



Diamond Business Association, Inc.  
dba Southeastern Diamond Business Association (SDBD)  
Minutes of the Board of Directors  
VIA ZOOM  
**October 21st, 2021 from Noon to 3:00 PM**  
[www.info@sdbd.org](http://www.info@sdbd.org) | [www.sdbd.org](http://www.sdbd.org)

### 1. ORGANIZATIONAL BUSINESS

Board Members Present: Marco Ortiz (Farmers Insurance), Karla Ruiz (Bilingual Mobile Notaries), Denise Sanchez (Taxes 4 Less San Diego), Marc S. Ritchey (Big Cuts Barber Salon), [Nancy Juarez (La Fresheria) joined at 40:00 min]

Members Absent: Carlos Vasquez (Civic Community Partners), Hugh Muhammad (RBW Security), Chris Machado (US Bank)

Others Present: Kathy Beas (Diamond BID), Denise Sanchez (Associate Member), Michelle Harris Price (Diamond BID/Volunteer), Alex Southern (City of San Diego Economic Development Dept), Pourn Ross (Alex Menswear), Marsha Lyon (Program Coordinator Crime-free Multi-housing Program), Rigo Muñoz (La Chula Tacos - 43rd and Market - local business owner), Matt Griffith (Representative with the Office of the Mayor), Sean Karafin (Economic Development Department).

[Tiffany Harris (City Council Representative District 4) joined at 30 min]

[Angela Robertson Spencer owns a housing compliance business joined at 38:00 min]

[Henry Foster (Chief of Staff to Monica Montgomery) joined at 45:00 min]

The meeting was called to order by President Marco at 12:05 pm. Quorum present (5 out of 8)

### 2. APPROVAL OF THE AGENDA

**Motion: Karla Ruiz Second: Marc Ritchey Yes: 5 No: 0 Abstain: 0**

### 3. PUBLIC COMMENT

- **Matt Griffith Representative with the Office of the Mayor** informed us of the proposed firestation to increase response times on Fairmont Ave, directed staff to conduct a Environmental Impact report (EIR) and research for potential sites for the firestation. He also reminded us about the (Get it Done) app for reporting homeless in the area, which goes to neighborhood policing divisions and offer services to these individuals. Eviction moritorium/rent relief funds is close to ending. Mayors office is still encouraging people to apply. Funds have been set up for legal aid for renters who may have been served division papers by tenant.
- **Sean Karafin (Neighborhood Investment Manager Economic Development Department City Council)** informed us about a new survey that was being conducted about BID performance feedback survey to hold BIDs accountable. It is a month long, closes Nov 15th, and was sent out to all the businesses within BID boundaries via email and promoted through city's social media accounts.

- Rigo Muñoz (local business owner) commented and expressed gratitude to the Diamond BID and the help he received with applying for grants. Appreciative of Kathy's help.
- Denise Sanchez informed us Kathy will no longer be working for the Diamond BID and wanted to express appreciation for the help and work while a part of the organization.
- Marc Ritchey owner of Big Cuts salon and board member seconded the appreciation for Kathy's work and requested that there be a review to keep her working for the BID and resolve any unresolved issues between members and employees. States that there may have been decisions that were made that did not involve all board members and they didn't have approval. Marc states he is unhappy with Kathy leaving and would like to know what was done to reach that conclusion. Marco answers that this is Kathy's decision to stay or leave, and that there will be a closed session after to discuss this topic.
- Poursan Ross (Alex Menswear owner) added her appreciation and thanks for Kathy's help.
- Tiffany Harris (City Council Representative District 4) added her appreciation and thanks for Kathy's work and help.
- Henry Foster (chief of staff to Monica Montgomery) asks if there is a conflict in regards to the last action/consent item and the closed personnel session, to which President Marco responds and clarifies that there is in fact no conflict here, it is just a personnel discussion that does not affect what position is advertised for the new job.
- Marc Ritchey asks for clarification why there is a private personnel meeting and not in the general meeting which is for board consent items.
- Marco Ortiz (President) asks Kathy to clarify if she would like on why she is resigning, she responds and notes the reason is her communication issues with Marco.
- Karla Ruiz (Vice-president) adds comment and clarifies that she offered to be a mediator and sit down with all parties in order to resolve any issues. Kathy refused that meeting, therefore they accepted her resignation.
- Kathy Beas replies that she did indeed want to meet and talk, however, the environment and communication from board members did not allow her to feel comfortable with that option anymore.
- Marco apologizes and asks Kathy to reconsider her decision to leave and that they would accept her decision.
- Michelle Price (BID volunteer) provides her insight on the situation and expresses her unhappiness with Kathy leaving.
- Marc Ritchey wants to know why he was left out of the decision

#### 4. PRESENTATION - None

#### 5. CONSENT ITEMS

- Approve Minutes of the Board of Directors of September 4th, 2021
- Approve September financials
- Approve New Associate Member:
  - Claudette Coleman, Imani House
- Training Dates options
  - Nov 4th or Nov 6th, in person / 3 hours
- Authorize Karla to take over banner installation for Good Food District, US Bank, holidays
- Authorize the President to post the job positions for a Part Time and Full Time Administrative Assistant, Technical Assistance Manager or Executive Director.

**Motion: Marc Ritchey Second: Karla Ruiz Yes:5 No: 0 Abstain: 0**

## **6. ACTION ITEMS**

- Authorize the Executive Committee to review the applications, interview and choose the candidates to fill the staff positions.
  - **Motion: Karla Ruiz Second: Marc Ritchey Yes: All No: 0 Abstain: 0**

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

President Marco reported that it is time to begin the Annual Meeting. Discussed proposal to find someone to help transition the organization and find someone to take over the administrative assistant job.

## **8. STAFF REPORT**

Staff and Diamond BID volunteers provided updates regarding LISC grants, gathering board members conflict of interest and non-disclosure agreements.

## **9. BOARD MEMBER REPORTS**

- Karla Ruiz, Vice President shared that the organization's website needs to be updated, and walked through the website with the attendees about changes it needed and the changes yet to be made.

## **10. FINANCIAL REPORT**

Financials were provided to board members prior to meeting. Kathy Beats reported that there is no update on bank balance at this time. Treasurer Denise did not have access to the bank account. President Marco said there were some minor purchases, not much change from last month.

## **11. ECONOMIC DEVELOPMENT ACTIVITIES REPORT**

Michelle Price stated that the September Economic Development Meeting was canceled because the presenter had a calendar conflict. She spoke to Rosalind Johnson to help with getting economic development committee up and running to support the community's specific needs.

**12. CLOSED SESSION** 1:20 min. The Board Members convened for a closed session to discuss personnel matters.

## **13. ADJOURNMENT OF MEETING 2:57pm**

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

## **NEXT REGULAR MEETING DATE**

NOV 18th 2021

**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 Rola Barbakh