



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

Executive Committee Meeting

Alpha Center, 6323 Imperial Avenue, San Diego, CA 92114

**January 11, 2017 from 5:30-6:30 PM**

[www.info@sdbd.org](mailto:www.info@sdbd.org) | [www.sdbd.org](http://www.sdbd.org)

## **MINUTES of the SDBD Executive Committee Meeting January 11, 2017**

Committee Members Present: Carlos Vasquez (President), Marion McCord (Treasurer), R. Daniel Hernandez (Secretary)

Members Absent: None (Vice-President position is vacant)

Others Present: Liliana Garcia-Rivera (Executive Director), Karina Velazquez (Program Manager)

The meeting was called to order by President Carlos Vasquez at 5:33pm. Quorum was present (3 out of 3 members).

### **Financials**

Liliana Garcia-Rivera reviewed the Financial statement and the Bank Balance.

### **Clean and Safe Ad Hoc Committee - Board Ratification**

1. Liliana Garcia-Rivera stated that the committee held their first meeting 1/12/17 at the Tubman Chavez Center located at 415 Euclid Avenue at 1pm. Liliana stated that the committee will participate in the Regional Task Force on the Homeless' "WeAllCount" on Friday, January 27th from 4am-7am. Liliana stated that committee wants to conduct a Homeless Count in the district; the date is to be determined.
2. Liliana stated that at the upcoming Board meeting, the committee needs to be ratified as an Ad Hoc committee.
3. Karina Velazquez stated that the BID will once again partner with I Love A Clean San Diego on Earth Day to host a Business Corridor Clean-Up on Saturday, April 22, 2017 from 9am-12pm. The clean up site will be on Imperial Avenue from 61st - 69th street.

### **Fund Development**

1. Liliana Garcia-Rivera stated that the Diamond BID qualified for a maximum funding of \$97,028.00 for the CDBG - RFQ. Liliana stated she is working with Gustavo Bidart from CIVIC and Linda Fowler from the Jacobs Center to identify potential projects to propose. Liliana stated that she she needs Board approval to submit the proposal by the deadline (1/27/17).
2. Liliana stated that the RFQ for the Commission of Arts and Culture has been submitted which would cover up to 10% of the Diamond Street Festival budget. Liliana needs Board approval to submit the RFP.
3. Karina Velazquez stated that the deadline to submit the application for the SANDAG/ iCommute GoByBike Mini-Grant for \$3,000 is Friday 1/20/17 and she needs Board approval to sign the application. The proposed project is to add street banners on

Imperial Avenue & Market Street (from 47th Street to Euclid Avenue) and a Bike-In Movie Night at the Market Creek Amphitheater.

### **Economic Development**

1. Liliana Garcia-Rivera stated that John Seymour from National CORE will give a presentation on the Encanto Village Mixed Use Development project at the next board meeting. The board will need to decide whether to provide a letter of support for the project.
2. Liliana Garcia-Rivera stated that Jose Gandara from 7-Eleven will give a presentation on the proposed 7-11 where Green Cat Liquor current exists at the upcoming board meeting. The board will need to decide whether to provide a letter of support for the project.
3. Liliana Garcia-Rivera stated that Robert Ito has presented the option for the Diamond BID to temporarily occupy the retail space in the Ouchi Courtyard development until they can find a business to lease the space.
4. Liliana Garcia-Rivera stated that an inter from Civic San Diego is temporarily helping with the Capital Partnership Program until an AmeriCorps member is hired.
5. Liliana Garcia-Rivera stated there is no update for the Civic San Diego Commercial Kitchen project.

### **Executive Director's Report - Liliana Garcia-Rivera**

1. Liliana Garcia-Rivera stated that she is working on a Budget Modification for FY17.
2. Liliana Garcia-Rivera stated that she will present a Draft Budget for FY2018 as the deadline to submit to the City is approaching.
3. Liliana Garcia-Rivera mentioned that she and Karina will be attending the California Mainstreet Conference from Wednesday, February 22nd through Friday, February 24th, therefore, the offices will be closed.
4. Liliana Garcia-Rivera stated she is still working on the formation of a Sister 501(c)(3) organization but is no longer working with the Thomas Jefferson School of Law.
5. Karina Velazquez presented a draft of the 2016 Annual Report that will be mailed out to all business members.
6. Liliana Garcia-Rivera gave a final report on the Taste of the Diamond numbers.
7. Liliana stated that the Third Annual Diamond Street Festival will take place on August 12, 2017. Liliana is requesting board approval to move the festival from Market Street & Euclid Avenue to Imperial Avenue & 63rd Street so that there is no running traffic lane during the festival as that is a big liability for the organization. The City of San Diego's Special Events Department has approved the location change. Liliana will also ask for board approval for the Graphic Designer for the festival. Three firms sent a proposal to the RFP and staff recommends Pozos Creative Communications.
8. Liliana Garcia-Rivera stated she is applying for a grant to get a new banner series designed celebrating the diverse cultures in the district.

The meeting was adjourned at 7:12pm.

Written by Karina Velazquez, SDBD Program Manager

Finalized by Liliana Garcia-Rivera, SDBD Executive Director