



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, March 21, 2017 at 5:30pm

MINUTES of the SDBD Board Meeting Tuesday, MARCH 21, 2017

Board Members Present: Carlos Vasquez (CIVIC San Diego), Richard Seges (Jacobs Center for Neighborhood Innovation), Marion McCord (Alpha Center), Eddie Muhammad (Delegate - RBW Security).

Board Members Absent: Brian Maty (Metro PCS), 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), Mary Joseph (MFJ Systems); Anne Defazio (San Diego Public Library Mountain View Branch); Clovis Honore (GRID Alternatives).

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

Carlos Vasquez requested to add "Authorize Liliana Garcia-Rivera and Carlos Vasquez to apply for the City of San Diego Business Accelerator Operator Grant" to the consent agenda.

Motion made by Marion McCord to approve the agenda with the addition of "Authorize Liliana Garcia-Rivera and Carlos Vasquez to apply for the City San Diego Business Accelerator Operator Grant" to the consent agenda. Second by Richard Seges. Vote: 4-0-0. Motion carried.

Consent Agenda

- Approval of Board Meeting Minutes of February 28, 2017;
- Authorize Liliana Garcia-Rivera to enter into contract with Jovita Juarez for Food Truck Festival \$750 and Taste of the Diamond \$750;
- Add R. Daniel Hernandez and Richard Seges as signers to US Bank Checking Account;
- Ratify Associate Membership for Tasteful Touch; and
- Authorize Liliana Garcia-Rivera and Carlos Vasquez to apply for the City of San Diego Business Accelerator Operator Grant.

Motion made by Marion McCord to approve the consent agenda. Second by Eddie Muhammad. Vote: 4-0-0. Motion carried.

Action Items

- Letter of support requested by CDC Small Business Finance (CDCSBF) in support of their CDBG Grant Application. The initiative will bring small business technical assistance to the Diamond BID, as well as capital. Diamond BID would receive support in the range of \$10-\$20k for hosting their advisor and assisting with outreach efforts;

Motion made by Marion to write a Letter of Support for the CDC Small Business Finance for CDBG Grant. Second by Richard Seges. Vote: 4-0-0. Motion carried.

- Project New Village will requests a letter of support for a Social Equity Proposal for SD Grantmakers.

Motion made by Richard Seges to provide a letter of support for Project New Village. Second by Eddie Muhammad. Vote: 4-0-0. Motion carried.

- Ouchi Courtyard - We are getting close to the point where we will need to enter into rent negotiations with Chelsea for the rental of Ouchi Courtyard. We don't yet know how much of the tenant improvements will be paid by Chelsea.

Motion made by Richard Seges to authorize Carlos Vasquez to enter into rent negotiations with Chelsea. Second by Marion McCord. Vote: 4-0-0. Motion carried.

- Mid-Year Budget Review/Modification - Tabled

Financial Reports - January and February 2017

February Report - MFJ reviewed highlights of report. Carry forward balance \$7,700.

January Report - MFJ reviewed highlights of report.

President's Report/Executive Committee - Carlos Vasquez

None.

Executive Director's Report - Liliana Garcia-Rivera

Liliana Garcia-Rivera gave an overview of the Executive Director Report for March. Emphasis on the fund development section and the need to purchasing a new version Quickbooks with the SBEP TA Grant. She also reported on knowledge acquired at the USD Nonprofit Academy that will help the BID create metrics and dashboards.

Economic Development Committee Report

Liliana Garcia-Rivera stated the Crosswalk Celebration was very successful and we had a great turnout. KPBS came out again and wrote another story and made another video. Liliana Garcia-Rivera stated the Access to Capital Workshop is on Thursday, March 23rd at 9 a.m. She also Eddie Muhammad to invite Hugh/Chelsea to present at the April Executive Committee meeting.

Marketing & Promotions Committee Report

Karina Velazquez stated there was no meeting this month, however, they have been working on the business directory. The postcards with the listing have been mailed to all members so they can verify their listing is correct. She also stated that an e-blast will also go out to solicit ads and one ad space has already been sold. Liliana Garcia-Rivera reported that Tayari Howard's contract for the Diamond Street Festival has been signed.

Clean & Safe Ad Hoc Committee Report

Karina Velazquez stated the committee completed the District 4 Homeless Count, 80 people were counted, 4 were places in housing that night, and 2 veterans were identified. She has a meeting with Council President Cole's office to organize a "Best Practices" workshop on how to deal with homeless people for small businesses. Karina Velazquez also reported that the the Business Corridor Cleanup in on Saturday, April 22nd at the Alpha Center.

Announcements - None

The meeting was adjourned at 6:34pm.

Written by Karina Velazquez, SDBD Program Manager

Finalized by Liliana Garcia-Rivera, SDBD Executive Director