



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, September 26, 2023

8:30 a.m. – 10:00 a.m.

Location: Civic Center Plaza, 14th Floor Conference Room –
1200 3rd Ave, San Diego, CA 92101

Chair: Austin Evans | **Vice Chair:** Natasha Salgado

Board Members: Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Jason Paguio, Natasha Salgado, Sarah Mattinson, and Shane Beard.

Staff Liaisons: Alex Southard and Sean Karafin.

Item 1: Call to Order (Chair Evans)

- Meeting was called to order at 8:36 a.m.

Item 2: Action: Roll Call (Chair Evans)

- In Attendance: Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Natasha Salgado, and Sarah Mattinson.
- City Staff: Sean Karafin, Alex Southard, Viridiana Quintana, Jhaymeon Drummond, Angelica Paulino, Nadine Hassoun, Nancy Luevano, Michele Marano, and Jerry McCormick.
- Members of the Public: None.

Item 3: Action: Approval of August 22, 2023 Minutes (Chair Evans)

- With a motion by Shane Beard and a second by Jason Paguio, the board voted to approve the August 22, 2023 minutes.
 - Yes: Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Natasha Salgado, and Sarah Mattinson.
 - Abstain: None.
 - Absent: Jason Paguio and Shane Beard.

Item 4: Presentation from Nadine Hassoun, Economic Development Department-
Information on the Consolidated Plan

- Nadine Hassoun presented on the Economic Development Department's Consolidated Plan.
- Information was provided regarding the goal/purpose of the plan and upcoming community engagement opportunities.

- More information available on the website- www.sandiego.gov/cdbg/general/consolidatedplanmaterials
- Conversation followed.

Item 5: Presentation from Jerry McCormick, Communications Department- Overview on the City's Accessibility Services

- Jerry McCormick presented on the City's Accessibility and Translation Services.
- Information was provided regarding ways the Communications Department creates avenues for education/engagement through media.
- The process of how City staff can access on-demand interpretation support was explained.
- The Communications Department webpage has more information- www.sandiego.gov/communications
- Board members asked questions and conversation followed.

Item 6: Small Business Program Portfolio (Liaison Southard)

- Alex Southard presented an updated list of direct small business programs offered by the City.
- A graph was shared demonstrating the number of Business Tax Certificates per Council District.
- Board members asked questions and conversation followed.

Item 7: Action: Draft Advising Letter (Chair Evans)

- Austin Evans, Chair, Small Business Advisory Board
- Natasha Salgado, Vice Chair, Small Business Advisory Board
- The Board determined an advising letter is needed. The board will write a letter requesting the Business Tax Certificate application be available in multiple languages.
- With a motion by Sarah Mattinson and a second by Brandon S. Johnson, the board voted to approve drafting an advising letter.
 - Yes: Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Natasha Salgado, and Sarah Mattinson.
 - Abstain: None.
 - Absent: Jason Paguio and Shane Beard

Item 8: Committee Report

- Development Services Department Technical Advisory (Board Member Beard)
- None.

Item 9: Staff Report

- Economic Development Department (Liaison Southard)
- Economic Development staff shared the Safety Resource Toolkit for Small Businesses postcards.

Item 10: Board Member Comments

- None.

Item 11: Non-Agenda Public Comment

- None.

Item 12: Adjournment

- The meeting was adjourned at 9:51 a.m.

REQUESTS FOR ACCESSIBILITY MODIFICATIONS OR ACCOMMODATIONS

This information will be made available in alternative formats upon request, as required by the Americans with Disabilities Act (ADA), by contacting Sean Karafin at sdbusiness@sandiego.gov or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above, may be made by contacting Sean Karafin at sdbusiness@sandiego.gov or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for auxiliary aids, services or interpreters, require different lead times, ranging from five business days to two weeks. Please keep this in mind and provide as much advance notice as possible in order to ensure availability. The City is committed to resolving accessibility requests swiftly in order to maximize accessibility.

City of San Diego

STAKEHOLDER FORUM — 2025-2029 CONSOLIDATED PLAN

SEPTEMBER 26, 2023



Denver, Colorado 80220
970.880.1415 x 102
hello@rootpolicy.com

DISCUSSION TOPICS

- Consolidated Plan Overview
- Community Engagement Overview
- Activity: Identifying Economic Development Needs
- Call to Action

PROJECT TEAM



CONSOLIDATED PLAN OVERVIEW

WHAT IS A CONSOLIDATED PLAN?

