



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  
Tuesday, May 16, 2017 at 5:30 PM

### **MINUTES of the SDBD Board Meeting Tuesday, MAY 16, 2017**

Board Members Present: Carlos Vasquez (CIVIC San Diego), R. Daniel Hernandez (San Ysidro Health Center), Marion McCord (Alpha Center), Richard Seges (Jacobs Center for Neighborhood Innovation), and Eddie Muhammad (Alternate Delegate for RBW Security).

Board Members Absent: Brian Maty (Metro PCS), and Donald Canteen (US Bank).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Francisca Orellana Polanka (Small Business Community Initiative Officer, SDBD), Daichi Pantaleon (Economic Development Department - City of San Diego), Marisa Berumen (Office of Council President Myrtle Cole), Jennifer Gilmore (Kitchens for Good), Sonia Diaz (Kitchens for Good) Lupita Guerrero (Kitchens for Good), Lucille Ciudad Real (Epiphany Prep Charter School), and Demetre Booker (Comunidad Realty Partners).

Board meeting was called to order by President Carlos Vasquez at 5:42 p.m. Quorum was present (5 of 7 members).

I. Public Comment - None.

#### II. Approval of the Agenda

Carlos Vasquez informed the board that he would like to add “Authorize Liliana Garcia-Rivera to negotiate contract with Vanity Tenorio for management of Alpha Center leasing” and “Extension of contract terms with JoAnn Fields for fundraising” as Action Items under under Action Items and Executive Director’s Report, respectively.

**R. Daniel Hernandez made a motion to approve the agenda with the addition of “Authorize Liliana Garcia-Rivera to negotiate contract with Vanity Tenorio for management of Alpha Center leasing” and “Extension of contract terms with JoAnn Fields for fundraising” as Action Items under under Action Items and Executive Director’s Report, respectively. Second by Eddie Muhammad. Vote: 5-0-0. Motion Carried.**

#### III. Presentation - Jennifer Gilmore, Kitchens for Good

Kitchens for Good is a full-service catering operation that supports local resources and creates vibrant careers; they offer culinary job training and hunger relief through local, and sustainable ingredients. Jennifer Gilmore stated they work with veterans, formerly incarcerated, previously homeless, transitioning and foster youth, and domestic abuse survivors. Jennifer Gilmore also stated that 33 out of 66 of their new employees are from the 4th City Council District. Jennifer Gilmore invited everyone present to their Sixth Class’ Graduation Ceremony on May 17th at 11am.

#### IV. Consent Agenda

- Approval of Board Meeting Minutes of April 25, 2017; and
- Approval of Associate Memberships for Demetre Booker, Jr. from Comunidad Realty Partners and Lucille Ciudad de Real from Epiphany Prep Charter School.

**R. Daniel Hernandez made a motion to approve the Consent Agenda. Second by Richard Seges. Vote: 5-0-0. Motion Carried.**

#### V. Nominations Committee Report - R. Daniel Hernandez

R. Daniel Hernandez, Chair of the Nominations Committee Chair, reported that the committee met on Wednesday, May 17th and that the following nominations were submitted:

- Marion McCord was nominated by R. Daniel Hernandez; Marion McCord accepted.
- Hugh Muhammad was nominated by Carlos Vasquez; Hugh Muhammad accepted.
- Brian Maty was nominated by Marion McCord; Brian Maty accepted.

R. Daniel Hernandez solicited nominations from the floor before making a motion to close nomination.

**R. Daniel Hernandez made a motion to 1) close nominations, adopt a slate of candidates, and order preparation of a written ballot and 2) appoint an Election Committee to include Secretary and Elizabeth Studebaker or other Economic Development Staff Member. Second by Marion McCord. Vote: 5-0-0. Motion Carried.**

#### VI. Action Items

Ratification of Agreement between National CORE and Diamond Business Association for Alpha Center - Liliana Garcia-Rivera went over the Preliminary Budget for the operations of the Alpha Center. Liliana Garcia-Rivera discussed the many uses for this site including the potential for fundraising for the BID as well as other groups. Liliana Garcia-Rivera explained the idea for community building by inviting five neighborhood councils/groups from the Diamond neighborhoods that are the most active to collaborate on fundraiser. She also described potential events that the BID can do to engage our business members such as a Battle of the Barbers or Wedding/XV Expo. Richard Seges asked to see a business plan for this endeavor.

