



THE CITY OF SAN DIEGO

SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING MINUTES

June 15, 2012

Balboa Park Club – Santa Fe Room
3325 Zoo Drive, San Diego, CA 92101

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

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

OTHERS PRESENT
See June 15, 2012 Attendance Sheet

1. Call to Order & Introductions

- Dr. Ruben Garcia, Board Chairman called the meeting to order at 8:50 a.m.

2. Approval of Minutes

- A motion was made by Michelle Gray to approve the April 20, 2012 Minutes. There was a second by Joseph Fox. Yes:8, No:0, Abstain:1-Catherine Arambula, Absent:2.

3. Public Comment

- Hal Lewis of Alarms Unlimited and Cathy Rempel, President of the San Diego Security Association wanted to make more people aware of the burglar alarm ordinance and the process currently underway to rewrite the ordinance. Mr. Lewis has been involved with

the burglar alarm ordinance since 1981, and the Small Business Advisory Board was active in reviewing changes to the ordinance in the past. Mr. Lewis stated that the previous rewriting of the ordinance helped in significantly reducing the number of false alarms/dispatches since 1999. Mr. Lewis expressed concern over the number of non-permitted alarm systems and non-collection of fees through the City's Police & Licensing Division led to the current rewriting of the alarm ordinance.

- Mr. Lewis stated that issues under discussion include the number of false alarm company dispatches and compliance by alarm companies and alarm users. Recommendations include revision of the permit fee to only include the cost of administration;— currently the alarm permit fee for residences is \$100.25 and businesses pay \$191.25. They would like to see the administrative fee separated from the permit fee to more clearly identify charges for responses which go toward covering exempt users and other users not currently paying fines. Mr. Lewis is encouraging ongoing dialogue with the Police Department and periodic meetings, and is available for further discussion, if requested.
- Ms. Rempel provided a brief overview of the permit process for burglar alarms (requires a City permit so police department can respond and monitor) and expressed concerns over the increasing cost of the permit. The great number of false alarms is predominantly the issue, and fees have increased to cover the cost of Police Department responses to the growing number of false alarms.
- Ms. Rempel expressed collective support for charging the same fee for permit whether residential or business, but fees should be increased for those having repeated false alarms which could affect and ultimately reduce the number of false alarms. Exempt organizations include schools, non-profits, and banks. Next steps for the San Diego Security Association include reviewing the first draft of the new ordinance, and increasing penalties for false alarms while reducing the cost of actual alarm permit fee. Ms. Rempel stated that the association has a strong working relationship with the City's Police Department, and encouraged participation and attendance at their upcoming stakeholder meetings with the police department. Ms. Rempel provided contact information of 858-509-9155.
- Elizabeth Schott, Executive Director of ACCION San Diego, announced and invited everyone to attend their next two free events: 1) a Spanish-speaking event next week at the Jacobs Center for small business owners to provide information on sales, pricing, and financing; 2) Through the support of the ACCION national network, ACCION San Diego is partnering with Boston Beer Company, "Sam Adams," to provide a special training and speed-coaching event for food, beverage, hospitality businesses, and craft brewers on July 17, 2012 from 5:30 – 8:30 p.m. at the SDG&E Energy Innovation Center. 20 Sam Adams employees will be at the event to mentor and provide "speed-coaching" sessions on topics including labeling, distribution, and ingredient sourcing. In addition, City staff will serve as coaches on permitting, and other programs and incentives offered by the City. The Mayor is scheduled to provide welcoming remarks. Ms. Schott provided fliers on the Spanish-speaking event, and will provide electronic and hard copy flier to Lisa Gordon-Hosch to e-mail out to Board and distribution list.
- Tom Luhnnow of the Greater San Diego Business Association announced the grand opening of the second location of "Babycakes" in Balboa Park at the Balboa Tennis Club which is helping to create more jobs. Babycakes is a café and offers a variety of specialty cupcakes and desserts. Mr. Luhnnow handed out postcards announcing the grand opening.