A Consolidated Plan is a planning document required by the U.S. Department of Housing and Urban Development (HUD)

It uses a combination of data and community outreach to determine the top housing needs, community development concerns, and gaps in supportive services for low- and moderate-income populations

The document is produced every 5 years as a condition of receiving federal housing and community development entitlement grants

FUNDING SOURCES

CDBG: Community Development Block Grant

HOME: HOME Investment Partnerships Program

ESG: Emergency Solutions Grant Program

HOPWA: Housing Opportunities for Persons with AIDS (administered by San Diego County)

HOW MUCH DOES THE CITY RECEIVE FROM HUD?

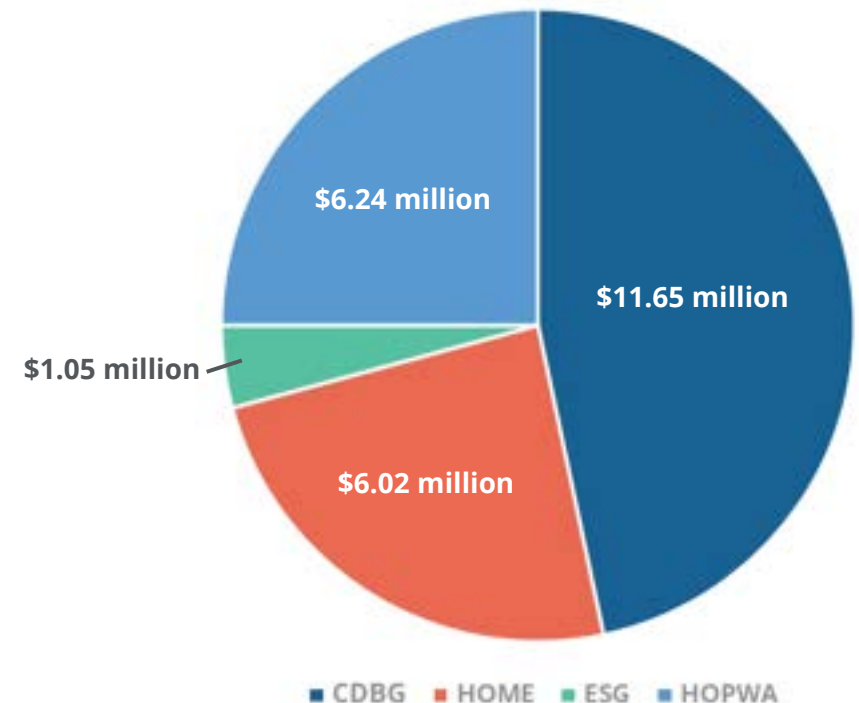
CDBG: \$11.65 million/year

HOME: \$6.02 million/year

ESG: \$1.05 million/year

HOPWA: \$6.24 million/year

FY 2023 Total Allocation:
\$24,950,633



The City anticipates **\$40 million** in CDBG program income during the five-year cycle.

HOW IS FEDERAL FUNDING USED?

Community Development: Investment in public facilities, critical infrastructure, and nonprofit facility improvements.

Public/Community Services: Investment in programs that support meal delivery, food banks, educational advocacy, health care services, senior services, etc.

Economic Development: Investment in employment and workforce development programs, inclusive economic growth initiatives that develop and strengthen small businesses, and improved access to job opportunities.

Housing: Investment in increasing and preserving affordable rental and homeowner housing for San Diego residents; meeting the needs of persons with HIV/AIDS through provision of housing, health, and support services; and Fair Housing Program activities.

COMMUNITY ENGAGEMENT

CONSOLIDATED PLAN WEBSITE

<https://www.sandiego.gov/cdbg/general/consolidatedplanmaterials>

Visit the website and sign-up for email updates!

