



## DIAMOND BUSINESS ASSOCIATION, INC.

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SOUTHEASTERN DIAMOND BUSINESS DISTRICT (SDBD)

Board of Directors Meeting 6:00 pm  
October 20, 2015 at Tubman Chavez Center, 415 Euclid Ave., SD 92114

### **MINUTES of the Diamond Business Association Meeting October 20, 2015**

Board Members Present: Carlos Vasquez (CIVIC San Diego), Marco Ortiz (Farmers Insurance Agency), Stephen Walters (PCS World Network), Fernando Nunez (Center for Employment Training Delegate), Venus Molina (Jacobs Center for Neighborhood Innovation)

Board Members Absent: Hugh Muhammad (RBW Security)

Quorum: 5 of 7 Members are present.

Note regarding status of Tony Araiza (NY Buffalo Wings & Ribs) and Marion McCord (Alpha Center): Their terms expired in June but were extended to September 30, 2015. Araiza has moved out of the state. McCord is running as a candidate to continue his seat on the board.

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Warren Simon (BID Council), Monica Montgomery (CD 4), Alicia Martinez Higgs (Office of Small Business, City of San Diego, Liz Studebaker (Neighborhood Investment Manager, City of San Diego), Brian Maty (Master Signs), Karina Velazquez (Program Manager SDBD, LISC Sponsored), Steve Otto (Consultant, SDBD).

Website: [www.SDBD.org](http://www.SDBD.org) Email: [info@SDBD.org](mailto:info@SDBD.org)

President Vasquez called the meeting to order at 6:05 pm. Quorum was present.

Public Comment: none.

#### Consent Agenda (Action Items)

- a. Board Meeting Minutes of August 18, 2015
- b. President Vasquez requested addition to Agenda of appointment of Marco Ortiz to chair a ByLaw Review Committee.

***Motion: Motion by Venus Molina to approve the Consent Agenda item Minutes of the August 18, 2015 and Appointment of Marco Ortiz to chair ByLaw Review Committee. Second by Stephen Walters. Vote: 5-0-0. Motion passed***

#### President's Report: Carlos Vasquez

Evaluation of Executive Director:

Review and Evaluation of Executive Director was done in July with board members Vasquez, Ortiz, and McCord; and Otto was consultant. They had very positive review of the ED's work activities and recommended continuation of employment.

Authorization for President to negotiate and sign contract with Executive Director for an additional two-year term: Evaluation Committee recommended this action effective September 1, 2015 with a review of the ED after one-year.

***Motion: Motion by Venus Molina to authorize the President to negotiate and sign a contract with the Executive Director for an additional two-year term effective September 1, 2015 with a review after one-year. Second by Marco Ortiz. Vote:5-0-0. Motion passed***

Banner Policy: Tabled

Equipment Policy: Tabled

Feasibility of forming a MAD: Tabled

Handling of recommendation letters of request: Tabled

Line of Credit: Tabled

#### Financial Reports for August and September 2015

Liliana discussed the financial details of the Street Festival and gave a verbal financial report showing that the finances were positive. Some funds are on hold by the City. The Auditor will begin work in about one week. Alicia M Higgs noted that the audits are due November 30th. The Festival had an estimated attendance of 5,200 and showed a net profit of about \$17,234. The board commended the Street Fair Committee and volunteers for their work and excellent results for a first time event.

#### Executive Director's Report, Liliana Rivera Garcia:

Diamond events: Street Festival (discussed under the Financial Reports for August and September). It will be held next year but in July to accommodate the staff assistance of the Program Manager Velazquez.

Taste of the Diamond held October 15 was successful and sold about 125 tickets.

LISC SD/Americorps: is sponsoring Karina Velazquez as the Program Manager, whose term of employment expires July 30, 2016.

Storefront Improvement Policy (SIP): Alpha Center will be the next business to be involved with this program. Liz Studebaker said the improvements to the SIP will be presented to the City Committee on October 24th at 2pm and will include expansion of the program to include more business inclusion in the qualifications. Also some amounts will be increased for reimbursement and a higher total amount.

Holiday Bridge Lighting: A grant application will be made to CD 4 for funds to help light up the bridge at Imperial Avenue over Hwy. 805.

Other: Brief overview of the Better Blocks project was discussed, as it pertained to the unauthorized painting of Brian Maty's building, with an ongoing resolution in the works.

#### ByLaw Review Committee:

Marco Ortiz will be the chair, others on committee include Venus Molina and Stephen Walters. A concern of the committee is the term limits of the board members and the current difficulty in recruiting new board members.

The meeting adjourned at 6:45 pm.

Written by Warren Simon

BID Council

Finalized by Liliana Garcia-Rivera