



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

Minutes of the Board of Directors
VIA ZOOM

July 15, 2021 from Noon to 12:30 PM

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

1. ORGANIZATIONAL BUSINESS

Board Members Present: Carlos Vasquez (Civic Community Partners), Marco Ortiz (Farmers Insurance), Chris Machado (US Bank), Denise Sanchez (Taxes 4 Less San Diego), Eddie Muhhamad (RBW Securities), and Karla Ruiz (Bilingual Notaries).

Members Absent: None

Others Present: Liliana Garcia-Rivera (Diamond BID), Kathy Beas (Diamond BID), Marc Ritchey (Diamond BID Member), Demetre Booker, Jr. (Elevate Commercial), and Michelle Harris Price (Volunteer), and Marc Ritchey (Big Cuts Barber Salon).

The meeting was called to order by President Vasquez at 12:06 pm. Quorum present (6 out of 6)

2. APPROVAL OF THE AGENDA

Motion: Karla Ruiz Second: Christopher Machado Yes: All No: 0 Abstain: 0

3. PUBLIC COMMENT - None

4. PRESENTATION - None

5. VISITOR REPORTS - Sister Cities Project, Michelle Harris Price: the program will begin in September. At this time they are in the planning stages. The goal of the program is to support Black Small Business owners.

5. CONSENT ITEMS

- Approve Minutes of the Board of Directors of June 18, 2021

Motion: Denise Sanchez Second: Eddie Muhhamad Yes: 5 No: 0 Abstain: Karla Ruiz

6. ACTION ITEMS

- Approve Michelle Harris Price as the new moderator for the Economic Development Meeting.

Motion: Carlos Vasquez Second: Denise Sanchez Yes: All No: 0 Abstain: 0

- Approval for the Diamond Business Association to apply for the San Diego County Stimulus Grant.

Motion: Karla Ruiz Second: Christopher Machado Yes: All No: 0 Abstain: 0

8. STAFF REPORT

Staff and Diamond BID volunteers provided updates regarding BID Member Assessment, Technical Assistance, Interns and Grants.

9. FINANCIAL REPORT - Received and filed June 2021

8. ECONOMIC DEVELOPMENT ACTIVITIES REPORT - None

10. BOARD MEMBER REPORTS - None

11. CLOSED SESSION 1:18 pm. The Board Members convened for a closed session to discuss legal and personnel matters. They rejoined the general board meeting at 1:31 pm. There was nothing to report.

12. ADJOURNMENT OF MEETING AND RECONVENE FOR ANNUAL MEETING 12:30 pm

Motion: Karla Ruiz Second: Denise Sanchez Yes: All No: 0 Abstain: 0

NEXT REGULAR MEETING DATE

August 19, 2021

Minutes prepared by Kathy Beas