The website/email updates will provide information on:

- Public forums
- Community survey
- Public hearings
- Draft and Final Consolidated Plan



PUBLIC FORUMS

Public Forum Area	Date/Time	Location
City Heights	Mon., October 2 6 - 7:30 p.m.	City Heights Library 3795 Fairmount Avenue, San Diego CA 92105
Skyline	Tues., October 3 5:30 - 7 p.m.	Skyline Library 7900 Paradise Valley Rd, San Diego CA 92139
Linda Vista	Wed., October 4 6 - 7:30 p.m.	Bayside Community Center 2002 Comstock St, San Diego CA 92139
Valencia Park	Thurs., October 5 1 - 2:30 p.m.	Malcolm X Library, Performing Arts Ctr. and Multi-Purpose Room 5148 Market Street, San Diego, CA 92114
Downtown	Mon., October 9 6 - 7:30 p.m.	Central Library, Shiley Room 330 Park Blvd., San Diego, CA 92101
Logan Heights	Tues., October 10 6 - 7:30 p.m.	Logan Heights Library 567 S. 28th Street, San Diego, CA 92113
San Ysidro	Thurs., October 12 6 - 7:30 p.m.	San Ysidro Civic Center 212 W. Park Avenue, San Ysidro, CA 92173

COMMUNITY SURVEY

The Consolidated Plan survey is live now!

Link: bit.ly/sdconsolidatedplansurvey

Survey available in English, Spanish, Mandarin Chinese (traditional and simplified), Tagalog, Arabic, Dari, Pashto, Korean, Somali, and Vietnamese.



PUBLIC HEARINGS/MEETINGS

Body	Meeting Type	Meeting Focus	Date	Location
Economic Development and Intergovernmental Relations (EDIR) Committee Meeting	Public Hearing	Needs Assessment, Community Engagement Findings, Draft Goals	November 1, 2023	City Administration Building, 202 C Street, 12th Floor, Council Committee Room
Consolidated Plan Advisory Board (CPAB) Meeting	Meeting	Needs Assessment, Community Engagement Findings, Draft Goals	November 8, 2023	525 B Street, Ground Floor, Multi-Purpose Room
City Council Meeting	Public Hearing	Needs Assessment, Community Engagement Findings, Draft Goals	November 14, 2023	City Administration Building, 202 C Street, 12th Floor, Council Chambers
Economic Development and Intergovernmental Relations (EDIR) Committee Meeting	Public Hearing	Draft Consolidated Plan and Annual Action Plan	Spring 2024	City Administration Building, 202 C Street, 12th Floor, Council Committee Room
Consolidated Plan Advisory Board (CPAB) Meeting	Meeting	Draft Consolidated Plan and Annual Action Plan	Spring 2024	525 B Street, Ground Floor, Multi-Purpose Room (tentative)
City Council Meeting	Public Hearing	Draft Consolidated Plan and Annual Action Plan	Spring 2024	City Administration Building, 202 C Street, 12th Floor, Council Chambers

YOUR INPUT ON NEEDS,
CHALLENGES, AND
SOLUTIONS

WHAT ARE THE GREATEST UNMET
ECONOMIC DEVELOPMENT NEEDS
IN THE CITY?

WHERE IN THE CITY ARE THESE
NEEDS MOST PROMINENT?

PRIORITY OUTCOMES

EXAMPLES

- People with disabilities have more accessible housing options
- People have access to more housing choice vouchers/rental subsidies
- Vulnerable populations (e.g., low-income residents and families, persons experiencing homelessness) have more affordable rental housing options
- First-time home buyers, young adults, low- to moderate -income residents, and/or large households have more opportunities to buy an affordable home
- Residents can afford to purchase a home (e.g., ADUs/granny flats; duplex/triplex, townhome, condo; single-family home (attached/detached)
- Seniors/persons with disabilities are able to live independently
- Seniors have several housing options to downsize
- There is increased shelter capacity to support persons experiencing homelessness
- People experiencing homelessness/ housing instability have more non-congregate shelter options
- People experiencing homelessness/ housing instability have more permanent housing options
- Owner occupied housing/rental housing is in better condition
- Residents have more resources to resolve housing discrimination/better awareness of fair housing rights
- Residents have more resources to avoid displacement

WHAT **ECONOMIC DEVELOPMENT**
OUTCOMES WOULD YOU MOST
LIKE TO SEE?

