



Diamond Business Association, Inc.  
dba Southeastern Diamond Business Association (SDBD)  
Minutes of the Board of Directors  
VIA ZOOM

November 18th, 2021 from Noon to 1:00 PM

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

## 1. ORGANIZATIONAL BUSINESS

- **Board Members In Attendance:** President Marco Ortiz (Farmers Insurance), VP Karla Ruiz (Bilingual Mobile notaries), Marc Ritchey (Big Cuts Salon), Carlos Vasquez (Civic Community Partners), Nancy Juarez (La Fresheria),
- **Members Absent:** Hugh Mohammed (RBW Security, Inc.), Denise Sanchez (Taxes 4 Less San Diego), Christopher Machado (US Bank)
- **Others Present:** Rola Barbakh (Administrative Assist.), Kim Phillips (Southeast Art team), Officer Omar Luzuriaga (Relations officer SDPD), Henry Foster III (Chief of Staff Councilmember Monica Montgomery), Leah Goodwin (consultant), Matt Griffith (Office of the Mayor), Martha Zapata (council rep for Councilmember Sean Elo-Rivera), Tiffany Harrison, Dajahn Blevins (San Diego Urban Warriors), Jeremy (LNU) (US Bank).

Meeting was called to order by President Ortiz at 12:07 Quorum present (5 out of 8)

## 2. READING OF THE MISSION STATEMENT

- **Mission statement:** The Mission of the Diamond Business Association is to foster economic prosperity by advocating for and promoting the growth of businesses in the Diamond District.

## 3. APPROVAL OF THE AGENDA

**Motion: Karla Ruiz | Second: Carlos Vazquez | Yes: 5 | No: 0 | Abstain:0**

## 4. PUBLIC COMMENT

- **Officer Omar Luzuriaga** informed us of a housing development project in the area. Informed us of upcoming events: Nov 20th, Police assisting Assemblymember Akilah Weber for a turkey drive and a vaccination clinic at the Jacobs Center 10am-12pm. Dec 11th, Holiday at the Park event Willie Henderson park, free food and entertainment.

- **Matt Griffith** wanted to remind everyone to inform them of any events that are occurring that the Diamond BID is a part of so they can support the businesses. He also informed us that Small Business Saturday will be occurring on Nov 27th.

#### **5. Presentation - Leah Goodwin and Kim Phillips (Black Arts and Cultural District)**

- Black Arts and Cultural District working in conjunction with community members would like to collaborate with Diamond BID to boost morale in community by creating festivals, enhancing relationships between businesses and residents. The support they are requesting from the BID is helping them get banners that represent the Black Arts district, located Imperial Ave 61st to 68th (8 blocks of excellence), and Storefront improvement, restarting the Encanto street fair and Diamond street festivals to showcase the district.
- On Sep 18th Black Empowerment Day, Commissioner of Arts and Culture Jonathan Glus recommended creating an Arts and Culture Dept within the BID which would act as a liaison between the Commission of Arts and Culture and community groups.
- Informed us of a new project they are working on: San Diego Black Arts and Culture Tour, offering virtual and in person guided art tour of the 8 blocks of excellence as well as citywide arts and culture committee.

#### **6. Consent Items:**

- Approval of the Minutes of the Board of Directors
- **Motion: Karla Ruiz | Second: Marc Ritchey | Yes: 5 | No: 0 | Abstain: 0**

#### **7. ACTION ITEMS**

- Executive Committee's recommendation to have a Business Mixer in January 13th (Thursday) of 2022
- Carlos comments to support the motion but with taking steps to keep people safe during the pandemic
- **Motion: Carlos Vasquez | Second: Karla Ruiz | Yes: 5 | No: 0 | Abstain: 0**

**[Jeremy (Manager US Bank on Euclid) joined at 12:40 pm]**

**[Dajahn Blevins - San Diego Urban Warriors joined at 12:40pm]**

#### **8. PRESIDENT'S REPORT**

- Briefly explained the process for selecting the new Administrative position filled by Rola Barbakh. Job description was posted on social media, and craigslist. 10 people applied, 2 interviewed. Explained why Kathy Beas (previous Technical manager) is unable to help with transition of new Admin. Assist.
- We will be requesting an extension on the Annual Compliance Meeting due to the transition process and for Rola the new Administrator to catch up with all the paperwork.

## 9. STAFF REPORT

- **Karla Ruiz** - reached out to people in the community and outside of it to find help for the transition process. Connected with Angela Landsberg to help with training.
- The board gave her authorization last meeting to take over the banner program, Karla submitted the permit, created the maps, ordered banners for US bank, Food District for District 9, reached out to district 9 because some of it exists in our boundaries, and KIPP Adelante Preparatory Academy is also purchasing banners.
- Reminder to board members to do the mandatory anti-harassment training.
- Helped the Fresheria owner Nancy Juarez, reached out to Officer Omar, city council, and helped the owner to rent a food truck.
- **Rola Barbakh** - Working on pending items, accounting, missing minutes from past meetings, updating websites, preparing for audit and annual compliance review. Housekeeping items like updating website, contact info on Google was incorrect so she corrected that. Co-ran student job fair at Barrio Logan to recruit student interns for BID.

## 10. FINANCIAL REPORT:

- Bank balance \$33,302.49
- Deposited by City of San Diego 3 month assessments \$12,264.02.

## 11. ECONOMIC DEVELOPMENT ACTIVITIES - none

## 12. 10. BOARD MEMBER REPORTS

- Finalize Training date (Karla)
- Banners (Karla)
- Fresheria Business Support (Karla)

## 13. Personnel - Closed Session meeting 1:05 pm

## 14. Adjournment 01:17 pm

- **Motion: Marco Ortiz | Second: Karla Ruiz | Yes: 5 | No: 0 | Abstain: 0**

## 15. NEXT REGULAR MEETING DATE

- **December 16th, 2021 - Via Zoom**