



THE CITY OF SAN DIEGO

SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING MINUTES

August 15, 2014

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

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Dr. Ruben Garcia Michelle Gray Guy Hanford Joseph Fox William Lynch Gary Peterson Warren Simon	Catherine Arambula Edward Barbat Antonio Barbosa Robert Glick

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

OTHERS PRESENT
See August 15, 2014 Attendance Sheet

1. Call to Order & Introductions:

- Dr. Ruben Garcia, Board Chairman called the meeting to order at 8:45 a.m., and Board members introduced themselves.

2. Approval of Minutes:

- A motion was made by Joseph Fox to approve the April 18, 2014 Minutes. There was a second by Gary Peterson. Yes: 6, No: 0, Abstain: 1 (Guy Hanford due to absence on April 18, 2014), Absent: 4
- A motion was made by Gary Peterson to approve the June 20, 2014 Minutes. There was a second by Warren Simon. Yes: 7, No: 0, Absent: 4,

3. Public Comment:

- Alex Galicia of the Elite Service-Disabled Veteran Owned Business Network (Elite SDVOB Network)/San Diego Chapter and Owner of BPI Plumbing, shared that the Elite SDVOB Network is working on drafting a small business bill of rights for active national guard and reserve members. The small business bill of rights will be modeled after the current employee bill of rights that already exists for guard and reserve members. The bill aims to accommodate guard and reserve members who are business owners to minimize the impact deployment can have on business operations. The existing employee bill of rights provides time and financial considerations/protections for guard/reserve members when they are mobilized and helps ensure a guard/reserve member has a job waiting for them upon returning from service.
- Mr. Galicia is an active California National Guard Reserve member and stated that as a small business owner it can be challenging to operate a business and meet requirements when deployed. Mr. Galicia shared that he experienced an administrative challenge in meeting contracting requirements with the Housing Commission. Mr. Galicia was deployed for two weeks and was issued a statement of non-performance due to providing late payroll documents. The issue has since been resolved with the Housing Commission. This experience led Mr. Galicia to seek support in creating a bill of rights for guard and reserve members that are business owners. He has since sought the support of California National Guard leadership and Assembly members Shirley Weber and Rocky Chavez to work with the Elite SDVOB Network in creating a small business bill of rights for deployed guard/reservists to minimize negative impacts on business operations.
- Mr. Galicia mentioned that he will provide an update on this bill of rights at a future meeting.

4. Administrative Items:

- a. Board Administrative Items and/or Non-Agenda Comments – Ms. Gordon-Hosch announced that the Mayor’s Office is in the process of considering and scheduling reappointments to the Small Business Advisory Board. Reappointments are expected to occur during month of September.
- b. Requests of Agenda Revisions (continuances, changes in order, etc.) – None
- c. Development Services Department Technical Advisory Committee – Board member/TAC Representative Gary Peterson stated that there are no updates at this time.
- d. Economic Development Division/Office of Small Business:
 - Small Business Ambassador Lisa Gordon-Hosch stated that Bill Fulton, Director of Planning is leaving the City, and David Graham, Deputy Chief Operating Officer of Neighborhood Services, will be the Board’s contact person for updates on the future use of the former library as incubator space.
- e. Equal Opportunity Contracting/Purchasing & Contracting – No updates from the department at this time per Lisa Gordon-Hosch.

