Special Diamond Business Improvement District (BID) Advisory Board Meeting Minutes
Date: 08/12/2025
Time:6:17pm-7:32pm
Location: The Block Club 6403 Imperial Ave. , San Diego, CA 92114

1. Call to Order

The meeting was called to order at 6:17pm by **Jacqueline Schliapnik-Garcia**.

2. Introductions and Roll Call

- Attendees: Jazzmin Austin, Cesar De Santiago , Jerry Riggins, Philip Coleman, Pat Glaster, CJ Johnson

Jacqueline Schliapnik-Garcia welcomed attendees and introduced **Tony Young**, the new CEO of the San Diego County Black Chamber of Commerce. **Tony Young** expressed his enthusiasm for the role, citing his past involvement in developing the area.

Jacqueline also introduced **Sean Caraffin** from the City of San Diego's Economic Development Department and **Vinnie Dana**, who has been representing their team at recent meetings, to discuss the Maintenance Assessment District (MAD) program.

3. Non Agenda Public Comments

- No Non Agenda public Comments were made.

3. Presentation: BIDs vs. MADs

Sean Caraffin provided an overview of the differences between Business Improvement Districts (BIDs) and Maintenance Assessment Districts (MADs):

- **Funding Sources:** BID assessments are collected from business owners via business tax certificates, while MAD assessments come from property owners via property taxes.
- **Representation:** MAD advisory boards must include property owners since they are the ones funding the district.
- **Oversight:** MAD funds undergo rigorous oversight due to being public tax dollars. Budgets are ultimately approved by City Council, though changes are rare.
- **City Contributions:** The city's general benefit contributions are minimal for MADs, and unlike BIDs, no startup grants are available.

Sean also explained the process of creating a MAD, which can take several years and involves outreach, a management plan, an engineer's report, and a weighted voting process that gives larger property owners more influence.

4. Bylaws Discussion

Kevin Smith from **Procopia** presented a draft of the bylaws for board review and feedback.

Key Discussion Points:

- **Definition of "Associates":** Stakeholders may or may not hold business tax certificates but can be involved as members, with rights defined by the board.
- **Board Size & Terms:** Proposal for a board size of 5–15 members; suggestion of staggered two-year terms to preserve institutional knowledge.
- **Vacancies:** Recommended two-thirds majority vote to fill vacant seats.
- **Attendance & Committees:** Requirements for committee service and removal for repeated absences were discussed.
- **Brown Act Compliance:** Notices must be posted at the meeting location; teleconferencing rules before and after COVID-19 were reviewed, with changes sunsetting January 1, 2026.
- **Absences Policy:** Agreement to define allowable absences and acceptable reasons (e.g., illness, family emergencies) at a future meeting.

- **Virtual Participation:** Possible inclusion under Brown Act rules, though it would require opening a participant's location to the public.

- **Term Limits:** Options for two- or three-year terms, re-election, or required breaks after four consecutive years.

- **Non-Performing Members:** Mechanism for removal by vote exists in draft bylaws.

- **Executive Roles:** Clarification that the Executive Director (ED) is an employee of the Chamber, not hired by the board, and is a non-voting administrative participant. Language will be refined to reflect this.

Jacqueline Schliapnik-Garcia encouraged members to focus their review on modifiable sections of the bylaws, leaving unalterable sections (highlighted in brown) as-is.

5. Logo Design Review

Three proposed **Diamond BID** logo concepts were presented by **Jerome Baldwin** Feedback included:

- Preference for simplicity.

- Suggestion to remove the diamond shapes from the letters "D" and "O" for better readability.

- Discussion of alternate color schemes.

Jacqueline Schliapnik-Garcia confirmed these comments would be sent to the designer for revisions.

6. Action Items & Next Steps

- **Absence Policy:** Group to determine number of allowed absences and acceptable reasons at next meeting.

- **Bylaw Language Updates: Kevin Davis** to refine language regarding the president serving as CEO and clarify the non-voting role of the Executive Director.

- **Consecutive Absence Rule:** Group to establish policy on consecutive missed meetings and potential allowance for online participation.
- **City Correspondence: Tony Young** to draft letter to the City regarding trash concerns.
- **Logo Revisions:** Designer to adjust logo concepts per board feedback.
- **Bylaws Vote:** Members to review bylaws in preparation for voting and possible amendments at the next meeting.

7. Adjournment

The meeting was adjourned at **7:32pm**.

Next meeting will be August 12th, 2025.