



DIAMOND BUSINESS ASSOCIATION, INC.

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SOUTHEASTERN DIAMOND BUSINESS DISTRICT (SDBD)

Board of Directors Meeting
May 19, 2015 at 6:00PM at Tubman Chavez Center, 415 Euclid Ave., SD 92114

MINUTES of the May 19, 2015 Board Meeting

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

Board Members Excused: Hugh Muhammad (RBW Security), Tony Araiza (NY Buffalo Wings & Ribs)

Quorum was present (6 of 8 members).

Others Present: Liliana Garcia-Rivera (Executive Director, SDBD), Warren Simon (BID Council), Steve Otto (Consultant).

Website: www.SDBD.org Email: info@SDBD.org

Board meeting was called to order by President Vasquez at 6:20 pm. Self-introductions were made. Roll call.

Public Comment: none

Motion: Motion was made by Venus Molina to approve the Agenda for today's meeting. Seconded by Marco Ortiz. Vote: 6-0-0 Motion passed.

Consent Agenda (Action Items)

1. Approval Board Meeting Minutes of April 21, 2015; and
2. Acknowledge involuntary resignation of Stacy Breaux and Omar Ramirez;

Motion: Motion was made by Stephen Walters to approve the Consent Agenda. Seconded by Venus Molina, Vote: 6-0-0 motion passed

President's Report/Executive Committee Report (Carlos Vasquez)

1. Board election held in conjunction with Annual Meeting June 16, 2016
After discussion involving review of candidates qualifications, membership status, it was decided to have 2 seats for election for a 2-year term and one seat will remain vacant until another member can be recruited. The current number of board seats is 8 with one open vacancy for a total of 9 board members. Election Notices were placed in the Voice and Viewpoint newspaper and on the website.

2. Nomination Committee Report

Dora Mendivil-Angulo was appointed as Chair but her new job position involves much travel. Steve Otto talked with the candidates who agreed to run again for the seats (McCord and Araiza).

Motion: Motion was made by Carlos Vasquez to accept Tony Araiza and Marion McCord as candidates for the open seats at the Annual Meeting and Board Elections on June 16, 2015 and to close the nominations. Second by Venus Molina Vote: 6-0-0 Motion passed.

3. Appointment of Election Committee

Stephen Walters (Chair), and Studebaker or Meredith D. Brown will be asked to assist.

4. Civic San Diego Meeting

Civic San Diego will convene a meeting at the Diamond Business Association Offices regarding "Imperial Avenue Master Corridor Plan" that was prepared by the City some years ago but shelved. Now several groups have their own vision for this corridor and they will be invited to attend. Groups include: Diamond Business Association, LISC San Diego, Jacobs Center for Neighborhood Innovation, and Urban Collaborative Committee.

5. Banner Policy

Liliana Garcia-Rivera and Monica Montgomery met to work on the plan but an important issue is the Ramadan observance of the Islamic community. Assistance was sought from OSB and the City Attorney re a banner policy and religious usage but no definitive answer has yet been forthcoming other than that the non-religious language needed to be re-inserted into the existing policy. It was recommended to maintain a policy that is business oriented in nature, non-religious, with equal fees for all users, and allow discretion for the approval and usage of banner placements. A formal policy update will be presented at the next meeting.

6. Equipment Policy.

An inventory is underway, and insurance coverage has been obtained by Marco Ortiz.

7. Discuss feasibility of forming Maintenance Assessment District (MAD): This item has again been tabled.

8. Established a Committee for Review and Evaluation of Administrator: Volunteers are Vasquez, Ortiz, McCord, with Steve Otto as Advisor.

9. Handling future letters of request: The BID Council's Flow Chart for guidance is still in Draft Form and should be available soon for a Policy guide.

Financial Reports for April 2015

Steve Otto and Liliana Garcia-Rivera discussed the details of the financial report. It was filed and received.

Executive Director's Report (Liliana Garcia Rivera)

1. Meetings Attended

- a. San Diego Museum of Art: Open Spaces Project with several Diamond District Businesses.
- b. Walgreen's Grand Opening: DBID was a speaker at this event last week.
- c. Writer's Block: Meeting to discuss graffiti art project for banners
- d. Say San Diego: Exchange of information on resources for Greene Cat project
- e. Urban Collaborative: Met with Barry Pollard. Discussed concern over the Taste of the 4 Corners diluting the brand of the Taste of the Diamond and issues relating to keeping our taste for local businesses, whereas food trucks are from outside the district.
- f. BID Budget Hearing at City Council: attended this hearing, BID budgets passed unanimously.

2. Events: Diamond Festival Meeting/Taste of the Diamond. Marketing materials presented for review.
3. Membership Development: An Associate Membership Application form was distributed showing membership category and fee structure.
4. Economic Development/Storefront Improvement:
 - a. CivicSD meeting for the Imperial Avenue Master Corridor Plan meeting was discussed above under President's Report.
 - b. Greene Cat: Urban Corps' General Contractor is producing an all-inclusive bid for the project. US Bank is ready to review the project once the bid estimate has been completed. The Greene Cat photo portfolio was presented which included all of the collateral branding materials presented by the SDSU Graphic design students.
 - c. PACE: Sustainable Energy program to offer solar system and lighting retrofits to commercial property owners on loan funds payable through amortized property taxes based on property equity value.
5. Design/Street-Scape (Public Art): A sample of the LIVE, LOVE, LAUGH, and LEARN sign that will be installed at the Greene Cat was shown for review. These art pieces are being offered to business owners along the business corridors free of charge.
6. A newsletter is in preparation. The website has been updated with the latest meeting minutes etc.

BID Membership Survey (Steve Otto)

Steve Otto presented a report of his efforts to survey each storefront business within the DBID boundaries and prepare a database of unreported members on the Master List from the City. Funding for this survey is from a \$2000 Technical Support Grant from OSB. There are 424 business licenses, 78 of which were not on this list, some of them were banks (5), insurance company and others. Follow up will occur.

Letter of Support for Jacobs Center Request (Venus Molina)

Venus Molina explained the Jacobs Center for Neighborhood Innovation has applied for a CalTrans Active Transportation Planning (ATP) Grant which will need letters of support due by June 1, 2015. The grant will include, among other improvements, bike lanes, replacement of the south sidewalks along their block on Market Street (City will replace sidewalks on north side), plus numerous other infrastructure improvements. Carlos Vasquez said to wait for the formal request for this letter and he will get DBID support for this letter via email request.

Next Meeting: June 16, 2015 @ 6pm

The meeting adjourned at 7:45 pm

Written by Warren Simon -BID Council and finalized by Liliana Garcia-Rivera.