



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

Board of Directors Meeting Minutes

VIA ZOOM Join URL:

<https://us02web.zoom.us/j/82784230811?pwd=MEp4UTVES0lJU240dGxdkw1bndUQT09>

Meeting ID: 827 8423 0811

Passcode: 381547

June 16th 2022 from 12:00 PM - 1:00 PM

1. ORGANIZATIONAL BUSINESS

- **Board Members in Attendance:** Marco Ortiz - President - Ortiz Insurance Agency, Karla Ruiz - Vice President - Bilingual Mobile Notaries, Jeremy Weber - Board Member - US Bank, Gustavo Bidart – Board Member - Civic Communities
- **Board Members Absent:** Nancy Juarez - Board Member - La Fresheria, Marc Ritchey Board Member - Big Cuts Barber Salon, Maryam Alobaidy - Board Member - Postal Annex
- **Others Present:** Kim Phillips-Pea - Small Business and Event Support Coordinator - Diamond BID, Jorge Zarate - Administrative Assistant - Diamond BID, Officer Omar - San Diego Police Department, Diane Moss - Owner - Project New Village, Alex Southard - City of San Diego Economic Development, Sean Karafin - City of San Diego Economic Development

Meeting was called to order at **12:02pm** by President Ortiz.
Quorum? Yes Present? Marco, Karla, Jeremy and Gustavo

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: 2 | No: 0 | Abstain: 0]

4. CONSENT ITEMS

- A. Approve Minutes of the Board of Directors Meeting for May 19, 2022.
- B. Financials for April - received and filed.

[Motion: Gustavo | Second: Karla | Yes: 2 | No: 0 | Abstain: 0]

5. ACTION ITEMS

- A. The Board voted to approve the letter of consent for the Honorary Street Name Change of Derby Street to Willie Manley Lane on behalf of Venessa

Jackson.

[Motion: Karla | Second: Gustavo | Yes: 2 | No: 0 | Abstain: 0]

B. The Board voted to approve the purchase and installation of a sign for the Diamond BID outside the office building. Estimated cost is \$2000.

[Motion: Gustavo | Second: Karla | Yes: 2 | No: 0 | Abstain: 0]

C. Tabled item: The Board announced vacancies for Treasurer and Secretary. No one self nominated.

6. FINANCIAL REPORTS

President Ortiz reported a balance of approximately \$45,000. He also detailed measures being taken by the BID to save money including installing a new water filtration system and switching to more cost effective security and phone/internet companies.

7. PRESIDENT REPORT

8. BOARD MEMBERS REPORT

A. Vice President Ruiz reported the recent increase in the renting of the Diamond Cowork space. Also, the Diamond BID Holiday Celebration is confirmed with City Council for 12/3/22 3-8pm. The budget goal for the event is \$10,000. Gustavo would like a budget report on the next meeting.

9. STAFF REPORT

Kim Phillips-Pea presented the Diamond BID's paid internship program, the June Diamond Talk event featuring Marco Ortiz as guest speaker and the June Coffee and Connect event featuring Cathy Williams, DMD.

10. PUBLIC COMMENT

- A. Officer Omar announced an SDPD+Low-Rider Groups event being held at Willie Henderson Park. More info on the SDPD website.
- B. Diane Moss announced on-going mobile farmers market events in the Diamond District being held weekly.
- C. Gustavo announced that Civic communities is still working on a plan for the Brooks Huffman Plaza improvements.
- D. Sean Karafin announced a new grant (BACD) and the Diamond Business Walk happening July 28 2022.
- E. Marco announced that on July 26 2022 the Diamond BID will be having both the Monthly Board of Directors Meeting and the Annual Meeting and Board of Directors Elections.
- F. Jeremy announced Cathy Williams, DMD is having a Grand Opening to Visionary Dental Arts.

11. MEETING ADJOURNMENT

[Motion: Karla | Second: Gustavo | Yes: 2 | No: 0 | Abstain: 0 | Time: 1:04pm]

12. NEXT REGULAR MEETING July 26 2022 12:00pm