



THE CITY OF SAN DIEGO

SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING MINUTES

April 20, 2012

War Memorial Building – Room 2
3325 Zoo Drive, San Diego, CA 92101

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

CITY STAFF
Meredith Dibden-Brown, Office of Small Business Manager Lisa Gordon, Small Business Ambassador & SBAB Liaison Alicia Martinez-Higgs, Community Development Specialist

OTHERS PRESENT
See April 20, 2012 Attendance Sheet

1. Call to Order & Introductions

- Dr. Ruben Garcia, Board Chairman called the meeting to order at 8:48 a.m.

2. Approval of Minutes

- A motion was made by Bill Lynch to approve the February 17, 2012 Minutes. There was a second by Robert Glick. Yes:7, No:0, Abstain:1-Patrick Edwards, Absent:3.

3. Public Comment

- Elizabeth Schott, Executive Director of ACCION San Diego, announced and invited everyone to attend the “Where’s the Money? Access to Capital Business Expo” on May 5, 2012 at the Doubletree Hilton in Hazard Center, and provided fliers on the free event.

The Expo will feature a wide variety of agencies, speakers, and workshops, and aims to help small businesses identify financial resources to help their business grow and succeed.

4. Administrative Items

- a. Board Administrative Items and/or Non-Agenda Comments –
 - Remaining SBAB External and Internal Subcommittee Selection for Board Member Patrick Edwards: Patrick Edwards selected to serve on the Internal Subcommittee, and Robert Glick requested to switch to the External Subcommittee.
 - Board member assignments for service on subcommittees are External (6 Board members), and Internal (5 Board members)
- b. Requests of Agenda Revisions (continuances, changes in order, etc.) – None
- c. Internal Committee: No Report
- d. External Committee: No Report
- e. Development Services Department Technical Advisory Committee – Representative(s) Report
 - Gary Peterson, SBAB Representative to the Development Services Department Technical Advisory Committee (TAC) reported back to the Board on topics under consideration by the Committee. The TAC provides advisory stakeholder input on permits, new construction and development, and modifications of buildings for residential and commercial projects in the City. At the last meeting the TAC reviewed the FY 2013 Proposed General Plan Maintenance Fee Adjustment. Mr. Peterson provided a handout of the presentation.
 - The Maintenance Fee Adjustment (permit fee) would impact any building improvement or new building project. The current fee is \$108, and the new proposed fee is \$275. The fee increase was proposed to bring existing fee levels in line with service costs to ensure target cost recovery. The proposed fee adjustment and methodology in determining the proposed fee increase is under review.
 - Gary Peterson responded to questions by Board members regarding the methodology used in determining the fee increase, cost recovery, and department efficiencies. He also welcomed the Board’s feedback to bring back to the Technical Advisory Committee.
- f. Economic Development Division/Office of Small Business:
 - Small Business Ambassador Lisa Gordon announced the closure and consolidation of local State Board of Equalization Offices into one office (Downtown and San Marcos Branch offices closed). The new consolidated San Diego office opened in the Carmel Mountain Ranch area at 15015 Avenue of Science, Suite 200, San Diego, CA 92128, and will include a Taxpayer Service Center and self-service kiosks. This information is important for directing new businesses that are seeking their Seller’s Permit and information on sales tax requirements.
 - Lisa Gordon reminded the Board of the change in meeting location for the remainder of year due to permanent closure of the Downtown Information Center.

All future SBAB meetings will be held at the War Memorial Building or Balboa Park Club.

g. Equal Opportunity Contracting/Purchasing & Contracting:

- Lisa Gordon reported that approximately 500 businesses are currently certified in the City's Small Local Business Enterprise (SLBE) program. The program provides bid discounts or preference points to local small businesses pursuing contracts with the City of San Diego. Currently, the majority of businesses certified in the program are construction-related businesses, with a smaller amount of certified businesses in the professional services category.
- Lisa Gordon stated that the City is seeking to have more vendors (goods and service providers/suppliers) certified in the SLBE program in order to offer program incentives, and increase the pool of qualified businesses and vendor participation on City contracts. To support the need to attract vendors, this year's Small Business Development Pilot Program is specifically focused on: outreach to goods and service providers; tailored training on how to do business with the City; and orientation sessions featuring the Small Local Business Enterprise program, incentives, and certification process.

