



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

Board of Directors Meeting Minutes - DRAFT

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

November 17, 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, **Marc Ritchey** Board Member - Big Cuts Barber Salon

● Board Members Absent:

Maryam Alobaidy - Board Member - Postal Annex, **Jeremy Weber** - Board Member - US Bank.

● Others Present:

Reham Elsayed - Administrative Assistant - Diamond BID, **Erica Schwing** - Office Assistant - Diamond BID, **Latrell Crenshaw**- Small Business Support Specialist - City of San Diego Economic Development Department, **Matthew Griffith**- Community Representative - Office of Mayor Todd Gloria, **Martha Zapanta** - Office of Council President Sean Elo-Rivera (District 9).

- Meeting was called to order at **12:02pm** by Vice President Karla Ruiz.
- Quorum? Yes Present? Marco, Karla, Gustavo, 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: 0]

4. CONSENT ITEMS

- Approval of the Board of Directors Meeting minutes for October 27, 2022
- Financials for October - Received and filed.
- Approval of the Associate Members:

- Dr. Luz Maria - Discover Passion with Dr. Luz.

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

ACTION ITEMS:

- a) Approve Nancy Juarez resignation as a Board Member.
- Karla and Gustavo although very sad to see Nancy resign as a Board member, yet very happy for her to see her grow and expand her business.
 - Marco announced the Diamond BID will start taking application for the Board Member seat and encouraged to spread the word out to business owners that share Diamond BID mission. The Executive Committee will be reviewing the applications and will be looking to fill the seat during the next month.

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

- b) Approval to create a Grant Research Committee.
- Marco shared: With the Diamond BID team fully formed, the team is stepping up to source ways to obtain funding for the Diamond BID and therefore would like to form a Grant research committee that will be tasked to find grants fit for the Diamond Business District.
 - Gustavo will refer a representative from the Civic Communities to help identify an organization and leverage their 501 c(3) as a fiscal sponsor to receive the grant on behalf of the Diamond BID.
 - Pastor Marc Richey self-nominated for chairing the committee.

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

- c) Pastor Marc Richey as the Committee chair

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

5. Financial Report

- Marco presented:
 - Very healthy and responsible with the Diamond BID money.
 - Current Balance is \$78,230.18
 - Different ways we adopted to make money is to open a U.S. Bank Credit Card that we use to pay our regular monthly bills and we make money back making those spendings. We currently redeemed \$154.6 that can be used as discretionary money.
 - As of October 31, 2022, the total assets is \$83,052.46.
 - The payroll will increase as the Diamond BID is planning to hire a permanent employee to fill the Access to Capital Coordinator position.

Q1: Gustavo asked: Is the Credit Card secured by a member of the staff or given to the BID?

A1: Marco secures and signed on the Card, based on the organization tax ID, that is helping to build up its credit rating. No spendings more than \$3k and every single month is fully paid.

Q2: Gustavo requested the board to look at the Credit card statement

A2: Marco clarified that they are in the same report. However, we will request from Mary Joseph, the Accountant, to create an item to highlight the Credit Card spending.

6. PRESENTATION

- N/A

7. PRESIDENT'S REPORT

- Working Board:
The Diamond BID is going to be looking for working Board Member to fill the available

Board Member seat at the Diamond BID, someone who is engaged, attend the meetings, share committees. We will be making an extensive background check to qualify the new member's expertise and ask them questions (i.e.: Why do they want to become a Board Member).

8. STAFF REPORT

- Erica presented:
 - Dr. Luz joined as a new Diamond BID Associate member; her business is Discover Passion with Dr. Luz. Please join the Diamond Talk on Tuesday the 22nd at 12:00 pm on Facebook live to learn more.
 - The Diamond BID is happy to support Urban Collaborative Project with their community holiday celebration on December 5th from 10 am to 1pm. The Diamond BID has a toy donation box at our office on their behalf. Please feel free to stop by our office and drop off some toys!!
 - We celebrated with Maryam Alobaidy, Diamond BID Board member and Treasurer, the one-year anniversary for her business Postal Annex.
 - Celebrated the grand opening of El Pollo Loco on Euclid. And enjoyed an all-day 25% discount! El Pollo Loco will also be donating food for the Bridge Lighting event on December 3rd.
 - The Economic Development is administering a Capacity Building Grants to nonprofit organizations that directly support small businesses in under resourced communities within the City of San Diego. Expenses may include but are not limited to providing technical assistance to businesses, building a website, hanging banners, programming special events, or creating/updating business directories. This program is dedicated to nonprofit organizations that serve small businesses within the San Diego Promise Zone, Opportunity Zones, and/or otherwise under resourced communities.
Business Improvement Districts are not eligible to apply for this grant.
Deadline to apply: December 05, 2022
For more information please visit: <https://www.sandiego.gov/capacity-building-grant>
 - We are so happy we're getting closer to our Holiday Festival & Bridge Lighting Event on December 3, at the U.S. Bank parking lot on 5100 Federal Boulevard from 1pm - 9 pm. We're bringing 10 tons of snow, food, merchants, hot chocolate, Fun activities for kids, toy raffle, and Karaoke contest!

9. BOARD MEMBER REPORTS

- Banners Report - Karla presented:
The Diamond BID is already getting into the holidays spirit, so we have put up the banners, you will be able to see them on Euclid, Market, and Imperial.

10. PUBLIC COMMENT (10 MINUTES ~ APPROX 2 MINUTES Each)

- N/A

11. ADJOURNMENT OF MEETING

[Motion: Marc | Second: Gustavo | Time: 12:57]

12. NEXT REGULAR MEETING DATE

- No Board meeting next month (December 2022)
- Next Board meeting: Thursday, January 19, 2023