



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

Board of Directors Meeting Minutes

IN PERSON Join:

5003 Imperial Avenue Ste 114A, San Diego, CA, 92113

VIA ZOOM Join URL:

<https://us02web.zoom.us/j/82965440715?pwd=NWhVK29Md1ZNcUhlLa0dmWWoyZkduZz09>

Meeting ID: 829 6544 0715

Passcode: 521362

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, Marc Ritchey Board Member - Big Cuts Barber Salon
- **Board Members Absent:** Gustavo Bidart - Board Member - Civic Communities, Nancy Juarez - Board Member - La Fresheria, 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, Elizabeth Bustos - Health and Human Services Agency, Suzanne Evans - Southeastern Live Well Center Project, Martha Zapanta - Office of Council President Sean Elo-Rivera

Meeting was called to order at **12:05pm** by Vice President Ruiz.
Quorum? Yes Present? Marco, Karla, Jeremy and 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: Marco | Yes: 2 | No: 0 | Abstain: 0]

4. CONSENT ITEMS

- A. Approve Minutes of the Board of Directors Meeting for June 16, 2022.
- B. Financials for May - received and filed.

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

5. PRESENTATION

- A. Elizabeth Bustos and Suzanne Evans presented the County of San Diego

Southeastern Live Well Center Public Art and Community Input Tour. Highlights include on schedule opening for Summer 2023 and the announcement of Leah Goodwin as Art Consultant for the project. The public is welcome to share their input on the Live Well website.

6. FINANCIAL REPORTS

President Ortiz reported a balance of approximately \$68,000. He outlined the efforts he has made to reduce organizational operating costs as well as bringing new technology into the office. He also announced that the Diamond BID is actively seeking to hire new staff in order to reactivate signature events like The Taste of the Diamond and The Diamond Street Fair.

7. PRESIDENT REPORT

8. BOARD MEMBERS REPORT

A. Vice President Ruiz reminded the group to save the date for the Diamond BID Bridge Lighting event happening December 3rd, 2022.

9. STAFF REPORT

Kim Phillips-Pea presented the Diamond BID's Home Based and Mobile Business Resource Fair as well as the Diamond Business walk. Both events are happening on Thursday July 28th, 2022 from 2-4PM.

10. PUBLIC COMMENT

11. MEETING ADJOURNMENT

[Motion: Karla | Second: Jeremy | Yes: 2 | No: 0 | Abstain: 0 | Time: 12:55 pm]

12. NEXT REGULAR MEETING August 18 2022 12:00pm