



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/82784230811?pwd=MEp4UTVES0lJU240dGgxdkw1bndUQT09>

Meeting ID: 827 8423 0811

Passcode:381547

September 15, 2022 from 12:00 -1:00PM

1. ORGANIZATIONAL BUSINESS

- **Board Members in Attendance:** Marco Ortiz - President - Ortiz Insurance Agency, Karla Ruiz - Vice President - Bilingual Mobile Notaries, Gustavo Bidart - Board Member - Civic Communities, Marc Ritchey Board Member - Big Cuts Barber Salon, Maryam Alobaidy - Board Member - Postal Annex
- **Board Members Absent:** Jeremy Weber - Board Member - US Bank, Nancy Juarez - Board Member - La Fresheria
- **Others Present:** Kim Phillips-Pea - Small Business and Event Support Coordinator - Diamond BID, Evelyn Casas - Access to Capital Coordinator - Diamond BID, Reham Elsayed - Administrative Assistant - Diamond BID, Erica Schwing - Office Assistant - Diamond BID, Mathew Gordon - President & CEO - Blue Heart Foundation, Viridiana Quintara - Small Business Engagement - City of San Diego Economic Department, Martha Zapanta - Office of Council President Sean Elo-Rivera, Latrell Crenshaw- City of San Diego Economic Department, Daniel K - Civic Communities.

Meeting was called to order at **12:00pm** by Vice President Ruiz.
Quorum? Yes Present? Marco, Karla, Gustavo, Marc and Maryam

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: Gustavo | Yes: 3 | No: 0 | Abstain: 0]

4. CONSENT ITEMS

- Approve Minutes of the Board of Directors Meeting for August 18, 2022
- Financials for July - received and filed.
- Financials for August to be received and filed in the next Board Meeting.

[Motion: Gustavo | Second: Karla | Yes: 3 | No: 0 | Abstain: 0]

5. ACTION ITEMS

- a. Receive and approve the Associated Members list:

JoAnn Fields, Samuel Priagola, Henry Wallace, Civic Communities, Jennifer White, Rosalina Alvarado, TaTa Tran, Karen Barron Russell, Claudia Acavedo

- The Diamond BID will be presenting the list of businesses applying for an Associated Memberships with the BID for the Board Members' approval.
- "Associated Member" are businesses that are outside of the Diamond District's geographical area but are interested to be part of the Diamond BID.
- Kim provided a brief the associate members on the list and shared their profiles.

[Motion: Marc | Second: Karla | Yes: 2 | No: 0 | Abstain: 1]

- b. Accept resignation of Marco Ortiz as Treasurer and Karla Ruiz as Secretary.

- Marco shared that due to a recommendation made by a community member against having the President and the Treasurer at the same seat, the BID reached out to the CPA who also advised that it is not recommended.

Votes for accepting Marco Ortiz resignation as the Treasurer:

[Motion: Gustavo | Second: Marc | Yes: 2 | No: 0 | Abstain: 1]

Votes for accepting Karla Ruiz resignation as the Secretary:

[Motion: Gustavo | Second: Marc | Yes: 2 | No: 0 | Abstain: 1]

- c. Appoint a Treasurer and Secretary.

- Gustavo nominated himself as the Secretary and Maryam nominated herself as the Treasurer

[Motion: Karla | Second: Marc | Yes: 3 | No: 0 | Abstain: 0]

6. PRESENTATION

None

7. FINANCIAL REPORTS

- President Ortiz reported a balance of \$64,210.95. He outlined the BID is keeping a healthy financials records and keeping our due diligence with the money. With the payroll being the only item increased due to hiring a full staffed office and dramatically reducing other expenses the day-to-day operations especially in Technology from around \$650 to under \$100 without affecting our performance.
- The Diamond BID has been selected to receive \$10,000 grant from the CPPS that will be used for our Bridge Lighting Celebration event on December 3rd.

8. PRESIDENT REPORT

- Imperial Avenue Streetscape Enhancement:
- Marco shared that the Imperial corridor beautification project that will include upgrading electricity outlet on the streets, trash cans, bicycle racks, medium dividers and center fence displaying art paintings.
- As the The BID being the maintenance company of the project will be tasked with maintaining all the enhancements that will include trash and graffiti removal, any damaged fencing, etc.
- We will be working with Council Monica Montgomery's office to plan the funding of the project.
- A grand opening of the project at the Huffman's Plaza is planned for end November, 2022.

9. BOARD MEMBERS REPORT

- Karla shared that the Diamond BID will be showcasing our businesses in celebration of the Hispanic Heritage month and give them recognition for their contribution to the community.

10. STAFF REPORT

- Kim Phillips-Pea presented that the next Board Meeting has been moved to October 27th, 2022.
- On October 20th will be a mandatory Diversity, Equity, and Inclusion Training with National Conflict Resolution Center (NCRC).
- Upcoming grand opening for a new business for the owners Tommy and Daneyel Walker “The Mental Health Bar” in our community in the Black Arts and Culture district on September 24th at 12pm
- A new El Pollo Loco opened on 419 Euclid Ave.
- Featuring our member Rosalina Alvarado for her amazing work at our Diamond Cowork in appreciation of the Hispanic Heratige Month (Spetmber 15 - October 15).
- Reminder of our Bridge lighting Celebration event on December 3rd.

11. PUBLIC COMMENT

- Gustavo Bidart recognized the former Intern Vidi for her participation in the Access to Capital program and highlighting Evelyn as our current Access to Capital consultant.
- Mathew Gordon shared his appreciation for the Diamond BID team and Kim Phillips-Pea in particular and he shared the Blue Heart Foundation mission and purpose. He shared And the reason he has joined the meeting to partner with the Diamond BID in order to organize a serious of fundraiser. Karla suggested that Mathew share a presentation and the Board to vote on his ideas.
- Latrell Crenshaw updated the City of San Diego Economic Department’s effort of responding to the small businesses’s inquiries within 2 business, with the department receiving 67 inquiries and they were able to respond to 97% during the month of August. And information about the Store Front Improvement program.
- Viridiana Quintana - City of San Diego Economic Development Dept - vquintana@sandiego.gov

12. MEETING ADJOURNMENT

[Motion: Gustavo | Second: Karla | Yes: 3 | No: 0 | Abstain: 0 | Time: 1:12 pm]

13. NEXT REGULAR MEETING October 27 2022 12:00pm