



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

Minutes of the Board of Directors  
VIA ZOOM

**May 20, 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 Community Partners), Marco Ortiz (Farmers Insurance), Karla Ruiz (Bilingual Mobile Notaries), Chris Machado (US Bank)

Members Absent: Demetre Booker, Jr. (Elevate Commercial), and Denise Sanchez (Taxes 4 Less San Diego) Hugh Muhamad (RBW Security)

Others Present: Liliana Garcia-Rivera (Diamond BID), Kathy Beas (Diamond BID), Marc Ritchey (Diamond BID Member), Tiffany Lee Bennett (Diamond BID Member)

The meeting was called to order by President Vasquez at 12:16 pm. Quorum present (4 out of 7)

## 2. APPROVAL OF THE AGENDA

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

## 3. PUBLIC COMMENT - None

## 4. PRESENTATION -

Demetre Booker, Jr. on San Diego Energy Equity Campus at Valencia Park - Sustainable Equitable Development - **NOT PRESENT 12:31**

Barry Pollard of Urban Collaborative on Euclid and Imperial Placemaking Concept.

## 5. CONSENT ITEMS

- Approve Minutes of the Board of Directors of April 15, 2021
- Ratification of Associate Members:
  - Ruben Zambrano Torres, Crowne Point Towing
  - Oralia Martinie: Valentino's Beauty Salon

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

## 6. ACTION ITEMS

Board Member Denise Sanchez was appointed to fill the vacancy of Treasurer.

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

## **7. PRESIDENT'S REPORT**

President Vasquez reported.

Extend Board Elections - held in conjunction with the Annual Meeting of July 15, 2021; (3) seats.

**Motion: Marco Ortiz Second: Karla Ruiz Yes: 4 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-Tabled**

## **8. ECONOMIC DEVELOPMENT ACTIVITIES REPORT**

Demetre Booker, Jr. was absent.

## **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 1:31 pm**

## **NEXT REGULAR MEETING DATE**

June 18,2021

Minutes prepared by Kathy Beas