



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

March 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, Marc Ritchey - Board Member - Big Cuts Barber Salon
- Board Members Absent - Carlos Vasquez - Secretary - Civic Communities, Denise Sanchez - Treasurer - Taxes for Less
- Others Present - Kim Phillips-Pea - Small Business and Event Support Coordinator - Oya Art Gallery & Boutique, Jorge Zarate - Administrative Assistant, Gustavo Bidart - Civic Communities, Daniel Kay - Civic Communities - Diane Moss - Project New Village, Martha Zapata - Council Representative for Office of Council President Elo-Rivera, Tiffany Harrison - Representative City Council member Monica Montgomery Steppe, Sean Karafin - City Office of Economic Development, Maryam Alobaidy - Postal Annex, Gary Bosse - Civic Communities, Marsha Lyon - Say San Diego, Izzy Fitzgerald - Mayor Todd Gloria, Officer Omar - San Diego Police Department, Eric Henson - Representative City Council member Monica Montgomery Steppe, Joann Fields - County of San Diego

Meeting was called to order by President Ortiz at 12:03pm Quorum? Yes Present? Marco, Karla Jeremy, Nancy, Marc.

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: 5 | No: 0 | Abstain: 0]

4. CONSENT ITEMS

- a. Approve Minutes of the Board of Directors Meeting February 17, 2022 - Announced by President Marco. Approved.



b. Financials - Received and filed.

[Motion: Karla | Second: Jeremy | Yes: 5 | No: 0 | Abstain: 0]

5. PRESENTATIONS

- Diane Moss - Project New Village - Requested a letter of support. Presented a proposal for \$200,000 to purchase the land where PNV operates their Healthy Food operation and to retire their debt. This is a 10 year old organization that works closely with Bay View Church to provide healthy options and employment opportunity to low income members of the community.
- Daniel Kay - Civic Communities - Presented the Imperial Avenue Cityscape Enhancement Project including wayfinding signage, bus stop upgrades, median installations, and Huffman Plaza Improvements. Daniel also reminded the group that in June 2019 Diamond BID signed the Encroachment Maintenance Removal Agreement to maintain said improvements. Daniel offered a BID to MAD transition presentation in April. The project budget is \$800,000.

6. ACTION ITEMS

a. Provide a letter of support to Diane Moss - Project New Village

[Motion: Nancy | Second: Jeremy | Yes: 5 | No: 0 | Abstain: 0]

7. FINANCIAL REPORTS - Presented by President Ortiz - January 2022 Financials

8. PRESIDENT REPORT

- Completed City of San Diego Metrics Reporting
- New Staff Announcement - Jorge Zarate
- Looking forward to the Taste of the Diamond in the Summer of 2022 and the Signature Street Fair in 2023

9. BOARD MEMBER REPORTS - None

10. STAFF REPORT - Announced by Kim Phillips-Pea- The Coffee and Connect event on Friday, February 25th at 9am was a success; next meeting will be Friday, April 22nd at 9am. The Great Scavenger Hunt has been rescheduled to June 11, 2022. New members Joann Fields and Henry Wallace are welcomed and introduced. New banners announced for Project New Village and KIPP ADELANTE. Jorge briefly introduces himself.



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

- Sean Karafin - Reported on the importance of correspondence via email, the American Rescue Plan, and the Revolving World Fund.
- Joann Fields - Introduces herself as a long time Diamond BID supporter and resource.
- Officer Omar - Reported an increase in gun violence in the area. Presented the No Shots Fired and Easter Egg Hunt events.
- Tiffany Harrison - Presented the Captain's Advisory Board for those interested in attending.

12. ADJOURNMENT OF MEETING

[Motion: Karla | Second: Marc | Time: 1:12pm]

13. NEXT REGULAR MEETING DATE

April 21, 2022 - 12:00pm