EXAMPLES

- ❑ More Job training programs or job training centers
- ❑ Revitalization of neighborhood businesses/commercial areas
- ❑ More opportunities for start-up businesses, businesses looking to expand, or businesses looking to relocate
- ❑ More economic development programs that develop and strengthen small businesses
- ❑ Improving access to job opportunities

WRAP-UP AND NEXT STEPS

NEXT STEPS

- **Late August 2023** | Survey released
- **October 2 through 12, 2023** | Public Forums
- **Early November 2023** | Needs Assessment findings and draft Consolidated Plan Goals presented for approval
- **March / April 2024** | Draft Consolidated Plan available for public comment

CALL TO ACTION

<https://www.sandiego.gov/cdbg/general/consolidatedplanmaterials>

- Attend the [Community Forums](#) in October and take the [Consolidated Plan Survey](#)
- Share the community forum information and the survey link with the individuals you serve and within your professional networks
- Consider hosting a community forum
- Join the [CDBG/Consolidated Plan mailing list](#) to receive future updates



THANK YOU!

City of San Diego
Economic Development Department
Community Development Division



EMAIL

cdbg@sandiego.gov



PHONE

(619) 236-6700



WEBSITE

www.sandiego.gov/CDBG

Root Policy contact: frankie@rootpolicy.com | 970-880-1415
DPD contact: dpd@dpd-solutions.com | 575-642-4053

QUESTIONS?

Community Forums: October 2023



CALLING ALL SAN DIEGANS!

How would you spend \$135 million in your community over the next five years? Join us for a community forum series and share your insights! Every five years, the City creates the “Consolidated Plan” document to identify community needs and priorities.

We need your help determining how best to spend federal funds to invest in San Diego communities. Together, we can prioritize key areas such as affordable housing, sustainability, homeless shelters, infrastructure and job opportunities.

Upcoming Community Forums:

- City Heights Library: Oct. 2, 6 p.m. - 7:30 p.m.
- Skyline Library: Oct. 3, 5:30 p.m. - 7 p.m.
- Bayside Community Center: Oct. 4, 6 p.m. - 7:30 p.m.
- Malcom X Library: Oct. 5, 1 p.m. - 2:30 p.m.
- Central Library: Oct. 9, 6 p.m. - 7:30 p.m.
- Logan Heights Library: Oct. 10, 6 p.m. - 7:30 p.m.
- San Ysidro Civic Center: Oct. 12, 6 p.m. - 7:30 p.m.

Children welcome! Activities and refreshments will be available.



For addresses, registration, and additional information, please scan the QR code or visit **[Bit.ly/sdconsolidatedplan](https://bit.ly/sdconsolidatedplan)**

Can't make the forums?

Share your perspective by completing the survey available on the information page!

Requests for disability-related accommodations and interpretation can be made by emailing **cdbg@sandiego.gov** at least 5 business days prior to the event.



Foros Comunitarios: Octubre 2023



¡ATENCIÓN A TODOS LOS SANDIEGUINOS!

¿Usted como gustaría \$135 millones en su comunidad en los próximos cinco años? ¡Únase a nosotros en una serie de foros comunitarios y comparta sus ideas! Cada cinco años, la Ciudad crea el documento del "Plan Consolidado" para identificar las necesidades y prioridades de la comunidad.

Necesitamos su ayuda para determinar la mejor manera de gastar los fondos federales para invertir en las comunidades de San Diego Juntos, nosotros podemos priorizar áreas clave tales como vivienda accesible, sostenibilidad, refugios para personas sin hogar, la infraestructura y oportunidades laborales.

Próximos Foros Comunitarios:

- Biblioteca City Heights Library: Oct. 2, 6 p.m. - 7:30 p.m.
- Biblioteca Skyline Library: Oct. 3, 5:30 p.m. - 7 p.m.
- Centro Comunitario Bayside Community Center: Oct. 4, 6 p.m. - 7:30 p.m.
- Biblioteca Malcom X Library: Oct. 5, 1 p.m. - 2:30 p.m.
- Biblioteca Central Library: Oct. 9, 6 p.m. - 7:30 p.m.
- Biblioteca Logan Heights Library: Oct. 10, 6 p.m. - 7:30 p.m.
- Centro Cívico de San Ysidro: Oct. 12, 6 p.m. - 7:30 p.m.

¡Los niños son bienvenidos! Habrá actividades y refrigerios disponibles.



Para obtener direcciones, inscripción e información adicional, escanee el código QR o visite [Bit.ly/sdconsolidatedplan](https://bit.ly/sdconsolidatedplan)

¿No puede asistir a los foros?

¡Comparta su perspectiva al completar la encuesta disponible en la página de información!

