



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=MEp4UTVES0lJU240dGxdkw1bndUQT09>**

**Meeting ID: 827 8423 0811**

**Passcode:381547**

**October 27, 2022, from 12:00 PM -1:00PM**

## 1. ORGANIZATIONAL BUSINESS

### ● Board Members in Attendance:

**Marco Ortiz** - President - Ortiz Insurance Agency, **Karla Ruiz** - Vice President - Bilingual Mobile Notaries, **Gustavo Bidart** - Secretary - Civic Communities, **Maryam Alobaidy** - Board Member - Postal Annex, **Jeremy Weber** - Board Member - US Bank, **Marc Ritchey** Board Member - Big Cuts Barber Salon

### ● Board Members Absent: Nancy Juarez - Board Member - La Fresheria

### ● Others Present:

**Kim Phillips-Pea** - Small Business and Event Support Coordinator - Diamond BID, **Reham Elsayed** - Administrative Assistant - Diamond BID, **Erica Schwing** - Office Assistant - Diamond BID, **Mathew Gordon** - President & CEO - Blue Heart Foundation, **Latrell Crenshaw**- Small Business Support Specialist - City of San Diego Economic Development Department, **Karen Montufar-Federico** - Council Representative - City Council District 4, **Henry Wallace** - CEO - LBS Of The Church entertainment, **Stephen Walters**- CEO - PSC World, **Ze Zhang**, **JoAnne Fields** - County of San Diego as the business health and wellness liaison.

Meeting was called to order at **12:04pm** by Vice President Ruiz.

Quorum? Yes Present? Marco, Karla, Gustavo, Maryam, 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: Gustavo | Yes: 2 | No: 0 | Abstain: 1]**

## 4. CONSENT ITEMS

- Approve Minutes of the Board of Directors Meeting for September 15, 2022
- Financials for August and September - Received and filed.

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

## 5. Financial Report

- **Maryam Alobaidy- Treasurer**

- Current Balance is \$77,158.91
- Marco has also shared the below numbers:
- For the month of August, the Diamond BID closed with total assets of \$71,750.59
- For the month of September, the Diamond BID closed with total assets of \$62,446.81
- The Diamond BID has been very successful in reducing its cost by 40%, with the highest expense being the payroll with a full-time staff.
- The Diamond BID received about \$39,000 grant to spend within the next 8 months, and most of it will go to salaries and payroll.

## 6. PRESENTATION

- **Blue Heart Foundation- Mathew Gordon**

Mathew Gordon shared an informative presentation about the Blue Heart Foundation:

- With its mission “Building our community by providing an equitable and secure path to higher education, emotional health and character development for young African-American males”
- Founded in 2013 by Tracy Morris and his wife April Ray Morris.
- Primarily serve underserved young of color – boys and young men ages 13-19 in the greater San Diego County community providing mentoring, college preparation, personal and professional development, exposing them to different cultures and activities.
- The Blue Heart Foundation focuses on the mental health and wellness of young men, a quality that sets it apart from other mentoring/academic programs in San Diego.
- **Blue Heart Programs:**
  - H.E.A.R.T. Academy: provide a safe place where boys can come together and be themselves while engaging in the following activities: Professional Development Workshops, Step Program, Educational Development and Scholarship and Community Services.
  - The Mindful Heart program, sponsored in part by the Strong Family, Thriving Communities (SFTC) coalition of The San Diego Foundation, aims to provide young African American men with the confidence and the tools they need to manage life’s challenges while maintaining an appreciation and awareness of positive life experiences. Program designed to help youth to be mindful, learn to identify, cope, and live with their emotions and then make decisions for themselves after acknowledging the emotions that they are experiencing.
- Since 2013, the foundation has had a huge impact with 100% college acceptance rate, served over 450 students all of them accepted to a 4 year universities, senior members receiving on average 20-30 college acceptances and touched over 10,000 families through community services programs.
- **The Foundation Needs:** The Diamond BID board to consider partnering with the Blue Heart Foundation in the form of “Blue Heart Week” fundraising (Monday November 28 through December 5th) with its goal for the week is to raise \$20,000 and identify at least 7 organizations to help raise \$3,000.00 or 70% of all sales.
- Questions:
  - **Q1:** Marco asked: Does the 100% acceptance rate mean that all the participants were accepted to college or did all the participant also went to college?

