



Diamond Business Association, Inc.
dba Southeastern Diamond Business Association (SDBD)
Board of Directors Meeting
January 17, 2017 at 5:30pm
Tubman Chavez Community Center, 415 Euclid Avenue, San Diego, CA 92114

MINUTES of the SDBD Board Meeting January 17, 2017

Board Members Present: Carlos Vasquez (CIVIC San Diego), Brian Maty (Metro PCS), Richard Seges - New Delegate (Jacobs Center for Neighborhood Innovation), Marion McCord (Alpha Center).

Absent: Hugh Muhammad (RBW Security), R. Daniel Hernandez (San Ysidro Health Center).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Karina Velazquez (Program Manager, SDBD), Tina Hines (City of San Diego, Economic Development Department); Gloria Cruz Cardenas (Office of Councilmember Georgette Gomez), Jose Gandara (7-Eleven), Maria Zambrano (Beautiful Body FitClub), Patricia Torres (Beautiful Body FitClub), John Seymour (National CORE), Eric Naslund (Studio E Architects), Valentina Ojeda (Accion SD) Sebastian Tureu (7-Eleven), Maria Montano (Accion SD).

Self introductions were made. There was no quorum. Marion McCord was expected so no actions could be taken until he arrived.

Public Comment - None

Presentations were made by John Seymour - Encanto Village Mixed Use Development and Jose Gandara - 7-11.

Board meeting was called to order by President Vasquez at 6:30 p.m. Roll call. Marion McCord arrived at 6:18 p.m.- we now have quorum.

Approval of the Agenda

President Vasquez noted that two action items needed to be added to the agenda under the Executive Director's Report. There was consensus to add "Move Diamond Street Festival to 63rd & Imperial Avenue" and "RFP for Graphic Designer for Diamond Street Festival."

Motion made by Marion McCord to approve agenda. Second by Carlos Vasquez. Vote: 4-0-0. Motion carried.

Letter of Support for Encanto Village Mixed Use Development

John Seymour presented to the Diamond BID Economic Development Committee in November. Brian Maty expressed concern over more affordable housing units being added to the district's housing inventory. John Seymour explained that when quality affordable housing is built, market rate housing follows.

Motion made by Richard Seges to approve letter of support. Second by Marion McCord. Vote: 3-1-0. Motion carried. Marion McCord abstained.

Letter of Support for 7-11

Jose Gandara presented to the Diamond BID Economic Development Committee in January. 7-11 will have healthy food options, they will be good corporate neighbors by implementing new strategies used in other communities such as piped music to deter loitering, creation of new new jobs, and offer local business ownership. There will be improvements to the facade such as: wider doors, more windows. Richard Seges and Brian Maty strongly encouraged 7-11 to improve the storefront facade over and above what is described in their handout. Liliana Garcia-Rivera will send Jose Gandara and Sebastian Tureau the renditions created by the architect hired by the City of San Diego for the planned Greene Cat Liquor Storefront Improvement Project. They are working on hosting an outreach workshop as well as a "How to do Business with 7-11" workshop for local contractors.

Motion made by Marion McCord to approve letter of support. Second by Richard Seges. Vote: 4-0-0. Motion carried.

Consent Agenda - (combined as a single motion to approve)

- Approval of Board Meeting Minutes of November 22, 2016;
- Approve creation of Clean and Safe Ad Hoc Committee;
- Ratify submission of RFQ for Commission for Arts and Culture RFQ;
- Authorize Liliana Garcia-Rivera to submit RFP Commission for Arts and Culture - DSF;
- Authorize Liliana Garcia-Rivera to apply for County of San Diego Community Enhancement Grant;
- Authorize Karina Velazquez to apply for SANDAG Bike Grant - \$3k.

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

President's Report/Executive Committee - Carlos Vasquez

1. Board Vacancy Appointment - Carlos Vasquez stated Donald Canteen was just a couple votes short during the recent board elections. Mr. Canteen continues to have interest on being a board member; he meets the requirements and is thus eligible to become a board member.

Motion made by Richard Seges to appoint Donald Canteen as a board member. Second by Marion McCord. Vote: 4-0-0. Motion carried.

