



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

### **Board of Directors Meeting Agenda**

VIA ZOOM Join URL:

<https://us02web.zoom.us/j/82784230811?pwd=MEp4UTVES0lJU240dGgxdkw1bndUQT09>

**Meeting ID: 827 8423 0811**

**Passcode: 381547**

**February 17th 2022 from 12:00 PM - 1:00 PM**

#### **1. ORGANIZATIONAL BUSINESS**

- Board Members in Attendance - Marco Ortiz - President - Farmers Insurance, Karla Ruiz - Vice President - Bilingual Mobile Notaries, Nancy Juarez - Board Member - La Fresheria, Jeremy Weber - Board Member - US Bank
- Board Members Absent - Carlos Vasquez - Secretary - Civic Communities, Denise Sanchez - Treasurer - Taxes for Less, Marc Ritchey - Board Member - Big Cuts Barber Salon
- Others Present - Kim Phillips-Pea - Small Business and Event Support Coordinator - Oya Art Gallery & Boutique, Latrell Crenshaw - City of San Diego Economic Development Department, Gustavo Bidart - Civic Communities, Barry Pollard - Urban Collaborative Project, Tylisa Suseberry - Community Member running for 4th District Council, Martha Zapata - Council Representative for Office of Council President Elo-Rivera, Officer Omar - San Diego Police Department, Gary Bosse - Civic Communities, Maryam Alobaidy - Postal Annex, Brian Buggs - Owner Brian Buggs Auto Registration, Daniel Kay - Civic Communities

Meeting was called to order by President Ortiz at 12:01pm Quorum? Yes Present? Marco, Karla, Jeremy, Nancy.

#### **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 | Second: Jeremy | Yes: 4 | No: 0 | Abstain: 1 Gustavo Bidart]**

#### **4. CONSENT ITEMS**

- a. Approve Minutes of the Board of Directors of January 20th, 2022 - Announced by Marco. Approved.
- b. Financials – December 2022 Financials announced by President Ortiz



[Motion: Karla | Second: Jeremy | Yes: 4 | No: 0 | Abstain: Gustavo Bidart]

## 5. ACTION ITEMS

- a. Hire a Company to renew/create/revamp website - Karla presented 3 proposals from companies we researched for service. The Board approved moving forward with Silk Road Productions due to their ongoing service and low cost website design fee.
- b. Participate in the Great San Diego Scavenger Hunt - Kim presented the details of the May 21st Scavenger Hunt which include 10 Districts participating by designating 5 stops for visitors to check out between 8am and 6pm using an APP as the game board. The Board approved moving forward with the Scavenger Hunt.
- c. Requesting to remove Denise Sanchez as the Treasurer as she is not able to take on the responsibilities of the Treasurer and serve the BID. Also, contact US bank to remove her from the account.  
**TABLED**
- d. Appoint a new Treasurer and Authorize the new Treasurer to be added to the US bank as a signer and to order a Debit card.  
**TABLED**

[Motion: Karla | Second: Jeremy | Yes: 4 | No: 0 | Abstain: Gustavo Bidart]

6. **PRESENTATIONS** – Tylisa Suseberry - Community member running for District 4 Council.  
Tylisa Suseberry gave an extensive introduction at row call about her and was not present for the presentation time.
7. **FINANCIAL REPORTS** - Presented by President Ortiz - December 2022 Financials
8. **PRESIDENT REPORT** - Presented by President Ortiz - There have been interviews but no one has been hired as of yet for the Administrative position. The FY2023 budget report for the City is pending additional information and details and will be submitted.
9. **BOARD MEMBER REPORTS** - There were questions regarding Gustavo Bidart of Civic Communities taking over the role previously held by Carlos Vasquez. Does Gustavo automatically become the Secretary or does he need to be voted in?



**10. STAFF REPORT** - Announced by Kim Phillips-Pea- The Coffee and Connect event is coming up on Friday, February 25th at 9am. We have a business card raffle and free masks for businesses demonstrating COVID compliance.

**11. PUBLIC COMMENT (10 MIN ~ APPROX 2MIN PER PERSON) –**

- Daniel Kay of Civic Communities would like to present at the next meeting, he will need approx. 10 minutes total.
- Barry Pollard of Urban Collaborative Project announced the need for a community maintenance agreement, providing information to Gompers about how to obtain banners for the area around Gompers, activating the 4 Corners of Life with events and the fence at the end of Churchward.

**12. ADJOURNMENT OF MEETING**

[Motion: Karla | Second: Jeremy | Time: 1:01pm ]

**13. NEXT REGULAR MEETING DATE**

March 17th, 2022 - 12:00pm