



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=MEp4UTVES0lJU240dGxkdW1bndUQT09>

Meeting ID: 827 8423 0811

Passcode:381547

February 16, 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:

Christian Garcia – Board Member – U.S. Bank.

Others Present:

Reham Elsayed – Office Administrator - Diamond BID, **Erica Schwing** - Office Assistant - Diamond BID, **Kim Phillips-Pea** – Small Business & Events Coordinator - Diamond BID, **Sean Karafin** – Program Manager, Small Business Engagement Unit - City of San Diego Economic Development Department, **Martha Zapata** - Office of Council President Sean Elo-Rivera (District 9).

- Meeting was called to order at **12:08 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: Gustavo | Second: Marc | Yes: 2 | No: 0 | Abstain:0]

4. CONSENT ITEMS

- a) Approve Minutes of the Board of Directors Meeting for January 19, 2023
- b) Financials for January 2023 - Received and filed.
- c) Receive and file the U.S. Bank letter appointing Christian Garcia as a Board Member.
- d) Approval of Associate Members:

	Business Owner Name	Business Name	Description
1	Gerardo Soria	SCAN Health Plan	Medical Insurance
2	Pastor Capellon Ramiro Quinonez	Centro De Capacitacion Cristiano	Prayer Service, Conference, Capacitation for the families and communities.

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

5. ACTION ITEMS:

None

6. Financial Report

Marco presented:

- January Financials: Current Assets were at \$69,585.06 and US Bank total checking/savings at \$46,169.26.
- As of February 16, 2023, the total assets are \$49,375.42.
- 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).
- The Diamond BID staff are looking out for other grant opportunities.

7. PRESENTATION

NONE

8. PRESIDENT'S REPORT

Marco Ortiz presented:

- The Diamond BID is working on the Imperial Avenue Streetscape enhancement program: Between 47 street and Euclid Avenue (all the way south to the Brooks Huffman Plaza) that includes signage, bike racks and medium divider, electrical outlets and 11 trash cans from 47 street to Euclid.
- The Diamond BID is seeking proposal for trash can maintenance and disposal for 11 trash cans.
- Informal conversation to have an agreement with Second Chance to help with the trash can maintenance program.

9. STAFF REPORT

The Staff presented:

- The Diamond BID started the year off with a beautiful 1-year anniversary celebration at the C.I.R.C.L.E Epiphany at 5081 Logan Avenue. With their inspiring mission of providing safe space for individuals and families from our underserved community. They achieve this through empowering individuals and families with space, education, resources, and referrals needed to obtain successful skills for coping with life.
- The Cowork had a full house of business owners at the first Coffee and Connect for 2023. We made a resolution time capsule that business owners will get back at the end of 2023.
- We are celebrating the Black History month and honoring the Black excellence. We are campaigning for the Blue Heart Foundation to promote their fundraising for their business and to help finish the construction at their office location.
- We are having the Diamond Business Mixer at the U.S. Bank Branch on 5100 Federal Blvd on Tuesday, February 28, 2023, from 4:00 pm to 7:00 pm and we are officially sold out! We will have 50 business owners from the Diamond District that will have the opportunity to meet and network with each other and have a Photoshoot for 50 Banners sponsored by San Diego County fair that will be promoted in the Diamond District.

10. BOARD MEMBER REPORTS

None

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

None

12. CLOSED SESSION

Discussion on human resources capacity, policies, and external assistance to BID.

13. ADJOURNMENT OF MEETING

[Motion: Gustavo | Second: Marc | Time: 01:20 pm]

14. NEXT REGULAR MEETING DATE

- Next meeting March 23, 2023