



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

Minutes of the Board of Directors
VIA ZOOM

April 15, 2021 from Noon to 1:30 PM

www.info@sdbd.org | www.sdbd.org

1. ORGANIZATIONAL BUSINESS

Board Members Present: Carlos Vasquez (Civic Community Partners), Karla Ruiz (Bilingual Mobile Notaries), Eddie Muhammad (RBW Security), Chris Machado (US Bank)

Members Absent: Marco Ortiz (Farmers Insurance), Demetre Booker, Jr. (Elevate Commercial), and Denise Sanchez (Taxes 4 Less San Diego).

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

The meeting was called to order by President Vasquez at 12:05 pm. Quorum present (4 out of 7)

2. APPROVAL OF THE AGENDA

Motion: Karla Ruiz Second: Eddie Muhammad Yes: 4 No: 0 Abstain: 0

3. PUBLIC COMMENT - None

4. PRESENTATION - None

5. CONSENT ITEMS

- Approve Minutes of the Board of Directors of March 18, 2021
- Ratification of Associate Members:
 - Roberto I Diaz: La Casa de las Pinatas
 - Oralia Martinie: Valentino's Beauty Salon

Motion: Karla Ruiz Second: Chris Machado Yes: 4 No: 0 Abstain: 0

6. PRESIDENT'S REPORT

President Vasquez reported that it is time to begin the Annual Meeting and Elections Process. An Election Committee needs to be established. He encouraged all Board Members to recruit candidates to attend the upcoming meetings so they can qualify to run for office.

[Marco Ortiz joins meeting at 12:15 PM]

7. STAFF REPORT

Staff and Diamond BID volunteers provided updates regarding BID Member Assessment; Technical Assistance (KB), Business Directory Website launch, and Sister Cities Project Partnership. Action Item was tabled.

8. FINANCIAL REPORT-March 2021

The financial report was reviewed and filed. Discussion included financial goodstanding with a bank balance of \$34,985.51.

8. ECONOMIC DEVELOPMENT ACTIVITIES REPORT

Demetre Booker, Jr. was absent. No report given because Economic Development Activies Meeting has not yet taken place this month.

10. BOARD MEMBER REPORTS - None

11. ADJOURNMENT 12:44

NEXT REGULAR MEETING DATE

Thursday, May 20, 2021

Minutes prepared by Liliana Garcia-Rivera