



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

January 19, 2023 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, **Gustavo Bidart** - Secretary - Civic Communities, **Marc Ritchey** - Board Member - Big Cuts Barber Salon.

● Board Members Absent:

Maryam Alobaidy - Treasurer - Postal Annex.

● Others Present:

Reham Elsayed - Administrative Assistant - Diamond BID, **Erica Schwing** - Office Assistant - Diamond BID, **Christian Garcia** – Branch Manager – U.S. Bank, **Latrell Crenshaw**- Small Business Support Specialist - City of San Diego Economic Development Department, **Dennis Newsome** – Business Owner - Ds Malandros De Mestre Touro, **Martha Zapata** - Office of Council President Sean Elo-Rivera (District 9), **Leah Goodwin** – Business Owner and Art Consultant – Leah Goodwin Creations, **Suzanne Evans** – Project Manager - Southeastern Live Well Center (SELWC)

- Meeting was called to order at **12:06 pm** by President Marco Ortiz.
- 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: 1]

4. CONSENT ITEMS

- Approve Minutes of the Board of Directors Meeting for November 17, 2022
- Financials for November and December - Received and filed.
- Approval of the Employee Handbook – January 2023

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

5. Financial Report

- Marco presented:
 - November Financials: Current Assets were at \$80,542.68 and US Bank total checking/savings at \$68,096.67.
 - December Financials: Current Assets were at \$75,564.46 and US Bank total checking/savings at \$54,080.41.
 - Difference in assets between November and December months, is due to the Annual Holiday Festival and Bridge Lighting Ceremony expenses. The Diamond BID has been approved for a \$10k grant from Community Projects, Programs & Services (CPPS) Funding Program and we are submitting the documents for the reimbursements by the end of FY2023 (June 2023)
 - Current Balance is \$ 51,440.61 with almost half of this amount are Discretionary money that the BID acquired through different private donations, other non-profit donations and selling of the Banners and can be used without restrictions for whatever the organization needs.
 - As of October 31, 2022, the total assets is \$83,052.46.

Gustavo Suggested: that since Marco has been working Pro Bono, should the Board consider hiring an Executive Director or paying Marco some form of a stipend for future hours spent on BID Business.

Latrell Crenshaw: Will investigate the possibility of Marco being paid for being a Board Member and acting in the capacity of an Executive Director through the BID program and will provide guidance with the matter.

6. PRESENTATION

Presenters:

Leah Goodwin (Art Consultant and Curator) and Suzanne Evans (Project Manager) - County of San Diego, Southeastern Live Well Center (SELWC).

Presented Project: Tubman Chavez Cultural Display Input Tour.

1. Southeastern Live Well Center Project Overview and Update:

The new SELWC will include a Tubman Chavez exhibit that will use archival photographs, audio and video recordings, artifacts, and documents to honor and tell the story of the Tubman Chavez Community Center. The display will be on a twenty-foot wall located in the main lobby.

2. Vision Statement: **“The Tubman Chavez Community Cultural Display embraces the diverse history of this space which represents the heart, spirit, and legacy that continues today.”**

3. Review of Display Design Concepts:

Sampling of Design Elements in Both Concepts

- **Kumeyaay Handwoven Basket:** honors our ancestral lands and Indigenous legacy
- **Origin Story:** vision and legacy of Councilmember George Stevens
- **Shona Sculpture:** special acquisition for Tubman Chavez Community Center in 1995
- **Video Monitor:** tells the community's stories — Past, Present and Future
- **Leaf Shapes:** short quotes curated from stories told by community culture bearers
- **Southeastern Live Well Center:** building on our community's legacy
- **QR Code:** allows viewers to download a brochure that tells the story

Instructions:

- View the two different design concepts
- Tell us which of the design concepts you prefer:
 - 1) in person, fill out the survey form **OR**
 - 2) online, use the QR code or this link to visit the survey form
bit.ly/selwc-cultural-display-survey



4. Community Input Tour Overview

What: Review and comment on the Tubman Chavez Community Cultural Display Design Concepts for the SELWC.

How: Take survey, tell us your favorite Design Concept.

Where: Artboards and surveys will be at various community events and on the Southeastern Live Well Website

5. Project Timeline: Grand Opening Summer of 2023

6. PRESIDENT'S REPORT

- Marco presented:

With the Diamond BID being a 501(c) (6) mainly as a membership type non-profit. Although we impact the community at large, our mission statement is to support the businesses. The staff is always reaching out to business members where during COVID-19 for grant relief opportunities and giving out N-95 face masks and hand sanitizers, currently reaching out to let them know about the Diamond BID and how we can support them. Currently reaching out to share a grant opportunity of up to \$10k through Verizon from LISC San Diego that also offers online and person training.

Staffing update:

- The BID currently has 3 staff members. Administrative Assistant (Reham) and Office Assistance (Erica) are both Full-time employees and Kim Phillips-Pea, Small Business and Events Coordinator is Part-time employee. With Marco as the Board President and acting as the Executive Director responsibilities and spending countless hours to get the organization back on track following COVID and still is a year and half later.
- The Diamond BID is moving forward with the vision of selecting an Executive Director.

Imperial Avenue Streetscape Enhancements Update: Trash Receptacles

- With the support of the Council woman Monica Montgomery's office and the Civic Communities, the Diamond BID is now working on the Imperial Avenue Streetscape enhancement: Between 47 street and Euclid Avenue (all the way south to the Brooks Huffman Plaza)
- New Street Signs are installed on the Imperial Corridor.
- The Diamond BID will provide maintenance that will include graffiti removal, replacements, making sure the items like the decorative 4'x 8' decorative median fencing are replaced in case of any damage and the maintenance of the trash receptacles.
- The organization signed an agreement with MTS to help with maintenance of Benches and Bike racks.
- 8 power/tree electrical boxes are installed at the Brooks Huffman Plaza.
- The Diamond BID is seeking approval for funding through the MAD program.

8. STAFF REPORT

- N/A

9. BOARD MEMBER REPORTS

- Karla presented:
The County Fair is back in action! So Mark your calendars for Tuesday, February 28th for the BID Business Mixer that will be hosted by the Diamond BID at U.S. Bank Branch on 5100 Federal Blvd, San Diego, CA 92105 from 4 pm to 7 pm, to take 50 pictures and they will displayed at the County Fair until July 2023!

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

Latrell Crenshaw Small Business Support Specialist - City of San Diego Economic Development
Department:

The EDD is preparing for all community organizations to go back to in-person meetings with the California Public meetings act's Emergency Order expiring that allowed for virtual meetings. The EDD is preparing the Board Members to go back to in person meetings, exact dates are TBC.

Martha Zapata - D9 Council Rep: We're having our State of the District coming up on 1/28 at 1pm. And everyone is invited! WHEN: Saturday, January 28th at 1pm WHERE: City Heights Swim Center - 4380 Landis St, San Diego, CA 92105 My contact info Marthaz@sandiego.gov

Dianne Moss – Project New Village

We started our all local, organic food, Farmer's Market at the Brooks Huffman's Plaza on Fridays from 12 pm – 2 pm. We have survey coupons for people to fill out and can get 10 dollars credit.

11. ADJOURNMENT OF MEETING

[Motion: Karla | Second: Gustavo | Time: 01:04 pm]

12. NEXT REGULAR MEETING DATE

- Next meeting February 16, 2023