



Diamond Business Association, Inc.
dba Southeastern Diamond Business Association (SDBD)
Board of Directors Meeting Minutes
VIA ZOOM Join URL: <https://us02web.zoom.us/j/81749609094>
Tuesday, September 29, 2020
www.info@sdbd.org | www.sdbd.org

ORGANIZATIONAL BUSINESS

There were only three (3) board members present with one more needed for quorum. The Vice-President, Marco Ortiz, noted that we should start with the presentations and call the meeting to order as soon as an additional board member arrived.

PRESENTATION

Presentation: City of San Diego Parks and Rec regarding John F. Kennedy Neighborhood Park Improvements

The City of San Diego is applying for Prop 68 State Grant. Over \$8M but very competitive. They are seeking partnership roles to strengthen their application. They need support from the Diamond Business Association for after hour outreach in order to be more inclusive. The application is due November 30th. They also need referrals to other potential community partners. The presentation was made. More information can be found at

Carlos Vaquez joined the meeting at 12:15 p.m.

Karla Ruiz joined the meeting at 12:24p.m.

Lydia Marshall Associate engineer in the Engineering and Capital Projects Department, and Project Manager for the John F. Kennedy Neighborhood Project. Scope of Work: Prepare a general plan amendment with the inclusion of a picnic shelter and to prepare construction documents. In August 2018, their team presented at Martin Luther King Recreation Council and the Shipwreck Island Theme was selected. More information can be found at <https://cipapp.sandiego.gov/CIPDetail.aspx?ID=B18005>

ORGANIZATIONAL BUSINESS

The meeting was called to order by Vice-President Marco Ortiz at 12:30 p.m. Quorum present (5 out of 7 members).

- Roll Call - Board Members Present: Carlos Vasquez (Civic San Diego), Marco Ortiz (Farmers Insurance), Marion McCord (Social Model Technology Research), Karla Ruiz (Bilingual Mobile Notaries), Eddie Muhammad (RBW Security)
- Board Members Absent: Demetre Booker, Jr. (Elevate Commercial) and Jamaal Jackson (US Bank).
- Others Present: Liliana Garcia-Rivera (Diamond BID), Michelle Harris Price (Diamond BID/Volunteer), and Linda Cherry (Volunteer recording the minutes), Cristina Sanchez Kerr (Arboreta Group), Jonathan Avalar (Planning Department), Martin Flores, Lydia Marshall, Shaun McClondan, Jennelle Burns.

APPROVAL OF THE AGENDA

Motion: Karla Ruiz Second: Marion McCord Yes: 5 No: 0 Abstain:0

PRESENTATION:

Presentation: Shaun McClondan - Sister Cities Project

Creates partnerships between underserved communities and affluent communities to deepen cultural understanding and foster relationships. Cultural Events, Business Growth, and Workforce Development. He's creating an agency where he recruits black youth that gets trained on social media marketing for businesses in the BID. The first 90-days the interns would be working in the Southeastern San Diego communities. The second 90-days they would be working in North County. The idea is that after they complete their 180 days, the youth could be hired in either community thereby creating jobs. We would provide the businesses that need the services and support and the youth receive training that will enable them to obtain employment. The eco members will help the businesses build out their page on our website. They are currently in discussions with the Workforce Partnership and Community College District for the funding to pay the interns.

CONSENT ITEMS (combined as a single motion to approve)

- Approve Minutes of the Board of Directors of August 29, 2020
Motion: Eddie Muhammad Second: Karla Ruiz Yes: 5 No: 0 Abstain: 0
- Ratification of Election of Officers for terms ending 6/30/21
President - Carlos Vasquez
Vice-President - Marco Ortiz
Secretary/Treasurer - Marion McCord
Motion: Karla Ruiz Second: Eddie Muhammad Yes: 5 No: 0 Abstain: 0
- Add Marco Ortiz as a signer to US Bank Checking Account

Motion: Karla Ruiz Second: Marion McCord Yes: 5 No: 0 Abstain: 0

ACTION ITEMS

The Board discussed and took action on the following items:

- Ratification of execution of Memorandum of Understanding with Asian Business Association for \$5,000 for business technical assistance.

Motion: Marion McCord Second: Eddie Muhammad Yes: 5 No: 0 Abstain: 0

- Ratification of letter of support for Project New Village for America's Healthy Food Financing Initiative (HFFI).

Motion: Karla Ruiz Second: Eddie Muhammad Yes: 5 No: 0 Abstain: 0

- Cristina Sanchez-Kerr of Arboreta Group was added to the agenda and she reported on the proposed business member assessment her group was asked to bid on. The contract would be hourly and would be an estimated \$10,000 billed on a monthly hourly basis upon inception. The Executive Director explained that the City of San Diego Promise Zone has applied for a grant to study the digital divide in the Promise Zone. The digital divide questions will be incorporated into the survey and if the City of San Diego is awarded the grant, they will cover \$10,000 for the cost of the assessment which will also include home-based businesses. If not, then the organization will have to pay with discretionary funds. Staff hours are being cut back to assist with the onset cost of the assessment. Approval by the board of directors is needed to enter into a contract with Arboreta Group.

Motion: Eddie Muhammad Second: Marion McCord Yes:5 No:0 Abstain: 0

FINANCIAL REPORTS Discussion; July through September 2020 Receive & File

ECONOMIC DEVELOPMENT REPORT

No report - No meeting in September

MARKETING COMMITTEE REPORT

No report

CLOSED SESSION

The board met in a closed session to discuss the legal matter of Bonnie Jean Anderson and also human resource/staff changes. The board came out of closed session to report that there will be a court hearing on October 2, 2020 at 8:30 a.m. in the matter of Bonnie Jean Anderson vs. Diamond Business Association. There was nothing further to report.

ADJOURNMENT taking place at 1:53 p.m.

Motion: Karla Ruiz Second: Marion McCord Yes: 5 No: 0 Abstain: 0