Las solicitudes de adaptaciones e interpretación relacionadas con la discapacidad se pueden realizar enviando un correo electrónico cdbg@sandiego.gov al menos 5 días hábiles antes del evento.



Communications Department
Translation Services

What We Offer:

- Document translation (**send document in its original format to PIO, include deadline and target languages**).
- Over-the-phone instant translations (including three-way phone calls).
- Live interpreters at events, scheduled video interpreters and scheduled three-way phone calls (**contact Ombretta Di Dio**).





How To Request Over-The-Phone Instant Interpreters:

- Dial +1 530-292-7374 2.
- Input your PIN number: 84461092.
- State the language required for interpretation (see language list for reference).
- You will be connected to an operator to answer some pre-call questions.
- State your First Name.
- State your Last Name.
- State your Department name.

LANGUAGES

Albanian	Greek	Pashto
Amharic	Gujarati	Persian
Arabic	Haitian Creole	Polish
Armenian	Hebrew	Portugese
Bengali	Hindi	Punjabi
Bosnian	Hmong	Romanian
Bulgarian	Igbo	Russian
Burmese	Indonesian	Samoan
Cambodian (Khmer)	Italian	Serbian
Chin	Japanese	Serbo-Croatian
Chin (Hakachin)	Karen	Somali
Chin (Tedim)	Karenni (Kayah)	Spanish
Chinese (Cantonese)	Kinyarwanda	Swahili
Chinese (Hakka)	Kirundi	Tagalog
Chinese (Mandarin)	Korean	Tamil
Croatian	Kurdish	Thai
Czech	Lao	Tibetan
Dari	Lithuanian	Tigrinya
Farsi	Mai Mai	Tongan
Filipino	Malayalam	Turkish
French	Mandinka	Twi
French - Canadian	Marshallese	Ukranian
Fulani	Mongolian	Urdu
Georgian	Nepali	Vietnamese
German	Oromo	Yoruba
		All other languages



- To repeat the process, press 0.

Three-way calls:

- 1st scenario:** Ask the interpreter to place the call and provide corresponding phone number needed to be dialed.
- 2nd scenario:** City staff places customer on hold, calls Avantpage, gets connected to an interpreter and adds customer back to the call.
- If you are having issues with the interpreter phone menu or if you want to speak to an Avantpage representative, please call 530.750.2040 extension 110.

LANGUAGES

Albanian	Greek	Pashto
Amharic	Gujarati	Persian
Arabic	Haitian Creole	Polish
Armenian	Hebrew	Portugese
Bengali	Hindi	Punjabi
Bosnian	Hmong	Romanian
Bulgarian	Igbo	Russian
Burmese	Indonesian	Samoan
Cambodian (Khmer)	Italian	Serbian
Chin	Japanese	Serbo-Croatian
Chin (Hakachin)	Karen	Somali
Chin (Tedim)	Karenni (Kayah)	Spanish
Chinese (Cantonese)	Kinyarwanda	Swahili
Chinese (Hakka)	Kirundi	Tagalog
Chinese (Mandarin)	Korean	Tamil
Croatian	Kurdish	Thai
Czech	Lao	Tibetan
Dari	Lithuanian	Tigrinya
Farsi	Mai Mai	Tongan
Filipino	Malayalam	Turkish
French	Mandinka	Twi
French - Canadian	Marshallese	Ukranian
Fulani	Mongolian	Urdu
Georgian	Nepali	Vietnamese
German	Oromo	Yoruba
		All other languages

Questions?

Ombretta Di Dio – Community Engagement Program Coordinator

didioo@sandiego.gov

A. Economic Development Department

a. Business Grant Programs

i. [Storefront Improvement Program](#) - English

a. Promise Zone: Awards participants an additional 30% above their approved reimbursement amount.

ii. [Outdoor Business Grant](#) - English

a. Promise Zone: Businesses are eligible for a larger grant amount (Category B) to help with the initial costs of permitting a Spaces As Places project.

b. Business Assistance

i. [One-on-one Business Assistance](#) – English, Spanish

a. Technical startup support

b. Permitting/zoning support

ii. [Business Walk Program](#) – English, Spanish, Vietnamese, Somali, Khmer, Arabic

c. [Neighborhood Business Districts](#)

i. BIDs

ii. MADs

iii. PBIDs

iv. Banner Districts Program

d. Nonprofit Grant Programs

i. [Capacity Building Grant](#) – English

a. Promise Zone: This program is dedicated to nonprofit organizations that serve small businesses within the San Diego Promise Zone, Opportunity Zones, and/or otherwise under-resourced communities.

