



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

Board of Directors Meeting Agenda

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

May 18, 2023, from 12:00 PM -1:00 PM

1. ORGANIZATIONAL BUSINESS:

• **Board Members in Attendance:**

1. **Marco Ortiz** - President - Ortiz Insurance Agency
2. **Karla Ruiz** - Vice President - Bilingual Mobile Notaries
3. **Gustavo Bidart** – Secretary/Treasurer - Civic Communities
4. **Christian Garcia** – Board Member – U.S. Bank
5. **Reverend Marc Ritchie** – Board Member (via Zoom)

Others Present:

1. **Adrian Perez** – Office Administrator
2. **Erica Schwing** - Office Assistant
3. **Israel Rodriguez**- Business Outreach Intern
4. **Omar Luzuriaga** – Community Relations Officer San Diego Police Department
5. **Shea Benton** – Director of Government Relations, Family Health Centers of SD
6. **Captain Julie Epperson** – San Diego Police Department
7. **Martha Zapata**- Director of Community Outreach Ninth District Council
8. **Fran Butler** – San Diego Family Health Centers
9. **Latrell Crenshaw** – City of San Diego Small Business Support Specialist

BID Meeting was called to order at 12:01 pm by President Marco Ortiz - Quorum? Yes Present?
Marco, Karla, Gustavo, and Marc Ritchey.

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: Marco Ortiz| Second: Gustavo Bidart | Yes: 4 | No: 0 | Abstain:0]

4. CONSENT ITEMS:

- a. Approve minutes of the Board of Directors meeting for April 2023.
- b. Financials for April to be received and filed.

[Motion: Gustavo Bidart | Second: Marco Ortiz | Yes: 4 | No: 0 | Abstain:0]

5. ACTION ITEMS:

- a. Karla Ruiz recommended Daneyel Walker from the Mental Bar to become a Board Member.

Resume was shared with everyone.

[Motion: Gustavo Bidart | Second: Karla Ruiz | Yes:4 | No:0 | Abstain: 0]

6. Financial Report:

- a. Gustavo Bidart – Provided information and financial detail copies were provided.

7. PRESENTATION:

- a. Fran Butler-Cohen from Family Health Centers- spoke about expansion an 18-month construction, additional parking, and the general development of the Family Health Center. She also shared the beautiful view from atop the Center.

9. STAFF REPORT:

- a. Earth Day Event 2023
- b. Coffee & Connect-May
- c. Financial Coaching Workshop Hosted by LISC
- d. SBDC
- e. Access to Capital update – spoke about the benefits to small business.

10. BOARD & COMMITTEE REPORTS:

- a. Karla Ruiz-Events Committee recommending only having one event instead of two.

Everyone approved that we should stay focus on one event so that we don't lose track on staying true to the Mission Statement to better help the business.

- b. Gustavo Bidart-Community Tours- Detailed tour to bring investors, bankers, community leaders to the BID via bus tour around the BID. Mr. Bidart also mentioned the start of new events.

- c. Recognition-Karla Ruiz to Martha Zapata. Thanked her for all her service. She was honored with a plaque from BID.

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

- a. Officer Omar mentioned future events and will send the information to Adrian in the next

couple days.

12. ADJOURNMENT OF MEETING:

[Motion: Karla Ruiz | Second: Gustavo Bidart | Time: 1:24PM

13. NEXT REGULAR MEETING DATE

- Next meeting June 15, 2023

Diamond Business Association, Inc

Balance Sheet

As of April 30, 2023

Apr 30, 23

ASSETS

Current Assets

Checking/Savings

10010 - US Bank 47,758.03

Total Checking/Savings 47,758.03

Other Current Assets

12115 - Bid Receivable 4,777.32

12120 - Tech. Assist/Acctg. Rcvbl. 1,700.00

12145 - Other Receivables 325.00

12155 - Deposit 1,750.26

12160 - LISC Receivable 13,295.20

Total Other Current Assets 21,847.78

Total Current Assets 69,605.81

Other Assets

18610 - Security Deposit 117.26

Total Other Assets 117.26

TOTAL ASSETS 69,723.07

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

24000 - Payroll Liabilities 139.30

Total Other Current Liabilities 139.30

Total Current Liabilities 139.30

Total Liabilities 139.30

Equity

32000 - Retained Earnings 17,871.66

32010 - Without Donor Restrictions 42,847.95

Net Income 8,864.16

Total Equity 69,583.77

TOTAL LIABILITIES & EQUITY 69,723.07

Diamond Business Association, Inc
Profit & Loss Budget vs. Actual
 July 2022 through April 2023

