



THE CITY OF SAN DIEGO

SMALL BUSINESS ADVISORY BOARD (SBAB) ANNUAL COMMUNITY OUTREACH MEETING MEETING MINUTES

October 18, 2013

War Memorial Building/Auditorium
3325 Zoo Drive
San Diego, CA 92101

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Antonio Barbosa Edward Barbat Joseph Fox Dr. Ruben Garcia Robert Glick Michelle Gray William Lynch Gary Peterson	Catherine Arambula Patrick Edwards (1 Vacant Seat)

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

OTHERS PRESENT
Nearly 60 people attended this meeting. See October 18, 2013 Attendance Sheet & Guest List

1. Welcome & Call to Order

- Dr. Ruben Garcia, Chairman of the Small Business Advisory Board, called the meeting to order at 8:49 a.m., provided welcoming remarks, and introduced Interim Mayor Todd Gloria.

2. Opening Remarks by Interim Mayor Todd Gloria

- Interim Mayor Todd Gloria welcomed attendees and acknowledged City staff participating in the meeting. He offered his continued support of City staff and their efforts to support the small business community. He also thanked Small Business Ambassador Lisa Gordon-Hosch for her continued efforts on behalf of the small business community and for organizing the event.
- Interim Mayor Gloria provided opening remarks regarding the critical role small businesses play in the region's economy, and the City's interest in supporting the small business community. He announced that the City is back on track and moving forward in ensuring City operations and services are being provided effectively. He also highlighted the City's existing programs and efforts to help small businesses including the Storefront Improvement Program, Small Business Loan Program, and Economic Development staff that help coordinate federal and state incentives to small businesses.
- Interim Mayor Gloria stated that the City Council and Mayor's Office have focused on regulatory relief and streamlining processes over the last few years, and highlighted recent progress with streamlining and improving the Sidewalk Café permit process. This effort was initiated through discussions with the small business community. Interim Mayor Gloria hopes that through discussions offered at Board meetings more ideas will be brought forward to improve services to the small business community.
- Interim Mayor thanked resource partners and stakeholders in attendance at the meeting including ACCION San Diego, SBA/SCORE, SDSU Small Business Consulting Center and others for their continued efforts in supporting the small business community. He also introduced his Policy Advisor on small business issues, Jessica Lawrence.

3. Opening Remarks by Chair Garcia, Board Introductions, and Approval of Minutes

- Chair Garcia provided opening remarks and shared the purpose of the Small Business Advisory Board's Annual Community Outreach Meeting. He expressed the Board's interest in providing a meeting that offers ideas, strategies, and resources to help small businesses grow, and provides an opportunity for the small business community to brainstorm and share ideas on how the City can better support small businesses. Chair Garcia also highlighted the role of the Small Business Advisory Board, and each board member introduced themselves.

A motion was made by Gary Peterson to approve the June 21, 2013 Minutes. There was a second by Antonio Barbosa. Yes:7, No: 0, Abstain: 1 (Joseph Fox – due to absence at June 21, 2013 meeting), Absent: 2, Vacant Seat: 1

4. “Grow Your Business with LinkedIn” Presentation

- Chair Garcia introduced featured speaker, Rick Itzkowich, a.k.a. “Rick I., the LinkedIn Guy” who presented: “Grow Your Business with LinkedIn.” The focus of the presentation was to provide insight on how make LinkedIn work for your business.
- Presentation topics included: how to optimize your LinkedIn profile; methods of prospecting including face-to-face networking, online networking and personal introductions; the value of personal introductions via LinkedIn; networking success through having the right structure, process, and mindset; dispelling myths surrounding online networking (too complicated, time consuming, preference for face-to-face introductions); statistics on the value of LinkedIn (225 million users and 45% are decision-makers or influencers); and how to identify contacts and decision-makers.
- Mr. Itzkowich also shared: how LinkedIn is organized to help you identify people who are looking for your products and/or services; 6 Degrees of Separation (On LinkedIn people are connected by 3 degrees of separation – Three connections away from an introduction); the LinkedIn Process (preparation, evaluation, understanding and action planning, implementation, re-evaluation); how to incorporate LinkedIn into your busy schedule; and using LinkedIn strategically (to find people and to be found). He also highlighted how to find companies and people by specific titles, industries, power partners, and connection points; and how to get found on LinkedIn (direct search by name, LinkedIn’s search engine, and others directing people to you). Mr. Itzkowich concluded his presentation by sharing the power of LinkedIn: adding value to your network (mindset) and creating visibility and credibility which can ultimately lead to profitability.
- Mr. Itzkowich appreciated the opportunity to present, and announced that he would be available for questions during the Breakout Session.

