



Diamond Business Association, Inc.
Board of Directors Meeting
Diamond Co-Work, 5003 Imperial Avenue, San Diego, CA 92102
March 19, 2019 from 6:00 PM – 7:30 PM
www.info@sdbd.org | www.sdbd.org

1. ORGANIZATIONAL BUSINESS

- a. Board Members Present: Carlos Vasquez (Civic San Diego), Marion McCord (Social Model Technology Research), Eddie Muhammad, delegate for Hugh Muhamad (RBW Security), Demetre Booker, Jr. (Travel by Sojourn/Elevate), and Karla Ruiz (Bilingual Mobile Notaries)
- b. Members Absent: Jamaal Jackson(US Bank)
- c. Others Present: Liliana Garcia-Rivera (Diamond BID Staff) and Roxanne Girard (Ito Girard & Associates), Linda L. Cherry, recording the minutes.
- d. The meeting was called to order by President Carlos Vasquez at 5:40pm. Quorum present (6 out of 7 members).

2. MOTION FOR APPROVAL OF THE AGENDA

Motion: Demetre Booker Second: Karla Ruiz Yes: 6 No: 0 Abstain: 0

3. VISITOR REPORTS OR PRESENTATIONS: Gina Gianzero, Executive Director of DEEP San Diego

4. CONSENT ITEM (combined as a single motion to approve):

- a. **Approval of Minutes of Board Meeting February 26, 2019;**
Motion: Demetre Booker Second: Eddie Muhammad Yes: 6 No: 0 Abstained:0

5. ACTION ITEMS (the Board will discuss and take action on the following items):

- a. **Appointment of Karla Ruiz as Treasurer.**
Motion: Marion McCord Second: Demetre Booker Yes: 6 No: 0 Abstained: 0

6. FINANCIAL REPORTS Discussion; Receive & File

7. EXECUTIVE DIRECTOR REPORT

A written report was distributed by Liliana Garcia-Rivera and an update on fund development progress was made. The existing terms of the Access to Capital Independent Contractor Contract were unacceptable to Brittany Miller. Proposed revisions by Brittany Miller to the entire contract were expected and not received. The contract cannot be renewed. Since the responsibilities for the management of the district will be growing exponentially in the next two years, a five-year strategic plan should be set in place. Additionally, staff positions and position descriptions should be projected and created. The banner program is growing. Love Live Laugh Learn banners will be placed in strategic areas. Growth in this program great potential. We need to purchase new banners year round banners in FY2020.

8. ECONOMIC DEVELOPMENT COMMITTEE REPORT

Demetre Booker, Chair, reported that 7-11 is out and Circle K is not interested. Currently meeting with other developers to see if 7-11 could be placed elsewhere. Greene Cat is being sold to another family. Development of four corners is on hold for now.

9. MARKETING COMMITTEE REPORT

Marketing Committee has not formally met yet; only Diamond Street Festival Subcommittee. First meeting to take place in April 2019.

10. BOARD MEMBER REPORT

Demetre Booker mentioned that the Economic Development Committee is revisiting the topic of the Diamond Bus Tour taking place before the end of the fiscal year. Liliana Garcia-Rivera also added that two years ago, the board had authorized her to file a letter of intent concerning the creation of a Maintenance Assessment District (MAD). The process has changed and the initial informal meeting will take place in April 2019. The process can take between 18 months to two years.

11. ADJOURNMENT

Meeting was adjourned at 7:24pm by Carlos Vasquez, President.

12. NEXT REGULAR MEETING DATE

Regular Meeting – Tuesday, April 16, 5:30 pm at Diamond Co-Work, 5003 Imperial Avenue, San Diego, CA.

Recorded and drafted by Linda L. Cherry, Volunteer
Finalized by Liliana Garcia-Rivera, Executive Director