| | <u>Jul '22 - Apr 23</u> | <u>Budget</u> | <u>Variance</u> |
|---|-------------------------|------------------|------------------|
| Income | | | |
| 40010 · BID Income | 41,384.95 | 44,230.00 | -2,845.05 |
| 40025 · SBEP Income | 16,884.00 | 14,040.00 | 2,844.00 |
| 40030 · Technical Assistance/Acctg. | 4,029.29 | 4,170.00 | -140.71 |
| 40100 · Other Revenue | | | |
| 40110 · Associate Membership | 1,764.03 | | |
| 40120 · Special Events | 3,059.45 | | |
| 40140 · Banners | 11,000.00 | | |
| 40155 · Cowork Services | 1,596.06 | | |
| 40160 · Donations | 970.55 | | |
| 40165 · Physical Address | 119.66 | | |
| 40170 · Sponsorships | 15,240.00 | | |
| 40180 · Grants | 42,622.72 | 38,710.00 | 3,912.72 |
| Total 40100 · Other Revenue | <u>76,372.47</u> | <u>38,710.00</u> | <u>37,662.47</u> |
| Total Income | 138,670.71 | 101,150.00 | 37,520.71 |
| Expense | | | |
| 512028 · Personnel | | | |
| 51135 · Salaries | 64,821.03 | 45,100.00 | 19,721.03 |
| 51140 · Payroll Taxes | 7,442.44 | 4,890.00 | 2,552.44 |
| 51145 · Workers Compensation | 0.00 | 630.00 | -630.00 |
| 51155 · Bonus/Commission | 1,370.96 | | |
| Total 512028 · Personnel | <u>73,634.43</u> | <u>50,620.00</u> | <u>23,014.43</u> |
| 512110 · Design | | | |
| 51215 · Banners | 8,894.49 | 2,500.00 | 6,394.49 |
| Total 512110 · Design | <u>8,894.49</u> | <u>2,500.00</u> | <u>6,394.49</u> |
| 512133 · Contingency | 0.00 | 1,250.00 | -1,250.00 |
| 512138 · Outreach/Promotions | | | |
| 51240 · Printing/Newsletter | 0.00 | 170.00 | -170.00 |
| 51250 · Marketing | 175.49 | 2,090.00 | -1,914.51 |
| 51260 · Website Development/Maintenance | 1,407.77 | 420.00 | 987.77 |
| 51270 · Quarterly Mixers / Workshops | 2,027.39 | 2,340.00 | -312.61 |
| 51280 · Board/Committee Meetings | 115.01 | 170.00 | -54.99 |
| 51290 · Business Development | 187.50 | | |
| Total 512138 · Outreach/Promotions | <u>3,913.16</u> | <u>5,190.00</u> | <u>-1,276.84</u> |
| 512143 · Office Operations | | | |
| 51330 · Security | 918.53 | | |
| 51340 · Rent | 5,476.12 | 4,750.00 | 726.12 |
| 51345 · Office Supplies | 2,253.03 | 1,520.00 | 733.03 |
| 51350 · Telephone/Internet | 2,191.33 | 2,340.00 | -148.67 |
| 51355 · Utilities | 1,261.71 | 840.00 | 421.71 |
| 51360 · Postage/Courier | 298.17 | 130.00 | 168.17 |
| 51365 · Insurance (D&O, CGI) | 3,116.45 | 2,920.00 | 196.45 |
| 51370 · Mileage/Parking | 27.69 | | |
| 51375 · Bookkeeping | 5,941.00 | 9,670.00 | -3,729.00 |

