



Diamond Business Improvement District (BID) Advisory Board Meeting Minutes

Date: Tuesday, April 15, 2025

Time: 6:09 PM – 7:42 PM

Location: Southeastern Live Well Center, 5101 Market St, San Diego, CA 92114

Board Attendance:

CJ Johnson
Jerry Riggins
Jazzmin Austin
Philip Coleman
Sheri Jones
Patricia Glaser
Cesar E. Santiago
Fernando Harris

CSDBCC Staff Attendance:

- Jacqueline Schliapnik-Garcia (Executive Director)
Donna DeBerry (President/CEO)

Others:

- Viridiana Quintana (City of San Diego)

1. Call to Order

Meeting called to order at 6:09 PM by Jacqueline Schliapnik-Garcia.

2. Roll Call

Roll call conducted; attendance noted above.

3. Public Comments

- **Donna DeBerry** announced her retirement as CEO, effective June 30, 2025. She and the staff will manage the transition. The position is open for public applications.
- The Block Club is open Monday through Friday, serving the Black Arts and Culture District.

4. Approval of March Meeting Minutes

- **Motion** to approve the March 26, 2025, meeting minutes by CJ Johnson.
- **Seconded** by Jerry Riggins.
- **Motion passed** unanimously.

5. SpringFest Event

- SpringFest announced to be held at Market Creek Plaza.
- **Donna DeBerry** emphasized the need for increased outreach for the event.
- **CJ Johnson** and **Sheri Jones** suggested a walkthrough with Nicolle Lee and staff to enhance promotion.

6. Mixers

- **Cesar E. Santiago** will host the next mixer at Fresheria.
- **Jacqueline Schliapnik-Garcia** and **Donna DeBerry** stated that the Black Chamber, as managing partner, is responsible for organizing mixers.
- **Jerry Riggins** inquired about serving beer and wine at board events.

- **Viridiana Quintana** clarified that BID funds cannot be used for alcohol and that promotional activities should occur at properties within the BID.
- **Sheri Jones** recommended building awareness by creating a mixer calendar and sending invites and flyers earlier.
- **Philip Coleman** suggested utilizing the Diamond BID Instagram page and website for messaging.
 - **Motion** to continue mixer planning discussions in future board meetings by Philip Coleman.
 - **Seconded** by CJ Johnson.
 - **Motion passed** unanimously.

7. Mission Statement Discussion

- Emphasis on showcasing the BID's value through social media and the website.
- **Viridiana Quintana** announced the formation of roles and subcommittees.
- **Philip Coleman** proposed mission statements focusing on attracting, recruiting, and retaining business owners and community support.
- **Jazzmin Austin** suggested comparing it to La Jolla BID.
- **CJ Johnson** emphasized building excellence and attraction.
- **Fernando Harris** highlighted community vision, walkability, dog parks, and enhanced public spaces.
- **Sheri Jones** supported the idea of revitalization.
- **Jazzmin Austin** stressed the importance of information awareness.
- **Patricia Glaser** noted the need to focus on community appeal.
- **Jazzmin Austin** and **Jerry Riggins** discussed the area's potential for leisure activities.
- **Sheri Jones** mentioned that community assets should remain local.

- **Motion** to review and edit three mission statements for the next board meeting by Jerry Riggins.
- **Seconded** by CJ Johnson.
- **Motion passed** unanimously.

8. BID Name

- **Philip Coleman** moved to retain the current name of the Diamond BID.
 - **Seconded** by Jerry Riggins.
 - **Motion passed** unanimously (7-0-0).

9. Agenda Continuation

- **Motion** to move the remaining agenda items to the next meeting by Jerry Riggins.
 - **Seconded** by CJ Johnson.
 - **Motion passed** unanimously (7-0-0).

10. City Updates

- **Viridiana Quintana** announced the release of the preliminary draft budget, available on the San Diego government website.
 - Budget hearings scheduled between May 5th and 9th.
 - Website: www.sandiego.gov/finance
- **Jerry Riggins** suggested BID managers assess the resources available to BID businesses.

11. Updates from Council Representative Tiffany Harrison

- **Tiffany Harrison** announced that **Henry Foster** is interested in attending future meetings.
- Encouraged the BID to provide core resources and engage in historical events.
- Emphasized support for the Black Arts & Culture District.
- Presented economic development slides showcasing resources for small business owners.
- Highlighted the need for representation from different EDD services to Diamond BID business owners.
- Suggested involvement in Black Arts & Culture District events, especially during the holiday season.
- Noted interest from businesses near commercial corridors, such as Bowlegged, in accessing more resources.
- **Donna DeBerry** emphasized the importance of partnerships and avoiding competition with the Black Arts & Culture District.

12. Public Comments

- **Black Tech Inc.** offers workshops, technical assistance, and is a GoBiz grant recipient. They can provide educational resources and consultation services.

13. Next Meeting

- **Date:** Tuesday, May 13, 2025
- **Time:** 6:00 PM
- **Location:** Southeastern Live Well Center, 5101 Market St, San Diego, CA 92114

14. Meeting Adjournment

Meeting adjourned at 7:42 PM by Jacqueline Schliapnik-Garcia.