Mathew answered: While couple of them took different avenues like joining other vocational schools and the military, all the participants were accepted into four year universities college.

- **Q2:** Gustavo asked: What is the size of the budget?

Mathew answered: Due to the passing of the Tracy, the foundation had to hit the recent button on a lot of aspects including reconstructing the budget.

Now, the only official employee of the foundation is Mathew Gordon, all the other team member are volunteer staff. The foundation is projecting an operating budget of around \$450,000.

- **Q3:** Karla asked: How would you like the Diamond BID to help?

Mathew answered: Identify at least 7 different business members that are willing to

participate and help with the fundraising efforts and share the information on your social media networks.

Marco clarified that while the Diamond BID is unable to share its listings with the foundation however, we can help the promote foundation by giving all our listing of members the information regarding the foundation, its purpose, its fundraising activities, and goals and getting the word out.

- Gustavo recommended that the Blue Heart Foundation reach out to the County of San Diego regarding their CIP grant to fulfill some of the items that the foundation is looking for.
- Karla will reach out directly to Mathew to discuss ways to help the foundation through her business as a realtor.

## **7. PRESIDENT'S REPORT**

- More members are coming to the Diamond BID area, and we continue to expand our membership base.
- The membership the city sends every month is always experiencing an increasing number of members.
- Commercial space is available next to El Pollo Loco on Euclid.
- The Diamond BID received a total number of \$16,500 of sponsorships and donations. The first time for the past 11 years.

## **8. BOARD MEMBER REPORTS**

- Karla confirmed that total number of \$16,500 of sponsorships and donations that the Diamond BID received will also be used for banners, the number of banners were increased from 22 to 44 banners for the holidays. This will be used to build the banner opportunity as well as beautify, decorate, and add the sense and spirit of the holiday's celebrations within the community.

## **9. STAFF REPORT**

- Kim Phillips-Pea presented:
  - On October 13, the team attended a very successful Small Business Expo at the Mission Valley and made many connections running out of business cards.
  - A lot of the connections contacted the Diamond BID, Michel Kripalani will be attending the company's Coffee and Connect on Friday 10/28 and shared "Traction" book about entrepreneurship that the team is reading and will share the results with our businesses.
  - Based on the results, the Diamond BID is planning to have its own Business Expo within the upcoming months.
  - Except for 2 Board members, the Diamond BID staff, and board members have all completed its Anti-Harassment, non-discrimination, and inclusivity training. The team will be working on creating procedures to deal with conflicts or issues as they may arise.
  - Maryam, board member and Treasurer and her family at Postal Annex will be celebrating its 1-year anniversary and the team at Diamond BID is joining them the celebration 10/28 at 12 pm at 342 Euclid suite 406.
  - The team is also celebrating the grand opening of El Pollo Loco at 419 Euclid Avenue on 11/3 at 12:30 pm.
  - The Diamond BID is very thankful to receive several sponsorships from COX, ITO Gerard for the Holiday Festival & Bridge Lighting Ceremony. And we are very excited to celebrate the event with the whole community on December 03 at the U.S. Bank parking lot (5100 Federal Blvd) from 3pm - 9pm. The event will feature a karaoke and contests, vendors, food, music, and hot chocolate.

## **10. PUBLIC COMMENT (10 MIN ~ APPROX 2MIN Each)**

- JoAnne Fileds who is currently working with the County of San Diego as the business health and wellness liaison. JoAnne shared taking a family health centers tour that has just introduced a new program “The Laura Rodriguez Medical Assistant Institute”, that offers full-time and part-time tuition reimbursements, schooling, 3 years guaranteed employment for program graduates.
- Henry Wallace, the CEO - LBS Of the Church entertainment reported celebrating the San Diego original Black Panther party for community empowerment 55th anniversary. Was a great success with many sponsorships and pulled off a 2-days event that highlighted the community efforts.

## **11. ADJOURNMENT OF MEETING**

**[Motion: Karla | Second: Marc | Time: 1:05]**

## **12. NEXT REGULAR MEETING DATE**

November 17, 2022