Diamond Business Association, Inc
Profit & Loss Budget vs. Actual
 July 2022 through April 2023

| | <u>Jul '22 - Apr 23</u> | <u>Budget</u> | <u>Variance</u> |
|---|-------------------------|--------------------|------------------------|
| 51380 · Audit/Tax Preparation | 4,300.00 | 6,670.00 | -2,370.00 |
| 51382 · Employee Recruitment | 180.00 | | |
| 51385 · Office Equipment | 566.20 | 1,670.00 | -1,103.80 |
| 51390 · Consultants | 200.00 | 10,200.00 | -10,000.00 |
| 51395 · Permits & Fees | 156.00 | 40.00 | 116.00 |
| 51400 · Bank Fees | 43.00 | | |
| 51405 · Dues/Subscriptions | 345.00 | | |
| 51410 · Filing Fees | 83.00 | | |
| 51415 · Collection/Penalties Fees | 206.00 | | |
| 51425 · Software/Storage | 1,024.98 | | |
| 51505 · Storage | 2,126.50 | | |
| Total 512143 · Office Operations | <u>30,714.71</u> | <u>40,750.00</u> | <u>-10,035.29</u> |
| 512186 · Special Events | | | |
| 51530 · Holiday Bridge Lights Festival | 12,193.64 | | |
| 51535 · "Coffee and Connect" | 206.12 | | |
| 51545 · Earth Day Event | 250.00 | | |
| 51590 · Taste of the Diamond | 0.00 | 840.00 | -840.00 |
| Total 512186 · Special Events | <u>12,649.76</u> | <u>840.00</u> | <u>11,809.76</u> |
| Total Expense | <u>129,806.55</u> | <u>101,150.00</u> | <u>28,656.55</u> |
| Net Income | <u><u>8,864.16</u></u> | <u><u>0.00</u></u> | <u><u>8,864.16</u></u> |

Diamond Business Association, Inc
Profit & Loss by Class
 July 2022 through April 2023

| | BID | Discretionary | LISC | SBEP | TOTAL |
|---|------------------|------------------|------------------|------------------|-------------------|
| Income | | | | | |
| 40010 · BID Income | 41,384.95 | 0.00 | 0.00 | 0.00 | 41,384.95 |
| 40025 · SBEP Income | 0.00 | 0.00 | 0.00 | 16,884.00 | 16,884.00 |
| 40030 · Technical Assistance/Acctg. | 0.00 | 0.00 | 0.00 | 4,029.29 | 4,029.29 |
| 40100 · Other Revenue | | | | | |
| 40110 · Associate Membership | 0.00 | 1,764.03 | 0.00 | 0.00 | 1,764.03 |
| 40120 · Special Events | 0.00 | 3,059.45 | 0.00 | 0.00 | 3,059.45 |
| 40140 · Banners | 0.00 | 11,000.00 | 0.00 | 0.00 | 11,000.00 |
| 40155 · Cowork Services | 0.00 | 1,596.06 | 0.00 | 0.00 | 1,596.06 |
| 40160 · Donations | 0.00 | 970.55 | 0.00 | 0.00 | 970.55 |
| 40165 · Physical Address | 0.00 | 119.66 | 0.00 | 0.00 | 119.66 |
| 40170 · Sponsorships | 0.00 | 15,240.00 | 0.00 | 0.00 | 15,240.00 |
| 40180 · Grants | 0.00 | 2,000.00 | 40,622.72 | 0.00 | 42,622.72 |
| Total 40100 · Other Revenue | 0.00 | 35,749.75 | 40,622.72 | 0.00 | 76,372.47 |
| Total Income | 41,384.95 | 35,749.75 | 40,622.72 | 20,913.29 | 138,670.71 |
| Expense | | | | | |
| 512028 · Personnel | | | | | |
| 51135 · Salaries | 15,383.37 | 2,772.75 | 31,497.65 | 15,167.26 | 64,821.03 |
| 51140 · Payroll Taxes | 1,989.18 | 821.38 | 2,914.89 | 1,716.99 | 7,442.44 |
| 51155 · Bonuses | 0.00 | 1,370.96 | 0.00 | 0.00 | 1,370.96 |
| 51160 · Payroll Tax FICA | 0.00 | 0.00 | 0.25 | -0.25 | 0.00 |
| Total 512028 · Personnel | 17,372.55 | 4,965.09 | 34,412.79 | 16,884.00 | 73,634.43 |
| 512110 · Design | | | | | |
| 51215 · Banners | 4,855.88 | 4,038.61 | 0.00 | 0.00 | 8,894.49 |
| Total 512110 · Design | 4,855.88 | 4,038.61 | 0.00 | 0.00 | 8,894.49 |
| 512138 · Outreach/Promotions | | | | | |
| 51250 · Marketing | 144.00 | 31.49 | 0.00 | 0.00 | 175.49 |
| 51260 · Website Development/Maintenance | 1,263.89 | 0.00 | 0.00 | 143.88 | 1,407.77 |
| 51270 · Quarterly Mixers / Workshops | 2,011.30 | 16.09 | 0.00 | 0.00 | 2,027.39 |
| 51280 · Board/Committee Meetings | 0.00 | 115.01 | 0.00 | 0.00 | 115.01 |
| 51290 · Business Development | 0.00 | 0.00 | 187.50 | 0.00 | 187.50 |
| Total 512138 · Outreach/Promotions | 3,419.19 | 162.59 | 187.50 | 143.88 | 3,913.16 |
| 512143 · Office Operations | | | | | |
| 51330 · Security | 0.00 | 918.53 | 0.00 | 0.00 | 918.53 |
| 51335 · Maintenance | 350.00 | 0.00 | 0.00 | 0.00 | 350.00 |
| 51340 · Rent | 4,873.13 | 602.99 | 0.00 | 0.00 | 5,476.12 |
| 51345 · Office Supplies | 1,015.02 | 579.10 | 658.91 | 0.00 | 2,253.03 |
| 51350 · Telephone/Internet | 2,010.46 | 180.87 | 0.00 | 0.00 | 2,191.33 |
| 51355 · Utilities | 837.60 | 74.11 | 0.00 | 0.00 | 911.71 |
| 51360 · Postage/Courier | 23.65 | 274.52 | 0.00 | 0.00 | 298.17 |
| 51365 · Insurance (D&O, CGI) | 2,116.45 | 1,000.00 | 0.00 | 0.00 | 3,116.45 |
| 51370 · Mileage/Parking | 17.59 | 10.10 | 0.00 | 0.00 | 27.69 |
| 51375 · Bookkeeping | 2,259.48 | 36.75 | 644.77 | 3,000.00 | 5,941.00 |
| 51380 · Audit/Tax Preparation | 0.00 | 0.00 | 4,300.00 | 0.00 | 4,300.00 |
| 51382 · Employee Recruitment | 90.00 | 90.00 | 0.00 | 0.00 | 180.00 |
| 51385 · Office Equipment | 27.90 | 0.00 | 0.00 | 538.30 | 566.20 |
| 51390 · Consultants | 200.00 | 0.00 | 0.00 | 0.00 | 200.00 |
| 51395 · Permits & Fees | 8.75 | 147.25 | 0.00 | 0.00 | 156.00 |
| 51400 · Bank Fees | 18.00 | 25.00 | 0.00 | 0.00 | 43.00 |
| 51405 · Dues/Subscriptions | 0.00 | 345.00 | 0.00 | 0.00 | 345.00 |

