



Diamond Business Association, Inc.
dba Southeastern Diamond Business Association (SDBD)
Board of Directors Meeting July 26, 2016 at 5:30pm
Tubman Chavez Community Center, 415 Euclid Avenue, San Diego, CA 92114

MINUTES of the SDBD Meeting August 16, 2016

Board Members Present: Carlos Vasquez (CIVIC San Diego), Marion McCord (Alpha Center), Omar Passons (Jacobs Center for Neighborhood Innovation), R. Daniel Hernandez (San Ysidro Health Center).

Absent: Hugh Muhammad (RBW Security), Karely Diaz (Diaz Brothers Catering), Brian Maty (Metro PCS).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Karina Velazquez (Program Manager, SDBD), Elizabeth Studebaker (City of San Diego Economic Development Department), Tina Hines (City of San Diego Economic Development Department), Sherry Brooks (CIVIC San Diego), Anne Defazio (San Diego Public Library).

Board Meeting was called to order by President Carlos Vasquez at 5:38pm. Quorum was present (4 of 7 members).

Public Comment: None.

Approval of the Agenda

Motion made by R. Daniel Hernandez to approve the agenda with the correction of “Approval of Board Meeting Minutes of June 21, 2016” be changed to July 26, 2016. Second by Omar Passons. Vote: 4-0-0. Motion passed.

Consent Agenda

- Approval of Board Meeting Minutes of July 26, 2016;
- Approval of duplicate BID assessment refund for Brian Maty-Metro PCS;
- Approval of sponsorship of BAME CDC’s use of BID Council Equipment for Imperial Street Festival August 27, 2016.

Motion made by R. Daniel Hernandez to approve the consent agenda. Second by Marion McCord. Vote: 4-0-0. Motion passed.

President’s Report/Executive Committee - Carlos Vasquez

Election of Secretary for term ending 6/30/16. R. Daniel Hernandez nominated himself as Secretary. There were no other nominations.

Motion made by R. Daniel Hernandez to nominate himself as Secretary. Second by Omar Passons. Vote: 4-0-0. Motion passed.

Authorization of President to sign sub-contract with Andres Garcia for 2015/2016 Audit. After a brief discussion about the RFP process used to enter into the first contract with Andres Garcia, there was unanimous agreement to not initiate a new RFP process this year.

Motion made by Omar Passons to authorize President Vasquez to sign sub-contract with Andres Garcia for 2015/2016 audit. Second by Marion McCord. Vote 0-0-0. Motion passed.

Executive Director's attendance of IDA Conference for Professional Development

Liliana Garcia-Rivera stated the City will pay \$1k for the registration fee for this conference and \$500 was awarded to her per her contract for professional development and that she would personally pay any difference for airfare, hotel and meals. Carlos Vasquez noted that she did not claim her professional development benefit last year.

Motion made by Omar Passons to use the \$500 allocated, per contract, for the Executive Director to attend the IDA Conference. Second by Marion McCord. Vote 4-0-0. Motion passed.

Approval to enter into MOU with Civic San Diego for Business Capital Partnership

The intent is to help BIDs/Business Commercial Corridors work with Capital Partners. LISC Americorps workers would help engage and assess the businesses in need of capital and SBDC would counsel/prepare the business and identify the capital source. SDBD would supervise a part-time LISC Americorps for this purpose. Additionally, they offered a organizational capacity building consultant services for our BID. Liliana Garcia-Rivera stated that this program is not in the 2017 work plan and does not offer any operational support; but we would have to invest time and resources. Elizabeth Studebaker stated that the City would not be entering into the MOU.

Motion made by R. Daniel Hernandez to table the MOU with Civic San Diego for reconsideration at a later time. Second by Omar Passons. Vote 4-0-0. Motion passed.

Mission Statement Adoption

At the Strategic Planning Retreat of June 2016, the directors present crafted a new mission statement for adoption of the board as follows:

The Mission of the Diamond Business Association is to foster economic prosperity by advocating for and promoting the growth of businesses in the Diamond District.

Motion made by Omar Passons to adopt the mission statement that was revised at the June 2016 Strategic Planning Retreat. Second by R. Daniel Hernandez. Vote: 4-0-0. Motion passed.

Financial Report - Liliana Garcia-Rivera

Liliana Garcia-Rivera distributed the July financials. The request to the City for the \$10k advance from assessment reserves has been received.

Executive Director's Report- Liliana Garcia-Rivera

Liliana Garcia-Rivera gave an update on fund development: 1) We've been invited to submit a full proposal for the JCNi Placemaking Partnership Grant (Food Truck Festival); 2) CD9 CPPS Request for \$12k is still pending; 3) CD4 TOT Grant for reimbursement of Holiday Lights for \$5k has still not been received; 4) SBEP TA Grant for \$2k is now available and we need to decide how to use it (reimbursement grant).

Economic Development Committee Report - Carlos Vasquez

Carlos Vasquez stated the committee had recommended the Board prepare a letter of intent for formation of Maintenance Assessment District. Elizabeth Studebaker from the City of San Diego stated the steps have changed since the committee's recommendation. Elizabeth explained the new steps, gave some backgrounds on MADs/PBIDs and explained the types of services each provide.

Motion made by R. Daniel Hernandez to formalize a committee and authorize outreach to explore the possibility of forming a MAD or PBID. Second by Marion McCord. Vote 3-1-0. Omar Passons abstained. Motion passed.

Marketing Committee Report - R. Daniel Hernandez

R. Daniel Hernandez stated that the committee is helping promote and market a fundraiser for Bonnie Jean's Soul Food to help her raise funds for the restaurant renovation project (Economic Development Committee). He also reported that the committee recommends hosting a Holiday Business Mixer with College Area BID to help foster collaboration with other BIDs.

Motion made by R. Daniel Hernandez to ratify the Marketing committee's recommendation to help organize, promote and market Bonnie Jean's Soul Food fundraiser and to host a joint Holiday Business mixer with the College Area BID. Second by Omar Passons. Vote 4-0-0. Motion passed.

Announcements

Karina Velazquez announced that the Shine Bright Awards will be held Wednesday, August 17th at the US Bank on Federal Blvd. from 6pm-8pm.

The meeting was adjourned at 7:07pm

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