



THE CITY OF SAN DIEGO

SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING MINUTES

February 17, 2012

Downtown Information Center
193 Horton Plaza, San Diego, CA 92101

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Catherine Arambula Edward Barbat Antonio Barbosa Joseph Fox Dr. Ruben Garcia Robert Glick Michelle Gray William Lynch Gary Peterson Matthew Spencer	Patrick Edwards

CITY STAFF
Lisa Gordon, Small Business Ambassador & SBAB Liaison Alicia Martinez-Higgs, Community Development Specialist

OTHERS PRESENT
See February 17, 2012 Attendance Sheet

1. Call to Order & Introductions

- Dr. Ruben Garcia, Board Chairman called the meeting to order at 8:45 a.m.
- New Board Member Antonio Barbosa was introduced.

2. Approval of Minutes

- A motion was made by Michelle Gray to approve the December 16, 2011 Minutes. There was a second by Matthew Spencer. Yes 10, No 0, Absent 1.

3. Public Comment

- No public comment

4. Administrative Items

- a. Board Administrative Items and/or Non-Agenda Comments –
- b. Requests of Agenda Revisions (continuances, changes in order, etc.) – None
- c. Internal Committee: No Report
- d. External Committee: No Report
- e. Economic Development Division/Office of Small Business:
 - Small Business Ambassador Lisa Gordon announced the launch of the 2012 Small Business Development Pilot Program that provides tailored training, workshops, and one-to-one counseling sessions to small businesses interested in contracting with the City of San Diego, and introduces participants to the benefits of the Small Local Business Enterprise certification program. This year's Pilot Program is focused on serving 105 vendors/goods and service providers.
 - Lisa Gordon also announced the launch of new Small Business Ambassador Facebook page that will highlight City of San Diego programs and services for small businesses and provide announcements on upcoming Small Business Advisory Board meetings.
 - Board members announced their support for the new Small Business Ambassador Facebook page as a means to help reach the small business community through social media, and will help promote the new Facebook page via their associates and networks.
- f. Equal Opportunity Contracting/Purchasing & Contracting – No Report.

5. Presentation on San Diego Entrepreneur Center – Ray Hivoral

- **San Diego Entrepreneur Center** – Ray Hivoral, Founder & Chief Collaborator of the San Diego Entrepreneur Center, provided a presentation on the variety of collaborative, innovative, and incubator-type services offered to entrepreneurs through the San Diego Entrepreneur Center and two HIVE co-working locations in the City of San Diego. He also highlighted a wide-range of cost-effective benefits and shared resources created by the co-working environment.
- Mr. Hivoral's presentation also included information on the City's first Annual San Diego Entrepreneur Day to be held on Saturday, September 22, 2012 from 10:00 a.m. – 2:00 p.m. in East Village. The event, described as the "Comic-con for Entrepreneurs," will celebrate and recognize San Diego's entrepreneurs in vertical and start-up markets through angel investor pitch and seed capital contests, themed exhibitions, fashion, design, and culinary art shows, music, entertainment, and a closing awards ceremony. San Diego Entrepreneur Day also aims to bring business concepts to market with a goal of creating 500 start-ups leading to 2,500 new jobs.

- Mr. Hivoral responded to questions and comments from Board members regarding the two HIVE locations, and relationship between the San Diego Entrepreneur Center, marketing strategies to reach entrepreneurs, and the variety of tech and web developers and solo entrepreneurs that are utilizing and benefitting from the two co-working environments. Mr. Hivoral also mentioned that more information on San Diego Entrepreneur Day will become available at www.sdentrepreneurday.com

6. Presentation on Union of Pan Asian Communities – Hien Tran

- Hien Tran, Supervisor of Economic Development Programs, provided an overview of the mission, programs and services offered by the Union of Pan Asian Communities (UPAC). Mr. Tran’s presentation featured information on the unique variety of health, social, and cultural services provided by the UPAC. The organization also provides a variety of financial literacy and economic development programs and services designed to create self-sufficiency.
- Mr. Tran also highlighted the multicultural economic development training program offered by UPAC that is funded and supported through the City’s Small Business Enhancement Program grant. The program focuses on developing computer literacy, training of online business technology processes, software, and applications, and use of technology devices by limited English proficient micro-entrepreneurs.

7. BID Council Monthly Report

- Mr. Patrick Edwards was not in attendance. – No report

8. Discussion on Development Services Department Technical Advisory Committee (TAC) & Selection of Small Business Advisory Board Designated Representative - Action

- Raquel Torres, Staff Liaison to the Development Services Department Technical Advisory Committee, provided an overview of the background, purpose, and history of the Development Services Department (DSD) Technical Advisory Committee to new Small Business Advisory Board members.
- With the departure of outgoing Board Member Warren Simon, the Board Designated Representative seat on the DSD Technical Advisory Committee became vacant, and a new Board Designated Representative is needed.
- Ms. Gordon provided a handout with information on the time commitment, meeting location, and committee composition of the Technical Advisory Committee.
- Gary Peterson, who is currently the Board Alternate to the Technical Advisory Committee, volunteered to serve as the Small Business Advisory Board Representative, and Edward Barbat volunteered to serve as the Alternate.

- **A motion was made by Matthew Spencer to approve the selection of Gary Peterson as the Small Business Advisory Board Representative, and Edward Barbat as the Alternate to the Technical Advisory Committee. There was a second by Antonio Barbosa. Yes 10, No 0, Absent 1.**

9. Discussion on SBAB External and Internal Subcommittees and new Board Member Subcommittee Assignments - Action

- Small Business Ambassador Lisa Gordon helped open the Board’s discussion on the purpose, history, topics, and scheduling of Board External and Internal Subcommittee Meetings. She also provided a handout on the role/purpose of each standing Committee in reference to the Board Municipal Code. Subcommittees meet on an as-needed basis, and as relevant and appropriate topics or issues are brought to the Board’s attention for consideration by the Subcommittees.
- With the recent addition of five new Board members, subcommittee assignments were needed. Ms. Gordon announced Board members that were already assigned to each Committee, and new Board members were asked to select their committee of interest.
- Committee assignments were determined as follows:

<u>External Subcommittee</u>	<u>Internal Subcommittee</u>
Catherine Arambula	Edward Barbat
Dr. Ruben Garcia	Bill Lynch
Michelle Gray	Joseph Fox
Gary Peterson	Robert Glick
Matthew Spencer	Antonio Barbosa
- Patrick Edwards (absent) to be contacted later for committee assignment.

10. Next Meeting Date

- **Next Meeting Date and Location – April 20, 2012** at the Sheila R. Hardin **Downtown Information Center** in Horton Plaza above the CVS Pharmacy. Three-hour validated (free) parking is available. Horton Plaza is located between Broadway and G Street, and First and Fourth Avenues in downtown San Diego.

11. Meeting Adjournment

- The meeting was adjourned by Dr. Ruben Garcia without objection at 10:00 a.m.

*****Update - Next SBAB Meeting Location *****

Due to recent closure of the Downtown Information Center, **location changed** from previous announcement – Next **SBAB Meeting will be held on April 20, 2012 at the War Memorial Building in Room 2** located at 3325 Zoo Drive, San Diego, CA 92101