5. Fermanian Business & Economic Institute presentation

- Ms. Cathy Gallagher, Executive Director, provided an introduction and overview of the Fermanian Business & Economic Institute at Point Loma Nazarene University. Ms. Gallagher shared:
 - An overview of the history and services provided by the Fermanian Institute. The Institute was created as the “Fermanian Business Center” 22 years ago to build relationships and connect undergraduates and MBA students with jobs and the community.
 - Services provided by the Fermanian Business & Economic Institute:
 - MBA Professional Support Services – The Institute provides job placement assistance, research project opportunities, planned trips and firm visits for students to meet with business, economic, and policy leaders and organizations, and hosts events to provide students with professional development opportunities.
 - Business & Economic Consulting Services – The Institute conducts economic studies; designs and drafts reports and white papers; creates business plans and market research for small businesses and large organizations; provides economic consulting; creates strategic partnerships; and provides presentations and expert witness opportunities.
- Ms. Gallagher also shared list of international partners, and specific types of projects provided for the Institute’s business/economic clients.
- Dr. Lynn Reaser, Chief Economist, provided an economic status report featuring information on: the national economy and gross domestic product (increase in 2014 - 3% growth overall), consumer prices (inflation at 2%), household savings (percent of disposable income is less), federal budget deficit (decrease), interest rates (possible increase), small business lending by banks (lending terms easing a little), California job recovery (recovered all jobs lost during recession over 7 year period), state budget (cash balance increase/more revenue), San Diego job recovery (outperforming state and nation in job growth particularly in technology and health care sectors, and San Diego will see gain of nearly 35,000 jobs in 2014).
- Dr. Reaser concluded her presentation with a regional economic forecast and recommendations for the small business community: She forecasted the following: general economic growth overall (improvement, but erratic) and higher interest rates. Her recommendations for small business community: be prepared for potential risks (new technologies that could put small businesses out of business overnight); change mindset that nation/economy is in recession (recession actually ended in 2009); take care of employees who take care of customers to ultimately increase business; and help address mixed reviews of San Diego’s business climate (Thumbtack/Kaufmann survey evaluated and ranked business-friendly climate of 82 cities - San Diego ranked poorly); San Diego needs to identify the actual and biggest regulatory issues/burdens facing small businesses so they can be addressed.

- Chair Garcia stated that the Kaufmann/Thumbtack report surveyed a very small number of small businesses (129 businesses participated in survey), and a more in-depth survey and analysis was done by Forbes in March 2014 that ranked San Diego as the #1 place to start a business/launch a startup.
- Cathy Gallagher & Dr. Reaser responded to questions from the Board on topics including: proposed minimum wage increase, MBA program, specific projects conducted by the Fermanian Business & Economic Institute, and process and consideration for obtaining consulting services.

6. Small Business Enhancement Program (SBEP) Grant Awards

- Lisa Gordon-Hosch, SBAB Liaison, expressed appreciation for Board members that participated and served on the FY 2015 SBEP Panel including Catherine Arambula, Michelle Gray, Guy Hanford, and Warren Simon.
- Ms. Gordon-Hosch shared that it was a very competitive application and review process this year, and the panel was very impressed with the applications received. Seven organizations applied for FY 2015 Small Business Enhancement Program funding, and most requested the maximum amount. Although the total funding available was limited (\$120,000), all seven organizations/applicants received funding.
- Ms. Gordon-Hosch announced FY 2015 Small Business Enhancement Program grant recipients and funding amounts, and also provided an overview of the programs and services to be provided by each organization through grant funding:
 - Able-Disabled Advocacy, Inc. - \$10,950
 - ACCION San Diego - \$18,250
 - New Media Rights Program at California Western School of Law - \$18,250
 - San Diego State University Foundation/ Small Business Consulting Center - \$22,500
 - San Diego Contracting Opportunities Center - \$22,500
 - SBDC – Small Business Development Center - \$18,250
 - Union of Pan Asian Communities (UPAC) - \$10,000

7. Annual Small Business Advisory Board Community Outreach Meeting

- Ms. Gordon-Hosch, provided an update on the planning for the Board’s Annual Community Outreach Meeting to be held on Friday, October 17, 2014 at the War Memorial Building Auditorium. She announced that the Keynote Speaker will be John Walker, Co-Founder & Chief Solutions Officer of Talent Evolution, who will present on “Principles of Internet Marketing: What Others Don’t Know that You Should Know.” The presentation will highlight internet marketing in today’s digital world, and share how small businesses can effectively integrate marketing tools into their internet marketing strategy. Mr. Walker’s presentation will include a discussion on Social Media, E-mail marketing, and Search Engine Optimization, and the latest tips on Facebook, Linked In, Twitter, Pinterest, Instagram, and Youtube.

- Ms. Gordon-Hosch will be creating and sending out an Event Announcement and Save-the-Date flier, and invite resource partners to participate in the Small Business Resource Fair that will be held during the outreach meeting. Participating organizations will be asked to help promote the event by sending the event announcement out to their distribution lists/contacts.

8. BID Council Report – Report on Current Activities of the BID Council

- BID Council Representative Warren Simon reported that there were no updates at this time.

9. Next Meeting Date

- **Next Meeting Date and Location – Annual Community Outreach Meeting on Friday, October 17, 2014 from 8:30 a.m. – 11:15 a.m. at the War Memorial Building Auditorium** 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

- Chair Garcia invited everyone to the Board's Annual Community Outreach Meeting on Friday, October 17, 2014 at the War Memorial Building Auditorium, and thanked everyone for attending. The meeting was adjourned by Chair Garcia at 9:43 a.m.