



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

June 15, 2023, from 12:00 PM -1:00 PM

1. Organizational Business:

• **Board Members in Attendance**

1. Marco A Ortiz - President - Ortiz Insurance Agency
2. Karla Ruiz - Vice President - Bilingual Mobile Notaries
3. Reverend Marc Ritchie – Board Member- Big Cuts Barber
4. Daneyel Walker-Board Member- The Mental Bar
5. Christian Garcia – Board Member – U.S. Bank (via zoom)

• **Others Present:**

1. Adrian Perez- Office Administrator
2. Erica Schwing - Office Assistant
3. Israel Rodriguez- Business Outreach Intern
4. Guillermo Angulo- Business Outreach Intern
5. Carmina Paz-Program Coordinator
6. Barry Pollard- The Urban Collaborative CDC
7. Angela Harris – Community Resident
8. Robert M - (via zoom)
9. Karen Montufar (via zoom)

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: Marc Ritchie | Second: Karla Ruiz | Yes: 3 | No: 0 | Abstain:2]

4. CONSENT ITEMS:

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

[Motion: Marc Ritchie | Second: Karla Ruiz | Yes: 3 | No: 0| Abstain:2]

5. ACTION ITEMS:

- The Board approved Daneyel Walker, from The Mental Bar, as a new Board Member.

[Motion: Karla Ruiz | Second: Marc Ritchie | Yes: 3 | No:0 | Abstain: 2]

6. Financial Report:

Marco Ortiz – Presented the May financial and details of the balance sheet; copies were provided via email and hard copies to those presented in the meeting.

[Motion: Marc Ritchie | Second: Karla Ruiz | Yes:3 | No:0 | Abstain: 2]

7. PRESENTATION:

- None

8. STAFF REPORT:

- SANDAG-Erica Schwing presented.
- Coffee & Connect -Adrian Perez presented.
- Banners-Israel Rodriguez presented.
- Financial Literacy-Guillermo Angulo presented.

9. BOARD & COMMITTEE REPORTS:

- **Economic and Development Tour**-Karla Ruiz spoke about the bus tour to be held in October to have investors and bankers drive around the Diamond District for potential development.

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

- Karen Montufar - Council Representative for *Chollas View, Encanto, Lincoln Park, Mountain View, Valencia Park* - Talked about Council Member District 4, Monica Montgomery Steppe, has appointments available to speak about concerns or

suggestions about the city and District 4 and the BID service area. She also talked about the “Get it Done” app in regards to using it to report any issues with in the City of San Diego. She mentioned the CPPS funding is now closed. And mentioned the ACCF application is now open.

- Angela Harris suggested that new businesses should create a coupon flyer or book to hand out to resident tenants in the neighborhood as a way to promote their business.
- Robert M talked about the budget that was just passed for \$40 million for safety improvements at the Dennis V Allen Park as well as new bike lanes and sidewalk improvements. Robert M mentioned that Sean Elo Riviera talked about not agreeing with the ban that was passed regarding the homeless encampments. Robert also mention that On July 29th there is going to be a backpack giveaway in the Mountain View area between 10am-2pm.
- Christina Garcia talked about the Jacob’s Center Health event that will be held at the Jacob’s center’s Resource center on June 24th.
- Carmina Paz mention about the Central Region Community Leadership Team meeting on June 26th from 5:30pm-7:30pm.
- Daneyel Walker with the Mental Bar will be hosting an art show on Monday, June 19th.