Diamond Business Association, Inc

Profit & Loss by Class

July 2022 through April 2023

| | BID | Discretionary | LISC | SBEP | TOTAL |
|---|------------------|----------------------|------------------|------------------|-------------------|
| 51410 · Filing Fees | 0.00 | 83.00 | 0.00 | 0.00 | 83.00 |
| 51415 · Collection/Penalties Fees | 0.00 | 206.00 | 0.00 | 0.00 | 206.00 |
| 51425 · Software/Storage | 673.89 | 3.98 | 0.00 | 347.11 | 1,024.98 |
| 51505 · Storage | 876.00 | 1,250.50 | 0.00 | 0.00 | 2,126.50 |
| Total 512143 · Office Operations | 15,397.92 | 5,827.70 | 5,603.68 | 3,885.41 | 30,714.71 |
| 512186 · Special Events | | | | | |
| 51530 · Holiday Bridge Lights Festival | 0.00 | 11,774.89 | 418.75 | 0.00 | 12,193.64 |
| 51535 · "Coffee and Connect" | 89.41 | 116.71 | 0.00 | 0.00 | 206.12 |
| 51545 · Earth Day Event | 250.00 | 0.00 | 0.00 | 0.00 | 250.00 |
| Total 512186 · Special Events | 339.41 | 11,891.60 | 418.75 | 0.00 | 12,649.76 |
| Total Expense | 41,384.95 | 26,885.59 | 40,622.72 | 20,913.29 | 129,806.55 |
| | 0.00 | 8,864.16 | 0.00 | 0.00 | 8,864.16 |