2. The board ratified the approval of JCNi new delegate, Richard Seges, VP Real Estate and Finance.
3. Progress is being made with the Mid-Year Budget Review/Modification and will be ready for presentation and action at the next board meeting.
4. The draft FY 2018 Budget is now due. The due date for the final budget was originally in February but has now been moved up to the end of January. A draft FY 2018 can be turned in with later review by the executive committee and with ratification by the board at the next meeting.

Motion made by Marion McCord to submit draft and to ratify the final budget at next board meeting. Second by Brian Maty. Vote: 4-0-0. Motion carried.

5. Banner Policy - **Tabled**

Financial Reports - Liliana Garcia-Rivera

November 2016 and December 2016 Financial Reports were distributed. The board reviewed both reports. Liliana Garcia-Rivera reported the following:

1. We have a bank balance of \$46,476.18;
2. December revenue deposit pending of \$4,350.10; and
3. Carry-Over (reserves) balance currently is \$7,394.92.

Carlos Vasquez asked if Mary Joseph would be coming to a board meeting to answer any questions. Liliana Garcia-Rivera said she would ask her to attend.

Executive Director's Report - Liliana Garcia-Rivera

Since there is usually not enough time to report on many of the ongoing projects, an Executive Director's Report was included in the board member packages. There are two items that require board action.

1. Diamond Street Festival location - The City of San Diego Police Traffic Division did not change their position on requiring a through traffic lane through our festival on Market Street. There was board consensus to move the location of the festival to avoid liability issues. New possible locations were assessed and a list of locations were sent to the City of San Diego Special Events Dept. We received approval for 63rd & Imperial Avenue.

Motion made by Richard Seges to move Diamond Street Festival to 63rd & Imperial Avenue . Second by Marion McCord. Vote: 4-0-0. Motion carried.

2. RFP for Graphic Designer for Diamond Street Festival - Pursuant to the City of San Diego BID Operations Manual for contracts over \$5,000, proposals were requested for design and production of collateral materials for the 2017 Diamond Street Festival. Three proposals were received:
 - a. Gretchen Kamp Design - \$3,000 [Mt. Hope Home Based Business];
 - b. Robert Pozos, Pozos Creative Communication - \$4,000 [Previously used graphic designer]; and
 - c. Gerardo Zarate - \$5,000 [Graphic Designer working out of the College Area used for BID work].

Staff recommends and requests board approval for entering into a contract with Robert Pozos. Brian Maty raised strong concerns. He felt Pozos' quote was too high given he is not creating a new brand but merely updating the existing collaterals. Staff has not yet had an opportunity to work with Gretchen Kamp, who submitted a lower quote and is local. The graphic designer needs to start immediately and staff requested action be taken.

Motion made by Richard Seges to enter into a contract with Pozos Creative Communication to design and produce the 2017 Diamond Street Festival Collateral Materials (as described in his proposal of January 15, 2017) with the caveat that 1) all usage rights are transferred to the Diamond Business Association; 2) the contract is inclusive of all expenses; and 3) we receive all work product, in common transferable format (PDI or AI), immediately after the event. Second by Brian Maty. Vote: 4-0-0. Motion carried.

Economic Development Committee Report

The Diamond Business Association may request through the CDBG RFP maximum funding of \$97,028. The categories are limited for us to either create a Microenterprise Program or use for building infrastructure costs. After meeting with Gustavo Bidart of Civic San Diego and Linda Fowler, Economic Development Consultant for JCNI, there was consensus to wait for the Seed/Accelerator Fund Guidelines to be published and apply for that. We do not know what that deadline will be so action is requested today.

Motion made by Marion McCord to Authorize Liliana Garcia-Rivera to apply for either CDBG Proposal (\$97,028) or Seed/Accelerator Funds. Second by Richard Seges. Vote: 4-0-0. Motion carried.

Announcements

Gloria Cruz Cardenas from Councilwoman Georgette Gomez's office announced she is the new community representative for Southeastern San Diego.

The meeting was adjourned at 7:12pm.

Written by Karina Velazquez, SDBD Program Manager

Finalized by Liliana Garcia-Rivera, SDBD Executive Director