



DIAMOND BUSINESS ASSOCIATION, INC.
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SOUTHEASTERN DIAMOND BUSINESS DISTRICT (SDBD)

Board of Directors Meeting March 17, 2015 6:00 pm
Tubman Chavez Center, 415 Euclid Ave., San Diego, CA 92114

MINUTES of the Diamond Business Association (SDBD) Meeting March 17, 2015

Board Members Present: Carlos Vasquez (CIVIC San Diego), Marco Ortiz (Farmers Insurance Agency), Stephen Walters (PCS World Network), Tony Araiza (NY Buffalo Wings & Ribs), Venus Molina (Jacobs Center for Neighborhood Innovation-JCNI), Hugh Muhammad (RBW Security)

Board Members Excused: Marion McCord (Alpha Center), Omar Ramirez (Nevería Tocumbo)

Board Members Absent: Dora Mendivil-Angulo (Center for Employment Training), Stacy Breaux (Stanley Breaux Bail Bonds & Notary), Karla Ruiz (1st United Realty)

Quorum was present (6 of 11 members).

Others Present: Liliana Garcia-Rivera (Administrator, SDBD), Steve Otto (Consultant), Monica Montgomery (CD4)

Website: www.SDBD.org Email: diamondbusinessdistrict@gmail.com

Board meeting was called to order by President Carlos Vasquez at 6:17 pm.

Consent Agenda

Board Meeting Minutes of February 24, 2015.

Motion: Motion by Hugh Muhammad to approve the Consent, Second by Venus Molina.

Vote: 6-0-0 motion passed.

President's Report

The president thanked everyone for attending and talked about the recent months of lack of attendance by many. Marco Ortiz notified the board that a letter of resignation was received from Karla Ruiz as board member. Ms. Ruiz no longer holds an office in the Diamond District and has decided not to renew her business tax certificate. Liliana Garcia-Rivera reported that Stacy Breaux will not be able to participate on the board due to illness. A letter of resignation from Ms. Breaux has not been received. The board asked Liliana Garcia-Rivera to send Stacy Breaux flowers.

Review of Election Process – With the chronic problem of meeting quorum requirements for the monthly meeting, by consensus, it was agreed that the election line up in the upcoming June election will be designed to realign the Board to nine seats. Currently, there are ten seats filled, with three vacancies. The terms of Tony Arraiza, Marion McCord, and Omar Ramirez expire June 30, 2015.

Bylaws Change for At-Large Board Member on the Executive Committee - Based on the lengthy discussion regarding low board meeting attendance and whether or not a delegate of an At-Large Member can have a vote at the Executive Committee, it was decided to not to implement a change in the Bylaws. Carlos Vasquez reminded everyone that the votes at the Executive Committee meetings are only recommendations and that the Board has the final vote.

Feasibility of Creating a Maintenance Assessment District (MAD) – Carlos Vasquez informed the board members that we are considering the feasibility of created a MAD. A brief explanation on the process of creating a MAD was given by Carlos Vasquez. Liliana Garcia-Rivera reported that it was Elizabeth Studebaker who recommended we consider a MAD and that the Jacobs Center was also considering the benefits of creating a MAD. Venus Molina explained that the Jacobs Center was creating a Community Financing District (CFD) where they would basically be assessing themselves. Carlos Vasquez recommended that we hold a separate informational meeting to educate us on the steps involved in the creation of a MAD.

Venus Molina notified the board that the next Jacobs Center Town Hall would be on redevelopment on May 21, 2015 from 5:30-7:30. She also informed us that Reginald Jones would be presenting a synopsis of the Economic Development Tour to another group. She offered to have him give the Diamond BID such a presentation. New development contracts will be signed in May so it will be really good to know who's coming in. Venus Molina also invited the board to attend the Chollas Creek Restoration Groundbreaking on March 26, 2015.

Establishment of Committee for Review and Evaluation of Administrator - Carlos Vasquez sees a challenge for Liliana Garcia-Rivera to go out to solicit major sponsors with title of administrator. He would like to set up a review committee and would like to change the title to Executive Director before the one-year anniversary. After discussion, there was general consensus to change Liliana Garcia-Rivera's title to Executive Director, effective immediately and to have the action ratified at the next board meeting.

Handling of future recommendation letter requests – Item was tabled.

Banner Policy-There was discussion over the need to revisit and our Banner Policy. Several groups have inquired about the use of the banner district. Carlos Vasquez emphasized that our policy needs to be fair across the board and equal to everyone. It must also be defensible, fair and legal. He also advised that we need to follow City of Policies and Standards. Liliana Garcia-Rivera is working with Monica Montgomery of Council District 4's office to hold a meeting to review the existing policy, the policies of neighboring banner districts and to propose a fair and legal banner policy for the board's review and adoption. The board members will be informed of the meeting date and time and are encouraged to participate.

Financial Reports for February 2015

Tony Araiza discussed the details of the financial report. The Financials were received and filed. Liliana Garcia-Rivera reported that the February assessments were \$4,118.50.

Administrator's Report

Liliana García-Rivera gave a brief report on the following:

- 1) Visit to Chicago with JCNI and CD4 to inspect a business chain that will be opening a store in CD4 later this year;
- 2) Greene Cat Liquor signed the Storefront Improvement Program application and is moving forward with branding services by SDSU volunteer business students;

- 3) LISC National President & CEO's visit to Brooke Huffman's Plaza with SDBD, CD4 and Civic San Diego to discuss commercial corridor projects and business district plans, including Storefront Improvement;
- 4) I love a Clean San Diego Clean Up will be held April 25, 2015. Carlos Vasquez asked for a show of hands on who would participate. Hugh Muhammad and Tony Araiza committed to sending volunteers. Marco Ortiz said he would attend. Planning will be made and the board will be notified of the details.

Public Comment

Steve Walters announced the CBI Benefit Concert taking place April 4th. He asked board donate or make it to the concert.

Tony Araiza notified the board that he would be unreachable from April 1st to the 18th.

Next Meeting: April 21, 2015 at 6pm.

The meeting adjourned at 7:57 pm

Written by Liliana Garcia-Rivera