ii. [ED Funding](#) - English

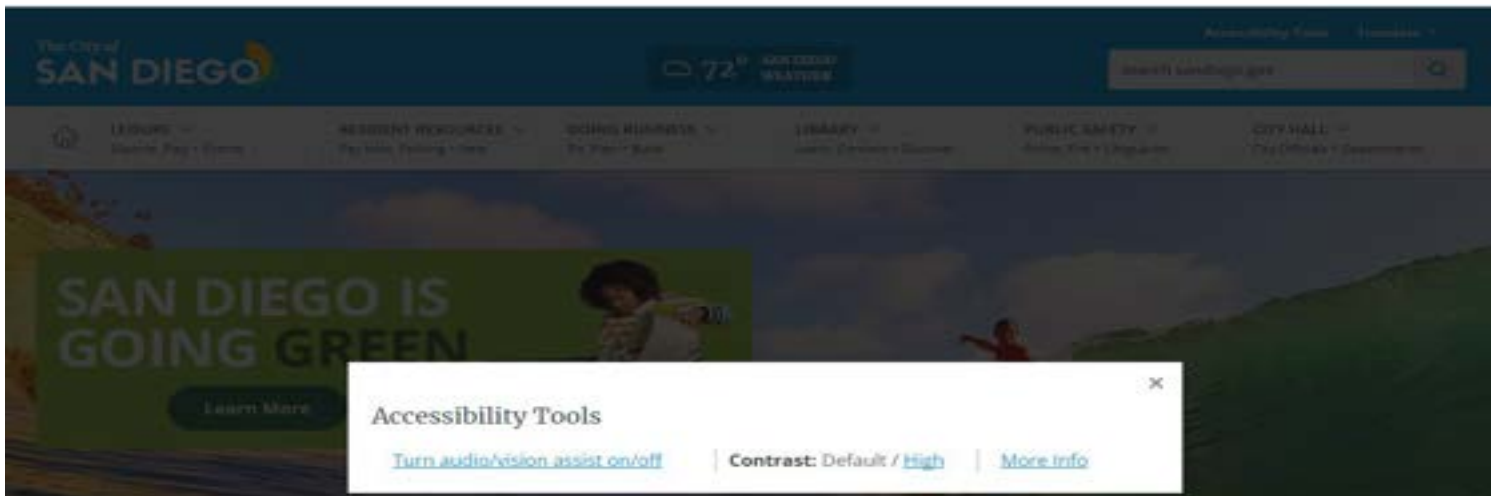
B. Development Services Department

- a. [Spaces as Places](#) - English
- b. One-on-one Assistance – English, Spanish
 - i. [Small Business & Restaurant Assistance Program](#)
 - ii. [Life Science Pilot Program](#)

