



Diamond Business Association, Inc.
dba Southeastern Diamond Business Association (SDBD)

Minutes of the Board of Directors

VIA ZOOM

April 28, 2020 from Noon to 1:30 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), Karla Ruiz (Bilingual Mobile Notaries), Demetre Booker, Jr. (eLEVATE), and Marco Ortiz (Farmers Insurance).
- B. Members Absent: Hugh Muhammad/ Eddie Muhammad (RBW Security) and Jamaal Jackson (US Bank).
- C. Others Present: Liliana Garcia-Rivera (Diamond BID), Michelle Harris Price (Diamond BID/Volunteer), and Linda Cherry (Volunteer recording the minutes)
- D. The meeting was called to order by President Carlos Vasquez at 12:10 p.m.
Quorum present (5 out of 7 members).

2. APPROVAL OF THE AGENDA

Motion: Marion McCord Second: Demetre Booker, Jr. Yes: 5 No:0 Abstain: 0

3. VISITOR REPORTS OR PRESENTATIONS - None

4. CONSENT ITEMS

The Board was asked to approve the following Executive Committee recommendations by a single vote:

- Approve Special Meeting of the Board of Directors of March 5, 2020
- Approve Special Meeting of the Board of Directors of March 23, 2020

Motion: Karla Ruiz Second: Demetre Booker, Jr. Yes: 5 No:0 Abstain: 0

5. ACTION ITEMS

The Board discussed and took action on the following items:

- **Ratification of Treasurer's review and approval of March 2020 Financial Transactions (check requests and approval of expenses) - Tabled**

Check requests and invoices are usually approved by two or more (usually Carlos Vasquez or Marion McCord and Liliana Garcia-Rivera). Since we are all working remotely, we only have one approval signature on all invoices, check requests, and checks. Treasurer has been copied on all transactions. For the record, ratification of review and approval would be good to have. Given that the

treasurer is not yet completely familiar with the reporting process the board decided to table this item for next month when we will ratify both March and April transactions.

- Requests for Letters of Support:

- **Rainbow Market / 7-11 Gas Station Conversion**

Liliana Garcia-Rivera reported: The Hallack family are owners of a part of the commercial plaza located on 47th and Federal Blvd in the Webster neighborhood. The family operates the Rainbow Market. Their plan is to bring in 7-11 while keeping the market. In order for 7-11 to come in the Hallack family needs to also bring in a gas station. The environmental report (CEQA) was approved exempt. The CEQA may be appealed by one of the disgruntled partial owners of the commercial plaza because he built a building for a 7-11 and the project never came to fruition. Additionally, the Webster Neighborhood Council is in opposition to the project because of the gas station and because they would like a different business than a 7-11. Mr. Hallack presented his project at the Economic Development Committee last week and he has requested a letter of support from the board of directors for his project.

Carlos Vasquez told the board that we need to observe our obligation as a business organization. We need to question whether this is a clean, safe, productive and positive asset to the community. There will always be reasons why some people support and others oppose projects.

Marion McCord said that he would like to see them hire some students part-time. Demetre Booker said that he would not like to see another conflict like the one created by the Broadway Heights Neighborhood Council with Derby United. He would like have everyone sit down and hear them out. If they're not supporting it there has to be something going on.

Carlos Vasquez said that if we take a vote in support, it should be clear that Webster is going to be in opposition; know that the council office will have a difficult time because they will have pressure from their constituents. BIDs have to stay out of politics. Our job is to make sure we look at this objectively and we need to be able to say, under any other circumstances this is a project that we would support. If we say yes, then we need to say we support this project but we encourage you to work with the community groups.

Marion McCord stated that Rainbow Market has been in the community since he's been in San Diego and we should write the letter of support. They need to go out and win over the community. Karla supports that they are looking to grow and feels we should support them.

Motion to write the letter of support: Marion McCord Second: Karla Ruiz Yes: 4 No: 0 Abstain:1 (Demetre Booker, Jr.)

- **Euclid and Narajana Development**

Liliana Garcia-Rivera reported: Tommy Edmunds attended our Economic Development Committee Meeting this past week. We are being asked to support the project and also to write a letter to Denny's of our support for their coming to the district. Tommy Edmunds also presented to the Economic Development Committee last year. The only real change is the square footage of each building. The total square footage, 7,230 SF, hasn't changed. The corner building (Denny's) is now 3,890 SF with the attached outdoor dining area. The other building is 3,340 square feet (Panda: 2,025 SF drive-thru and tenant TBD 1,315 SF).

Motion: Demetre Booker Second: Marion McCord Yes: 5 No:0 Abstain: 0

- **Request for Diamond Cowork COVID-19 Relief from Power Communications Plus for waiving of 2020 Virtual Office Fee (\$250)**

Karen Barron Russel, BID member, has a virtual office agreement with the Diamond Cowork. She just paid her business tax certificate and she is requesting COVID-19 Relief and having the \$250 waived.

Abatement for 90 days and request to get involved to help the organization during this time period.

Motion: Demetre Booker Second: Marco Ortiz Yes: 5 No: 0 Abstain: 0

6. FINANCIAL REPORTS - January, February and March Received and filed

7. PRESIDENT'S REPORT

- Annual Meeting and Elections

Carlos Vasquez reported that we are starting the process for elections and that we are looking for new board members. Carlos Vasquez appointment Marco Ortiz as the chair of the Nomination Committee. Marco Ortiz accepted.

8. EXECUTIVE DIRECTOR REPORT

Liliana Garcia-Rivera discussed operation expenses such as the high SDGE bill when no one is at the office and the increase in cost for the Public Storage unit. She will be looking to downsize and find a less expensive storage facility. She also reported that she is working with Mary Joseph to ensure that all BID monies are spent by year end. We are expecting \$5,000 in SBEP relief grant from the city in addition to a \$4,500 April assessment. She also applied for a \$2,000 Covid relief grant from Grantmakers/JCNI.

9. ECONOMIC DEVELOPMENT COMMITTEE REPORT

Demetre Booker requested that the committee meet twice a month in order to keep everyone informed on the COVID-19 relief developments. Liliana Garcia-Rivera agreed and there was board consensus.

10. MARKETING COMMITTEE REPORT

Liliana Garcia-Rivera reported that the Marketing Committee will be regrouping. Michelle Price is working on a new website with dynamic business directory where each business will have its own page. As in the case of the Economic Development Committee, the committee will be meeting twice a month on the first and third Thursday of each month.

11. BOARD MEMBER REPORTS - None

12. ADJOURNMENT INTO CLOSED SESSION - 1:34

The board of directors discussed the following:

- Legal Matters
 - a. Corey Briggs Lawsuit
 - b. Bonnie Jean Anderson
- Human Resource Matters
 - a. Liliana Garcia-Rivera
 - b. Michelle H. Price

13. RECONVENE OPEN SESSION/REPORT FROM CLOSED SESSION (IF APPLICABLE) - 1:47

14. ADJOURNMENT OF MEETING

Meeting was adjourned at **1:48 P.M.** by Carlos Vasquez, President.

15. NEXT REGULAR MEETING DATE

Tuesday, May 26, 2020 Noon via Zoom

Minutes prepared by Linda Cherry and Liliana Garcia-Rivera