5. “Mini Breakout Sessions with the Experts”

- Vice Chair Michelle Gray introduced “Mini Breakout Sessions with the Experts” and the presenters, and provided an overview of each Breakout Session. Breakout Session presenters included technical assistance gurus, small business experts and consultants, resource partners, and representatives from business assistance organizations. 11 organizations participated in the three-part Breakout Session including:
 - ACCION San Diego – Valery Belloso
 - City of San Diego:
 - San Diego Regional Enterprise Zone – Kevin Sullivan
 - Small Business Loan Program – Libby Day
 - Storefront Improvement Program – Alissa Gabriel
 - Purchasing & Contracting Department – Beverly Asbill-Gumbs and Lisa Hoffman
 - LinkedIn with “Rick I., the LinkedIn Guy”

- Living Social/Small Business Consultant – Joe Patrick & Colin Slade
 - New Media Rights – Art Neill
 - San Diego Contracting Opportunities Center – Trisha Ferrand
 - SCORE San Diego – Paul Hollenbach and Jason Smith
 - Small Business Consulting Center – Tim Orlando
- Attendees had option of selecting and attending three Breakout Sessions during the timeframe of 9:30 a.m. – 10:45 a.m. to receive information, participate in discussions, and ask questions at each session/table. Breakout Session schedule was as follows:

9:30 a.m. – 9:50 a.m.	Breakout Session I
9:50 a.m. – 9:55 a.m.	Attendees transition to next Breakout Session
9:55 a.m. – 10:15 a.m.	Breakout Session II
10:15 a.m. – 10:20 a.m.	Attendees transition to next Breakout Session
10:20 a.m. – 10:40 a.m.	Breakout Session III
10:40 a.m. – 10:45 a.m.	Attendees transition back to general meeting for Brainstorm Session

6. Brainstorm Session/Public Testimony and Additional Questions & Comments

- Chair Garcia made remarks about the purpose of the Brainstorm Session/Public Comment period, and introduced Councilmember Sherri Lightner. Councilmember Lightner opened the Brainstorm Session with remarks regarding the Board’s special Annual Community Outreach Meeting. She thanked everyone for attending and participating, and thanked Small Business Ambassador Lisa Gordon-Hosch for organizing the event. She also mentioned the importance of bringing more awareness to the City’s resources designed to help small businesses, and the City’s interest in improving services to small businesses.
- As Chair of the City Council’s Rules & Economic Development Committee, Councilmember Lightner was surprised to hear that the Small Business Advisory Board had never been invited to participate in a Council Committee meeting, and was pleased that Lisa Gordon-Hosch & Chair Garcia accepted the Committee’s invitation to present an overview of Board and its activities at the Council Committee meeting held in June 2013. She also stated that she attended this special Board meeting to support future communications between the Council Committee and the Board, and receive input during the Brainstorm Session.
- Councilmember Lightner has recently been working on cyber security issues, impact on business, and educational awareness opportunities regarding cyber security.
- Councilmember Lightner concluded her remarks by thanking everyone for attending and supporting the meeting.
- The Brainstorm Session/Public Testimony (no Public Comment forms submitted) was opened by Chair Garcia for general comments and discussion with the audience:

- Art Neill of New Media Rights, Attorney, and Professor at California Western School of Law shared that his company works with a lot of creative and technological start-up businesses, and is particularly interested in boosting creative and technology communities in San Diego. Other cities, like Boston, are coming up with creative ideas to grow their film-making and creative communities and economies there. Mr. Neill expressed that with the collapse of Film Commission there has been increased difficulty for the film and video making communities to obtain permits as currently processed through the Tourism Board/Authority. Navigating through the film permit process, as previously performed by the Film Commission (not easy to navigate county, federal, state and tribal land guidelines and requirements) is causing difficulties for film makers. The absence of the Film Commission is negatively impacting the film-making industry and economic opportunities in San Diego. Possibly missing out on business opportunities and the industry's previous impact on economy. Mr. Neill has met with Interim Mayor/Councilmember Gloria regarding the Film Commission and this issue.