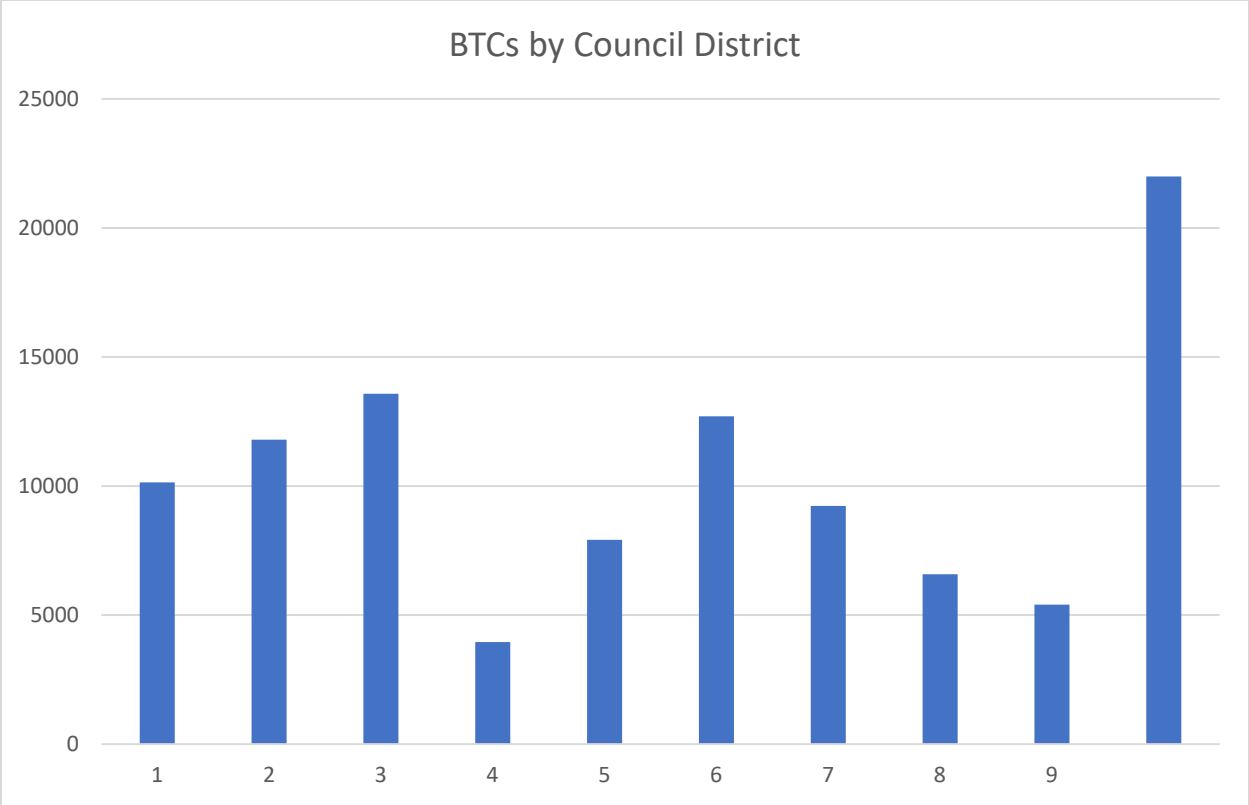
C. Purchasing & Contracting Department

- a. [Small Local Business Enterprise Program](#) – English
- b. [Disadvantaged Business Enterprise Program](#) – English

*City of San Diego website includes an accessibility tool and translation option on each page



Select Language	Accessibility Tools												Translate
Belarusian	Croatian	French	Hebrew	Javanese	Leo	Malayalam	Oromo	Scots Gaelic	Sundanese	Turkmen	Zulu		
Afrikaans	Bengali	Czech	Frisian	Hindi	Kannada	Latin	Maltese	Pashto	Sepedi	Swahili	Twi		
Albanian	Bhujpur	Danish	Galician	Pmong	Kazakh	Lahlan	Maori	Persian	Serbian	Swedish	Ukrainian		
Amharic	Bosnian	Divjevi	Georgian	Hungarian	Khmer	Lingala	Marathi	Polish	Sesotho	Tajik	Urdu		
Arabic	Bulgarian	Dogri	German	Icelandic	Kinyarwanda	Lithuanian	Metlon (Manipuri)	Portuguese	Shona	Tamil	Uyghur		
Armenian	Catalan	Dutch	Greek	Igbo	Konkani	Luganda	Mizo	Punjabi	Sindhi	Tatar	Uzbek		
Assamese	Cebuano	Esperanto	Guarani	Ilocano	Korean	Luxembourgish	Mongolian	Quechua	Sinhala	Telugu	Vietnamese		
Aymara	Chicheva	Estonian	Gujarati	Indonesian	Krio	Macedonian	Myanmar (Burmese)	Romanian	Slovak	Thai	Welsh		
Azerbaijani	Chinese (Simplified)	Ewe	Italian Creole	Irish	Kurdish (Kurmanji)	Maltil	Nepali	Russian	Slovenian	Tigrinya	Xhosa		
Bambara	Chinese (Traditional)	Filipino	Hausa	Italian	Kurdish (Sorani)	Malagasy	Nonvegian	Samoan	Somali	Tsonga	Yiddish		
Basque	Corican	Finnish	Hawaiian	Japanese	Kyrgyz	Malay	Odia (Oriya)	Sanskrit	Spanish	Turkish	Yoruba		



Totals by Council District

1	10,144
2	11,798
3	13,577
4	3,952
5	7,914
6	12,699
7	9,228
8	6,581
9	5,404
	21,997
Grand Total	103,294