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
 - Ms. Michelle Gray inquired if Ms. Gordon-Hosch had any recent feedback on City rules or regulations to be considered by the Internal or External Committees. Ms. Gordon-Hosch mentioned that she is monitoring the activities of the City Council’s newly created Economic Development & Strategies Committee. The Committee is currently undertaking an extensive review of City permitting issues and rules and regulations at this time. Ms. Gordon-Hosch will keep the Board abreast of any topics, issues, or action items that may arise from the Committee, and advise the Board should the Board’s input, review, or participation by Internal or External Committees be requested.
- e. Development Services Department Technical Advisory Committee – Representative(s) Report
 - Gary Peterson, SBAB Representative to the Development Services Department Technical Advisory Committee (TAC) reported that there is no update on the FY 2013 Proposed General Plan Maintenance Fee Adjustment at this time. The Maintenance Fee Adjustment (permit fee) would impact any building improvement or new building project.
 - Gary Peterson also mentioned that there is a current focus and discussion on storm water monitoring throughout the City, and regulations for sprinklers, and car washing activities.
- f. Economic Development Division/Office of Small Business:
 - Small Business Ambassador Lisa Gordon-Hosch - No updates at this time.
- g. Equal Opportunity Contracting/Purchasing & Contracting:
 - Small Business Ambassador Lisa Gordon-Hosch - No updates at this time.

5. Presentation on Elite Service Disabled Veteran-Owned Business Network/San Diego Chapter

- **Elite Service Disabled Veteran-Owned Business Network/San Diego Chapter** – Chapter Treasurer Alex Galicia provided an overview of the citizen-military-veteran life cycle; guiding philosophy of the Elite SDVOB Network; and definitions, terminology, and designations for service disabled veterans: including Service Disabled Veteran-Owned Business (SDVOB-federal) and Disabled Veteran Business Enterprise (DVBE-state). He also provided information on state and federal regulations and prime/sub contracting goals, and current participation/statistics of disabled veteran businesses in contracting at state and federal levels.
- Mr. Galicia also shared that the Elite SDVOB Network is a national non-profit (501c19) originally established in San Diego, and operates a San Diego Chapter. The organization consists of 100% volunteers that are also service disabled veteran business owners. The

Elite SDVOB Network is always seeking new members including veterans, disabled veterans, the general public, and corporate and public sector sponsors and supporters. The City of San Diego has been a supporter of the organization for many years.

- Meetings of the Elite SDVOB Network are held the first Tuesday of every month from 8:00 a.m. – 9:30 a.m. at the San Diego Veterans Memorial Museum. Their annual outreach event and golf tournament will be held October 22-23, 2012 at Admiral Baker Golf Course.
- There are very diverse types of businesses and members within the Elite SDVOB Network and they strive to encourage and reinforce message of buying local, veteran, and small business.
- Chapter President Gregg Torwick responded to questions from the Board, and stated that the San Diego Chapter is focused on social and civic engagement, hiring veterans, and creating programs to support veterans returning to San Diego that are interested in starting businesses.
- Mr. Torwick appreciated opportunity to present information on the Elite SDVOB Network to the Small Business Advisory Board.

6. City of San Diego Small Local Business Enterprise Program – Debra Fischle-Faulk

- **City of San Diego Small Local Business Enterprise Program – Debra Fischle-Faulk**, Director of Administration/Equal Opportunity Contracting Program provided an overview of the “Small Local Business Enterprise (SLBE) Program and Potential Enhancements.” Ms. Fischle-Faulk expressed appreciation for the Board’s previous participation and input received during the development of the Small Local Business Enterprise Program launched in July 2010. She stated that the Board was supportive and instrumental in helping shape elements of the program.
- Ms. Fischle-Faulk’s presentation included information on the purpose of the program, first-year statistics, current statistics on certified SLBE/ELBE firms and business types, provisions requiring modification, expansion, and/or curtailment, and potential program improvements. The program is currently exceeding expectations in contracting goals for local certified businesses for first half of FY 2012, particularly in construction.
- Staff is currently undertaking a programmatic review, exploring program improvements and addressing modifications and issues raised by the Citizens Equal Opportunity Commission, stakeholders, industries, and small businesses. The process underway includes identifying and reviewing best practices, similar programs, size standards (state and federal governments, other cities), and restricted competition.
- Potential improvements include raising limit of projects for restricted competition for certified SLBEs for construction contracts at \$500,000 and below; new restricted competition for certified SLBEs for A&E Consultant contracts at \$25,000 and below; Public Works Department will work to provide smaller A&E contracts for certified businesses in FY 2013; new requirements for Good Faith Efforts (GFE) including certain mandatory contract-by-contract goals, stream-lined GFE documentation, small local business goals, mandatory disabled veteran business goals; mandatory match-making

with certified small local businesses; elimination of GFE on best value projects and advisory goals for other certified businesses.

