



# SMALL BUSINESS ADVISORY BOARD

## Meeting Notice and Agenda

TUESDAY, February 27, 2024

**In-Person** Meeting, 8:30 a.m. – 10:00 a.m.

Location: Civic Center Plaza, 14<sup>th</sup> Floor Conference Room –  
1200 3<sup>rd</sup> 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, Jenna Hanson, Natasha Salgado, Sarah Mattinson, Shane Beard, Sunny Lee, and Valery Belloso.

**Staff Liaisons:** Alex Southard and Sean Karafin.

### Public Comment

**Public Comment on an Agenda Item:** If you wish to address the Board on an item for today's agenda, please complete and submit a speaker form before the Board hears the agenda item. You will be called at the time the item is heard.

**Public Comment on Matters Not on the Agenda:** You may address the Board on any matter not listed on today's agenda. Please complete and submit a speaker form. However, California's open meeting laws do not permit the Board to discuss or take any action on the matter at today's meeting. At its discretion, the Board may add the item to a future meeting agenda or refer the matter to staff or committee. Individuals' comments are limited to three minutes per speaker. At the discretion of the Chair, if a large number of people wish to speak on the same item, comments may be limited to a set period of time per item.

Item 1: Call to Order (Chair Evans)

Item 2: Action: Roll Call (Chair Evans)

Item 3: Action: Approval of January 23, 2024 Minutes (Chair Evans)

Item 4: Discussion on FY2025 Budget  
a. Review [Independent Budget Analyst Report](#)

Item 5: Action: Draft Advising Letter (Chair Evans)

- Item 6: Committee Report
  - a. Development Services Department Technical Advisory (Board Member Beard)
- Item 7: Staff Report
  - a. Economic Development Department (Liaison Southard)
- Item 8: Board Member Comments
  - a. Suggested items for future meetings
- Item 9: Non-Agenda Public Comment
- Item 10: Adjournment

#### 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@san Diego.gov](mailto:sdbusiness@san Diego.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@san Diego.gov](mailto:sdbusiness@san Diego.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.



# SMALL BUSINESS ADVISORY BOARD

## Meeting Minutes

TUESDAY, January 23, 2024

8:30 a.m. – 10:00 a.m.

Location: Civic Center Plaza, 14<sup>th</sup> Floor Conference Room –  
1200 3<sup>rd</sup> 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, Jenna Hanson, Natasha Salgado, Sarah Mattinson, Shane Beard, Sunny Lee, and Valery Belloso.

**Staff Liaisons:** Alex Southard and Sean Karafin.

Item 1: Call to Order (Chair Evans)

- Meeting was called to order at 8:33 a.m.

Item 2: Action: Roll Call (Chair Evans)

- In Attendance: Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Jenna Hanson, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
- City Staff: Sean Karafin, Alex Southard, and Viridiana Quintana.
- Members of the Public: Julieta Gonzalez and Prince Agyarko.

Item 3: Action: Approval of October 24, 2023 Minutes (Chair Evans)

- With a motion by Donna DeBerry and a second by Sarah Mattinson, the board voted to approve the October 24, 2023 minutes.
  - Yes: Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Jenna Hanson, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
  - Abstain: None.
  - Absent: Jason Paguio, Shane Beard, and Valery Belloso.

Item 4: Presentation from Julieta Gonzalez, Access, Inc.- Capacity Building Grant Program Recipient

- Julieta Gonzalez, Microenterprise Developer with Access, Inc., presented on the Capacity Building Grant program and how the grant is supporting their organization's efforts.
- Information was provided regarding their small business project and its impact to support over 45 businesses.

- Conversation followed.

Item 5: Discussion on City Contracting Opportunities

- The board discussed city contracting opportunities through the Purchasing & Contracting Department.
- More information available on the website- [www.sandiego.gov/eoc/disparity-study](http://www.sandiego.gov/eoc/disparity-study)
  - Executive Summary in Chapter 9 (findings and implementation)
- Open discussion took place and conversation followed.

Item 6: 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 a policy change with the Purchasing & Contracting Department to mandate contracting to small, local, and/or underrepresented businesses.
- With a motion by Jason Paguio and a second by Sarah Mattinson, the board voted to approve drafting an advising letter.
  - Yes: Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Jason Paguio, Jenna Hanson, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
  - Abstain: None.
  - Absent: Shane Beard, and Valery Belloso.

Item 7: Action: Approval of the Proposed 2024 Meeting Dates (Chair Evans)

- With a motion by Jenna Hanson and a second by Brandon S. Johnson, the board voted to approve the proposed 2024 meeting dates.
  - Yes: Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Jason Paguio, Jenna Hanson, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
  - Abstain: None.
  - Absent: Shane Beard, and Valery Belloso.

Item 8: Economic Development's Draft 5 Key Steps to Starting a Small Business Guide

- Economic Development staff presented on a draft guide of the 5 Key Steps to Starting a Small Business document.
- The board shared feedback and conversation followed.

Item 9: Committee Report

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

Item 10: Staff Report

- Economic Development Department (Liaison Southard)

- The Economic Development Department has merged with the Department of Real Estate and Airport Management.
- World Design Capital 2024, Community-Driven Design Grant Opportunity. Applications close January 31, 2024. For more information visit- <https://wdc2024.org/designgrantsprogram/>
- Accessity launched its Emerge Program, a loan program between \$2,000 - \$50,000 focused on reaching communities disproportionately impacted by the COVID-19 pandemic. For more information visit- <https://accessity.org/emerge/>
- The Chair and Vice Chair of the board presented to the Economic Development and Intergovernmental Relations Committee in January.

Item 11: Board Member Comments

- None.

Item 12: Non-Agenda Public Comment

- Future meeting topic recommendations from board members:
  - FY2025 budget conversations
  - Environmental impact on small businesses
  - Impact of construction/projects on small businesses
  - Presentation from the Strategic Alliance, Ethnic Chambers of Commerce

Item 13: Adjournment

- The meeting was adjourned at 9:50 a.m.

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