**R. Daniel Hernandez made a motion to Ratification of Agreement between National CORE and Diamond Business Association for Alpha Center. Second by Eddie Muhammad. Vote: 4-1-0. Richard Seges abstained. Motion Carried.**

Authorize Liliana Garcia-Rivera to negotiate contract with Vanity Tenorio for management of Alpha Center leasing - Liliana Garcia-Rivera stated SDBD staff is focused on other projects, thus we need to hire someone to manage all the calls and schedule events for the Alpha Center rentals. Liliana Garcia-Rivera explained Vanity Tenorio is qualified and perfect for this.

**Eddie Muhammad made a motion to Authorize Liliana Garcia-Rivera to negotiate contract with Vanity Tenorio for management of Alpha Center leasing. Second by R. Daniel Hernandez. Vote: 4-1-0. Richard Seges abstained. Motion Carried.**

Authorization to enter into Lease Agreement with Chelsea for Ouchi Courtyard - Liliana Garcia-Rivera stated tenant improvements will be paid for by Chelsea and completed by July. R. Daniel Hernandez stated he would like to see a marketing strategy plan before voting. Richard Seges stated he wants to read the lease agreement before voting on this. Richard Seges asked board to table this vote and requested to have a Special Meeting to review agreement once it is finalized in order to make an informed decision and vote.

**The Board agreed to table this matter and hold a Special Meeting at a later time.**

Authorization to enter into Agreement with Gary Stevens of the Delfonics - Liliana Garcia-Rivera stated that Patricia Murray from ERRRVERiBODY Line Dancers, Diamond Street Festival Committee Member, is leading the fundraising efforts to bring the Delfonics to the festival. Liliana Garcia-Rivera stated that Patricia Murray has already raised \$1,000 and her fundraising efforts include a "Straight Outta District 4" T-Shirt fundraiser and a Line Dancing Workshop Series at the Alpha Center. Patricia

Murray will fundraise half of the funds needed to bring the Delfonics, and the remaining half will come from the festival's entertainment budget.

**R. Daniel Hernandez made a motion to Authorization to enter into Agreement with Gary Stevens of the Delfonics and advance the balance (\$2,250) of Patricia Murray's half with the understanding she will reimburse the BID through her fundraising efforts. Second by BLANK. Vote: 4-1-0. Richard Seges abstained. Motion Carried.**

VII. Financial Reports - March 2017

Liliana Garcia-Rivera went over highlights of report. Liliana Garcia-Rivera reported the April assessment was \$3,750 and the current bank balance was \$26,801.19.

VIII. President's Report/Executive Committee - Carlos Vasquez

Carlos Vasquez reported that most Board Members and SDBD Staff attended the Ouchi Courtyard Grand Opening on Tuesday, May 16th. Carlos Vasquez also stated that Casa Mexico in Market Creek Plaza is scheduled to opening next month.

IX. Executive Director's Report - Liliana Garcia-Rivera

Liliana Garcia-Rivera handed out the April 2017 Executive Director's Report. Liliana Garcia-Rivera stated the City approved the FY 2018 BID Budgets today and preparations have begun for the Annual Meeting and Elections. Concerning the addition of the action item to extend contract terms with JoAnn Fields for fundraising - Liliana Garcia-Rivera proposed extending JoAnn Fields' contract to allow her to bring in sponsors for all events we have through August 2017.

**Carlos Vasquez and R. Daniel Hernandez stated based on the authorization the Board gave Liliana Garcia-Rivera to negotiate a contract with JoAnn Fields last month, there was no need to vote on this since she already had approval from the Board. The rest of the Board agreed.**

X. Economic Development Committee Report

Carlos Vasquez, Chair of the Economic Development Committee reported that Roxanne Girard from by Ito Girard and Associates presented at the last meeting regarding their new development on Naranja Street. Liliana Garcia-Rivera also stated the committee received updates about Storefront Improvement Projects, Access to Capital, Restaurant Delivery Initiative, Placemaking, Executives Suites and the Hilltop & Euclid, Ouchi Courtyard and Encanto Village Developments.

XI. Marketing & Promotions Committee Report

R. Daniel Hernandez stated that the Committee's priority is the Printed Business Directory and a lot of progress has been made this last month. R. Daniel Hernandez stated that with Casa Mexico's purchase of the front page and San Ysidro Health Center's purchase of the back inside cover, all major placements have been sold. R. Daniel Hernandez also stated that the following businesses have purchased ads: Ortiz Insurance Agency, Safer Insurance, Jacobs Center, Epiphany Charter Prep, Tocumbo Ice Cream, City of San Diego, Accion, Civic San Diego, San Diego 4 Life, and Foodland.

XII. Announcements - None.

The meeting was adjourned at 7:13pm.

Recorded by Francisca Orellana Polanka, SDBD AmeriCorps  
Revised by Karina Velazquez, SDBD Program Manager  
Finalized by Liliana Garcia-Rivera, SDBD Executive Director