- Mr. Neill also shared/suggested that technology entrepreneurs and start-ups need “innovative approaches” like subsidized space, and he is interested in the discussion on the proposed use of the former downtown public library for this purpose. Councilmember Lightner shared that she is spearheading the discussion on the potential use of the old downtown library as incubator space for entrepreneurs. Chair Garcia expressed support in having the Board looking into this idea.

- Michelle Gray asked for comments/feedback regarding the event/annual meeting, and any suggestions or ideas for next year's meeting.
 - Tracy Ochoa with Appeal Interactive expressed that this year's meeting was the best, and really appreciated the diversity of the Breakout Sessions and agencies present at this event. She also shared that the meeting was a great networking opportunity, and felt that people really missed out if they didn't attend.
 - Valery Bellosso of ACCION San Diego inquired into how this year's meeting was promoted.
 - Small Business Ambassador Lisa Gordon-Hosch shared that the meeting was promoted through a current e-mail distribution list, and requested support from Board members to send to their contacts/distribution lists to boost attendance. She also requested support from partner organizations and agencies to help promote this special annual meeting in future years.
 - Unfortunately, Chair Garcia/SBA was not able to participate in promoting the annual meeting this year due to government furlough but expressed that he looks forward to promoting via his extensive SBA e-mail distribution list next year.

- Chair Garcia also requested everyone’s support in helping to promote through their contact lists/e-mail distribution lists which would greatly boost attendance for this very important annual event for small businesses.
- Board member Barbosa recommended/asked Councilmember Lightner if there has been a discussion on improving and making the City’s website more business-friendly (i.e. Texas’s website: “Texas is wide open for businesses”, website is in 70 languages, resources listed, etc.) Councilmember Lightner stated she is particularly interested in this effort, this discussion is ongoing (over last four years), and some improvements have been made (i.e. City Treasurer’s Office moving more things online). There is also great support among Council members for improving the city’s website and moving toward a more business-friendly one-stop-shop platform for permits, yet the discussion is moving very slowly. She also stated that more support of a one-stop shop online will help facilitate future allocations. This topic is likely to be addressed during the next budget cycle and with the new Mayor coming into office.
- Gustavo Blankenberg (owns Spanish translation/interpreter business) recommended more outreach to the Spanish-speaking population for City meetings and events. Mr. Blankenberg also expressed challenge with identifying the exact name of the person at the City that he could contact regarding contracting opportunities and offering his services. Board member Gray recommended that he reach out to the Office of Small Business and Small Business Ambassador for proper contact person, information etc.
- Attendee/Business Owner expressed his great appreciation for the “smallness” of the event. Less attendees gave him and others more chance and opportunity to roam during Breakout Sessions, and time to speak with all of the vendors. He really thought the concept behind the event was outstanding, appreciated the invitation from Board member Barbat, and valued how intimate and personable the Breakout Sessions were. If providing Breakout Sessions for smaller groups in the future, he recommended more time for breakout sessions (more than three sessions), and if larger attendance, continue to keep the value and concept.
- Another attendee inquired regarding whether staff directories exist on the City’s website – Ms. Gordon-Hosch responded that each department may have a staff listing, or has general department phone number listed, but staff listings are at department discretion. She mentioned that the Purchasing & Contracting Department lists contact information for all Purchasing & Contracting Specialists on their department webpage. Recommendation was made to contact designated City Councilmember Office and/or Small Business Ambassador for specific contact information, as needed.

7. Closing Remarks

- Dr. Garcia thanked the Breakout Session presenters, Councilmember Lightner and everyone in attendance at the Small Business Advisory Board's Annual Community Outreach Meeting, and invited everyone to visit with presenters before departing. He also invited everyone to attend the next Small Business Advisory Board Meeting on December 13, 2013 at the War Memorial Building in Room 2, and all future meetings of the Board.

8. Next Meeting Date

- The next meeting is December 13, 2013 at 8:45 a.m. at the War Memorial Building, Room 2, located at 3325 Zoo Drive, San Diego, CA 92101.

10. Meeting Adjournment

- The meeting was adjourned by Chairman Ruben Garcia without objection at 11:03 a.m.