



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

Minutes of the Board of Directors  
VIA ZOOM

January 21, 2021 from Noon to 1:30 PM

[www.info@sdbd.org](mailto:www.info@sdbd.org) | [www.sdbd.org](http://www.sdbd.org)

## 1. ORGANIZATIONAL BUSINESS

Board Members Present: Carlos Vasquez (Civic San Diego), Marco Ortiz (Farmers Insurance), Karla Ruiz (Bilingual Mobile Notaries), and Demetre Booker, Jr. (Elevate Commercial)

Members Absent: Hugh Muhammad/ Eddie Muhammad (RBW Security) and Jamaal Jackson (US Bank).

Others Present: Liliana Garcia-Rivera (Diamond BID), Kathy Beas (Diamond BID), Denise Sanchez (Associate Member) Michelle Harris Price (Diamond BID/Volunteer), and Linda Cherry (Volunteer recording the minutes)

The meeting was called to order by President Carlos Vasquez at 12:14pm Quorum present (4 out of 6)

## 2. APPROVAL OF THE AGENDA

**Motion: Marco Ortiz Second: Karla Ruiz Yes: 4 No: 0 Abstain: 0**

## 3. VISITOR REPORTS OR PRESENTATIONS - None

## 4. CONSENT ITEMS

- Approval of Minutes of Board Meeting December 9, 2020.

**Motion: Karla Ruiz Second: Marco Ortiz Yes: 4 No: 0 Abstain: 0**

**5. PRESIDENT'S REPORT**-Carlos Vasquez spoke of Marion McCord's passing. He was a great contributor to the organization and we should do something in his memory.

## 6. ACTION ITEMS

- Approval of 2019 Audit

**Motion: Marco Ortiz Second: Karla Ruiz Yes: 4 No: 0 Abstain: 0**

- Approval of 2019 Tax Return

**Motion: Marco Ortiz Second: Demetre Booker, Jr. Yes: 4 No: 0 Abstain:0**

- Ratify letter of support for LISC SD regarding California Covid-19 Relief Grant Intermediary

**Motion: Demetre Booker, Jr. Second: Marco Ortiz Yes: 4 No: 0 Abstain:0**

- Approval to enter into Memorandum of Understanding with Civic San Diego for Access to Capital Collaboration

**Motion: Demetre Booker, Jr. Second: Karla Ruiz Yes: 4 No: 0 Abstain:0**



## **7. EXECUTIVE DIRECTOR REPORT**

Liliana Garcia-Rivera provided updates regarding Fund Development; Appropriations/Budget; BID Member Assessment; Technical Assistance (KB) and Site Visit from the City of San Diego which included the following action items:

### Site Visit Report

- Approval to make Marketing Committee dormant until after COVID-19  
**Motion: Karla Ruiz Second: Marco Ortiz Yes:4 No:0 Abstain:0**
  
- Approval to rename Economic Development Committee Meeting to Diamond Economic Development Meeting  
**Motion: Demetre Booker, Jr. Second: Karla Ruiz Yes:4 No: 0 Abstain:0**

## **8. ECONOMIC DEVELOPMENT COMMITTEE REPORT**

Demetre Booker, Jr. reported that he expects to be resigning as chair of the committee in March 2021 due to pressing work obligations. It was also reported that John Seymor of National Core would be presenting on the Encanto Gateway Affordable Housing Project in March and that they are soliciting a letter of support from the organization.

## **9. MARKETING COMMITTEE REPORT - None**

## **10. BOARD MEMBER REPORTS - None**

## **11. ADJOURNMENT INTO CLOSED SESSION - 1:34**

The board of directors discussed the following:

- Legal Matters
- Human Resource Matters

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

## **13. ADJOURNMENT OF MEETING**

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

## **NEXT REGULAR MEETING DATE**

Thursday, March 18, 2021

Minutes prepared by Linda Cherry and Liliana Garcia-Rivera

