informed us of Civic San Diego's upcoming Lunch & Learn on Wednesday, March 25th from 12pm-1pm at Family Health Center located at 5160 Federal Blvd, San Diego, CA 92105.
- Joseph Vall presented on an upcoming 1st Annual Nefarious Gaming Convention which will be all about tabletop and card games. He proposed a partnership with the Diamond BID. They requested an in-kind sponsorship for use of the Tubman Chavez Community Center facility on Sunday, March 26th and help marketing the event through our newsletter, social media platforms, and website. In exchange, they will add the Diamond BID logo on flyer, donate 50% of the concession sales, a table at the event to recruit potential associate members, hire a Diamond BID member to cater the event or a food truck of our choosing to promote the Diamond BID's Food Truck Fest in June, help to develop an app for a scavenger hunt at the Diamond Street Festival and in-kind web design services.

Motion made by R. Daniel Hernandez to provide an in-kind sponsorship of Tubman Chavez Community Center for facility use of the 1st Annual Nefarious Gaming Convention. Second by Marion McCord. Vote: 7-0-0. Motion carried.

The meeting was adjourned at 6:47pm.

Written by Karina Velazquez, SDBD Program Manager
Finalized by Liliana Garcia-Rivera, SDBD Executive Director