11. ADJOURNMENT OF MEETING:

[Motion: Mark Ritchie | Second: Karla Ruiz | Time: 1:07pm

12. NEXT REGULAR MEETING DATE

- Next meeting July 20, 2023

Diamond Business Association, Inc

Balance Sheet

As of May 31, 2023

May 31, 23

ASSETS

Current Assets

Checking/Savings

10010 - US Bank 59,542.25

Total Checking/Savings 59,542.25

Other Current Assets

12115 - Bid Receivable 4,903.53

12120 - Tech. Assist/Acctg. Rcvbl. 2,043.87

12145 - Other Receivables 325.00

12155 - Deposit 1,750.26

12160 - LISC Receivable 645.35

Total Other Current Assets 9,668.01

Total Current Assets 69,210.26

Other Assets

18610 - Security Deposit 117.26

Total Other Assets 117.26

TOTAL ASSETS 69,327.52

LIABILITIES & EQUITY

Liabilities

Current Liabilities

Other Current Liabilities

24000 - Payroll Liabilities 187.73

Total Other Current Liabilities 187.73

Total Current Liabilities 187.73

Total Liabilities 187.73

Equity

32000 - Retained Earnings 17,871.66

32010 - Without Donor Restrictions 42,847.95

Net Income 8,420.18

Total Equity 69,139.79

TOTAL LIABILITIES & EQUITY 69,327.52

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

	<u>Jul '22 - May 23</u>	<u>Budget</u>	<u>Variance</u>
Income			
40010 · BID Income	45,357.60	48,653.00	-3,295.40
40025 · SBEP Income	16,884.00	15,444.00	1,440.00
40030 · Technical Assistance/Acctg.	4,373.16	4,587.00	-213.84
40100 · Other Revenue			
40110 · Associate Membership	1,764.03		
40120 · Special Events	3,059.45		
40140 · Banners	11,000.00		
40155 · Cowork Services	1,671.06		
40160 · Donations	1,070.55		
40165 · Physical Address	119.66		
40170 · Sponsorships	15,240.00		
40180 · Grants	55,414.02	42,581.00	12,833.02
Total 40100 · Other Revenue	<u>89,338.77</u>	<u>42,581.00</u>	<u>46,757.77</u>
Total Income	155,953.53	111,265.00	44,688.53
Expense			
512028 · Personnel			
51135 · Salaries	78,166.03	49,610.00	28,556.03
51140 · Payroll Taxes	8,657.67	5,379.00	3,278.67
51145 · Workers Compensation	0.00	693.00	-693.00
51155 · Bonus/Commission	1,589.66		
Total 512028 · Personnel	<u>88,413.36</u>	<u>55,682.00</u>	<u>32,731.36</u>
512110 · Design			
51215 · Banners	9,145.16	2,750.00	6,395.16
Total 512110 · Design	<u>9,145.16</u>	<u>2,750.00</u>	<u>6,395.16</u>
512133 · Contingency	0.00	1,375.00	-1,375.00
512138 · Outreach/Promotions			
51240 · Printing/Newsletter	29.63	187.00	-157.37
51250 · Marketing	211.04	2,299.00	-2,087.96
51260 · Website Development/Maintenance	1,407.77	462.00	945.77
51270 · Quarterly Mixers / Workshops	2,027.39	2,574.00	-546.61
51280 · Board/Committee Meetings	115.01	187.00	-71.99
51290 · Business Development	187.50		
Total 512138 · Outreach/Promotions	<u>3,978.34</u>	<u>5,709.00</u>	<u>-1,730.66</u>
512143 · Office Operations			
51330 · Security	918.53		
51335 · Maintenance	350.00		
51340 · Rent	6,230.45	5,225.00	1,005.45
51345 · Office Supplies	2,555.38	1,672.00	883.38
51350 · Telephone/Internet	2,306.42	2,574.00	-267.58
51355 · Utilities	1,306.35	924.00	382.35
51360 · Postage/Courier	298.17	143.00	155.17
51365 · Insurance (D&O, CGI)	3,116.45	3,212.00	-95.55
51370 · Mileage/Parking	27.69		