- Bid Discounts – no changes to current bid discount program for construction projects (5%); Purchasing Director is currently looking into increasing bid discount for goods and service providers and possible supplier diversity program.
- Ms. Fischle-Faulk also discussed future efforts to establish “small business champions” in all City departments to help provide information and promote the SLBE program; and new small business liaison meetings for certified firms will be held on a quarterly basis to keep businesses informed and aware of upcoming projects.
- Next steps include increasing vendor (goods and services) outreach efforts, creating on-line tutorials for small businesses and an SLBE marketing brochure; and making revisions to Council policies to reflect program changes.
- Ms. Fischle-Faulk responded to questions from the Board regarding new goals for number of certified businesses, qualifications for becoming certified, and technical assistance for businesses expanding beyond the program.

7. BID Council Report

- Mr. Patrick Edwards discussed the BID Council’s concerns over recently announced City department reorganizations and relocations that impact the Economic Development Department/Office of Small Business, and was particularly concerned over being informed that the Office of Small Business is being relocated to an office building that does not provide good working conditions or appropriate access for the public. He also stated that the relocation of these offices would be very costly to the City and negatively impact access to these departments. Ms. Gordon-Hosch later explained that the relocation is a very recent decision, and the schedule for relocation and details have not been finalized. She will keep the Board informed on department relocation once final details have been determined.
- Mr. Edwards invited everyone to attend the next BID Council meeting on Thursday, June 28, 2012 from 7:30 a.m.-9:00 a.m. in the Downtown Partnership offices at 4th & B.

8. Discussion on FY 2013 Small Business Enhancement Program (SBEP) Application & Process

- Lisa Gordon-Hosch provided an overview of the Small Business Enhancement Program (SBEP) Grant that was created to provide funding to non-profit organizations that offer programs and specialized assistance that help create, grow, and/or retain small businesses in the City of San Diego. Ms. Gordon-Hosch also highlighted and discussed elements of the Application Guide, Council Policy 900-15, funding eligibility and exclusions, funding policies and requirements, grant funding amounts, last year’s awards, contract agreements and requirements, performance reports, required documents to be included

with the application, scope, budget, cost justification, funding limitations, forms, and application check-list, and the panel review process.

- Ms. Gordon-Hosch shared about efforts over the last two years to improve and refine the application and modify language to help clarify and improve the application guide.
- Ms. Gordon-Hosch highlighted the minor changes made to this year’s application including: modified language to address applications submitted without required documents which would result in either a “diminished score” or disqualification; added language detailing quarterly reporting and results; requirement to include information on CDBG funding in the budget section of the application to help prevent overlap of programs and ensure proper reporting if organization is awarded an SBEP grant, and minor edit to help highlight required website printout from Secretary of State indicating non-profit status.
- Ms. Gordon-Hosch discussed general timeline for release of application, deadline, and schedule for panel review, and asked for volunteers to serve on the FY 2013 SBEP Panel.
- Mr. Gary Peterson commented that his participation in last year’s panel review process was a rewarding experience. He also appreciated the modifications/edits made to this year’s application and guide.
- Ms. Gordon-Hosch responded to questions from the Board on the funding available for this year, application review process and panel participation, and grant funding and program activities for last year’s award recipients.
- Gary Peterson, Matthew Spencer, Catherine Arambula, Joseph Fox, and Antonio Barbosa volunteered to serve on the FY 2013 SBEP Panel.

9. Next Meeting Date

- **Next Meeting Date and Location – August 17, 2012** at the **War Memorial Building Room 2** located at 3325 Zoo Drive, San Diego, CA 92101
<http://www.sandiego.gov/park-and-recreation/parks/balboa/warmemorial.shtml#>

Directions/Parking:

- The War Memorial Building is located at the north end of Balboa Park at Park Boulevard and Zoo Drive, across from Roosevelt Middle School. Take Hwy 163 South to Park Blvd Exit. Turn left at Park Blvd., then continue to Zoo Drive. Make a left/go west on Zoo Drive. Building will be on your left. Street parking available on Zoo Drive, Park Blvd., or in the north end of the Zoo’s parking lot.

9. Meeting Adjournment

- The meeting was adjourned by Dr. Ruben Garcia without objection at 10:13 a.m.