5. Presentation on City of San Diego Police Permits & Licensing Division – Police Regulated Businesses

- **City of San Diego Police Permits & Licensing Division**– Joe Snarponis, Detective Sergeant of Vice Permits and Licensing, provided an overview of the department and the 33 types of businesses/individuals overseen by Vice and the Police Department (Police Regulated Businesses) including massage establishments, pawn shops, card rooms, firearm dealers, and ABC and entertainment establishments. Sergeant Snarponis' presentation included information on the City's Municipal Code for police regulated businesses, permit requirements, application process, compliance efforts, on-line permit applications and renewals, and permit fees. He also provided information on enforcement practices, inspections, vice operations, violations, and the appeals process, and discussed alarm permits, fees, and exemptions.
- Sergeant Snarponis also shared on the Division's efforts to support the small business community, while also conducting inspections and investigations to ensure public safety and compliance. The Division has developed positive working relationships with business groups and associations, and works with the small business community to receive stakeholder input, review City Municipal Code, and improve application and permit processes. The Division is currently working to coordinate efforts and streamline permit processes between the City Treasurer's Office and the Police Permits & Licensing Division.
- Sergeant Snarponis responded to questions and comments from Board members regarding permits for casino nights for non-profits, residential/burglar alarms, false alarms, and cost recovery.

- Lisa Gordon asked for Sergeant Snarponis to address licensing/permitting for solicitors, street vendors, and mobile food units that are also police regulated businesses. Sergeant Snarponis shared that ice cream truck businesses, and anyone selling tangible products door-to-door is required to have a Solicitor's permit. This permit helps protect public safety and is required to be displayed at all times.

6. Update on Economic Development & Tourism Support Program – Luis Ojeda

- Luis Ojeda, EDTS Program Manager, provided an update on the FY 2013 Economic Development & Tourism Support (EDTS) grant review process and awards. Mr. Ojeda highlighted the history of the EDTS program, composition of the volunteer review panel, application and panel review process, appeals process, and EDTS report to City Council. 16 applications were received this year, and next week the appeals process will be conducted. After review of the staff report and funding recommendations by City Council and budget hearings in May, the awards will be announced as part of the July City budget appropriations ordinance.
- Mr. Ojeda responded to comments and compliments on the EDTS process this year, and questions from Board members.

7. BID Council Monthly Report

- Mr. Patrick Edwards invited everyone to attend the next BID Council meeting next Thursday, April 26 from 7:30 a.m.-9:00 a.m., and complimented Luis Ojeda and staff on the EDTS grant application and review process. The BID Council applies for EDTS funding to provide grant funding to micro BIDS to support activities for small business growth. Mr. Edwards also reported that the Business Improvement District Council is following and looking forward to the streamlined permitting process being undertaken between the Treasurer's Office and the Police Department, and would like to see more new business and renewal permit processes on-line.

8. Next Meeting Date

- **Next Meeting Date and Location – June 15, 2012** at the **Balboa Park Club/Santa Fe Room** located at 2150 Pan American Road West, San Diego, CA 92101
<http://www.sandiego.gov/park-and-recreation/parks/balboa/balboaparkclub.shtml>

Directions/Parking:

- From 163 South, take the Park Blvd. exit, and go left at the stop light unto Park Blvd., then another left at the next stop light to turn west onto Presidents Way. Continue to the stop sign (Balboa Park Club is straight ahead beyond parking lot) where you can go straight to park in the Pan American Plaza parking lot or make a right and park in the Organ Pavilion lot. The Balboa Park Club is located in the South Palisades area of Balboa Park, just north of the Puppet Theatre.

9. Meeting Adjournment

- The meeting was adjourned by Dr. Ruben Garcia without objection at 9:50 a.m.