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

	<u>Jul '22 - May 23</u>	<u>Budget</u>	<u>Variance</u>
51375 · Bookkeeping	6,606.75	10,637.00	-4,030.25
51380 · Audit/Tax Preparation	4,300.00	7,337.00	-3,037.00
51382 · Employee Recruitment	225.00		
51385 · Office Equipment	566.20	1,837.00	-1,270.80
51390 · Consultants	200.00	11,220.00	-11,020.00
51395 · Permits & Fees	156.00	44.00	112.00
51400 · Bank Fees	52.00		
51405 · Dues/Subscriptions	345.00		
51410 · Filing Fees	83.00		
51415 · Collection/Penalties Fees	206.00		
51425 · Software/Storage	1,370.84		
51505 · Storage	2,126.50		
Total 512143 · Office Operations	<u>33,346.73</u>	<u>44,825.00</u>	<u>-11,478.27</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	924.00	-924.00
Total 512186 · Special Events	<u>12,649.76</u>	<u>924.00</u>	<u>11,725.76</u>
Total Expense	<u>147,533.35</u>	<u>111,265.00</u>	<u>36,268.35</u>
Net Income	<u>8,420.18</u>	<u>0.00</u>	<u>8,420.18</u>

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

	<u>BID</u>	<u>Discretionary</u>	<u>LISC</u>	<u>SBEP</u>	<u>TOTAL</u>
Income					
40010 · BID Income	45,357.60	0.00	0.00	0.00	45,357.60
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	4,373.16	4,373.16
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	1,671.06	0.00	0.00	1,671.06
40160 · Donations	0.00	1,070.55	0.00	0.00	1,070.55
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	53,414.02	0.00	55,414.02
Total 40100 · Other Revenue	0.00	35,924.75	53,414.02	0.00	89,338.77
Total Income	45,357.60	35,924.75	53,414.02	21,257.16	155,953.53
Expense					
512028 · Personnel					
51135 · Salaries	16,983.37	2,772.75	43,242.65	15,167.26	78,166.03
51140 · Payroll Taxes	2,136.33	843.16	3,961.44	1,716.74	8,657.67
51155 · Bonus/Commission	0.00	1,589.66	0.00	0.00	1,589.66
Total 512028 · Personnel	19,119.70	5,205.57	47,204.09	16,884.00	88,413.36
512110 · Design					
51215 · Banners	4,855.88	4,289.28	0.00	0.00	9,145.16
Total 512110 · Design	4,855.88	4,289.28	0.00	0.00	9,145.16
512138 · Outreach/Promotions					
51240 · Printing/Newsletter	29.63	0.00	0.00	0.00	29.63
51250 · Marketing	179.55	31.49	0.00	0.00	211.04
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	3,484.37	162.59	187.50	143.88	3,978.34
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	5,627.46	602.99	0.00	0.00	6,230.45
51345 · Office Supplies	1,261.28	635.19	658.91	0.00	2,555.38
51350 · Telephone/Internet	2,125.55	180.87	0.00	0.00	2,306.42
51355 · Utilities	1,232.24	74.11	0.00	0.00	1,306.35
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	2,909.48	52.50	644.77	3,000.00	6,606.75
51380 · Audit/Tax Preparation	0.00	0.00	4,300.00	0.00	4,300.00
51382 · Employee Recruitment	90.00	135.00	0.00	0.00	225.00
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	34.00	0.00	0.00	52.00
51405 · Dues/Subscriptions	0.00	345.00	0.00	0.00	345.00

Diamond Business Association, Inc

Profit & Loss by Class

July 2022 through May 2023

	<u>BID</u>	<u>Discretionary</u>	<u>LISC</u>	<u>SBEP</u>	<u>TOTAL</u>
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	5.97	0.00	690.98	1,370.84
51505 · Storage	876.00	1,250.50	0.00	0.00	2,126.50
Total 512143 · Office Operations	17,558.24	5,955.53	5,603.68	4,229.28	33,346.73
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	45,357.60	27,504.57	53,414.02	21,257.16	147,533.35
	0.00	8,420.18	0.00	0.00	8,420.18