



Diamond Business Association, Inc.
Southeastern Diamond Business Association (SDBD)
Board of Directors Meeting Agenda
5003 Imperial Avenue Ste 114A
San Diego, CA, 92113

January 18, 2024, from 10:00 am – 11:00am

1. Organizational Business

- Call To Order **10:04am**

Board Members in Attendance

- DeBrenna Glastervann – Board Member -ReKre8 Apparel LLC
- Karla Ruiz- Vice President- Bilingual Mobile Notaries
- Marco Ortiz- President – Ortiz Insurance Agency
- Shea Benton – Board Member- Family Health Centers of San Diego

Others Present:

- Erica Schwing – Office Assistant

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: DeBrenna Glastervann | Second: Karla Ruiz | Yes: 4 | No: 0 | Abstain:0]

4. CONSENT ITEMS:

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

[Motion: DeBrenna Glastervann | Second: Shea Benton | Yes: 4 | No: 0 | Abstain:0]

5. ACTION ITEMS:

- None

[Motion: | Second: | Yes: | No:0 | Abstain: 0]

6. Financial Report:

1- Marco Ortiz

- Marco Ortiz Reviewed the financial reports for the month of November and December he reported that we have \$600 in credit card rewards from actively using our credit card for most expenses total rewards reported were \$671.75 current money in the bank account as of January 18th is \$37,085.63

[Motion: DeBrenna Glastervann | Second: Shea Benton | Yes: 4 | No:0 | Abstain: 0]

7. PRESENTATION:

- None

8. STAFF REPORT: Erica Schwing

During the meeting, Erica Schwing presented an overview of the past coffee and connect sessions, emphasizing the significance of networking each month. She also provides a report on the winter wonderland event, highlighting its remarkable success for the community.

9. BOARD & COMMITTEE REPORTS:

- **DeBrenna Glastervann- Membership**

Provided and update on current memberships, actively promoting them through social media and word of mouth. Marco suggested emphasizing the newly launched monthly payment options for members.

- **Karla Ruiz- Events**

Karla noted that 2023 involved a significant period of transition. However, she emphasized the importance of remembering the core values of the organization and the reasons why members choose to be a part of the diamond. Karla highlighted the need to generate excitement among members and shared the success of the recent winter wonderland event. This event demonstrated the community's ability to unite and collaborate effectively as a

team to achieve common goals.

- **Shea Benton**

Shea Benton gave his update on upcoming event on Friday March 1st “Spirit of the Barrio that will take place from 11:30am- 1:30pm admission fee \$25.00

- **Marco Ortiz**

Marco suggested aiming our focus on more workshops, simple but informative. He also recommended one workshop per quarter.

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

1. Karla Ruiz strongly believes we should continue doing the winter wonderland event each year.
2. Marco Ortiz agreed that we should do one signature event, one business mixer and one workshop quarterly. He also recommended bringing back hybrid meetings which we will begin to do next month.
3. Shea Benton went over the family health center project on 47th street which includes a new parking structure and design.

11. ADJOURNMENT OF MEETING:

[Motion: DeBrenna Glastervan | Second: Karla Ruiz | Time: 11:06am

12. NEXT REGULAR MEETING DATE

- Next meeting February 22, 2024