



THE CITY OF SAN DIEGO

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

October 17, 2014

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

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

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

OTHERS PRESENT
More than 100 people attended this meeting. See October 17, 2014 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 8:45 a.m., provided welcoming remarks, and introduced Mayor Kevin Faulconer.

2. Opening Remarks by Mayor Kevin Faulconer

- Mayor Faulconer provided opening remarks on the critical role small businesses play in the region’s economy and the City’s interest in supporting the small business community:
 - The Mayor announced that “San Diego is back and open for business” and shared that his message has been straight-forward and clear since taking office: “When small businesses are successful, the City is successful.” The City relies upon revenue generated from a thriving economy, and the largest sources of revenue for the City are sales tax, property tax, and TOT. The small business community plays a key role in supporting the region’s economy by putting people back to work and generating revenue to support the City’s general fund which allows the City to pave streets, hire more police officers and firefighters, and keep libraries and recreation centers open.
 - Since taking office, the Mayor has helped advance a variety of reforms, clarify rules and regulations affecting the business community, and streamline and bring more transparency to City business processes by limiting and defining length of time to process permits. These changes and improvements help create a healthier environment for businesses to invest capital, hire more people, take risks, and grow their businesses.
 - The Mayor is currently focusing his efforts on business expansion and attraction initiatives, incentives, and strategies to help support a more business-friendly climate and address the increasingly competitive business attraction environment that is evident amongst cities across the country. Recent business attraction and expansion efforts include: providing sales tax incentives, streamlining City processes, and modifying rules and regulations for craft brewers and other industry-specific businesses. These incentives and efforts help attract, retain, and grow businesses in the City of San Diego.
- Mayor Faulconer closed his remarks by reiterating his continued support of small businesses, expressing appreciation for the small business community’s ongoing contributions, and thanking everyone in attendance for their continued efforts in strengthening the region’s economy.

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

- Chair Garcia provided opening remarks and shared the purpose of the Annual Community Outreach Meeting. He expressed the Board’s interest in providing a meeting that offers new ideas, strategies, and resources to help small businesses grow, and offering a forum 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 Bill Lynch to approve the August 15, 2014 Minutes. There was a second by Gary Peterson. Yes: 6, No: 0, Abstain: 2 (Catherine Arambula & Edward Barbat – due to absence at August 15, 2014 meeting), Absent: 3

4. Feature Presentation: Principles of Internet Marketing: What Others Don't Know That You Should Know” – John Walker

- Chair Garcia introduced featured speaker, John Walker, Co-Founder & Chief Solutions Officer of Talent Evolution, a digital marketing agency. Mr. Walker presented: “Principles of Internet Marketing: What Others Don't Know That You Should Know” The focus of the presentation was to share how to evolve your business through Internet Marketing Strategies.
- Mr. Walker opened by thanking the Small Business Advisory Board and Small Business Ambassador for inviting him to participate and shared the importance of evolving your business and having an online marketing strategy in today's business climate. His presentation topics included how to: plan and manage your Internet Marketing Strategy; grow your social networks with the right audience; combine e-mail and Social Media marketing to maximize reach and effectiveness; and integrate Social Media tools into an Internet Marketing Strategy.
- Mr. Walker also presented the “Principles of Internet Marketing” for small businesses:
 - Determining goals
 - Defining objectives
 - Developing a brand identity
 - Identifying a target market
 - Selecting proper “channels” to implement a marketing strategy
 - Marketing to selected channels
 - Developing integrated campaigns
 - Measuring success
- Mr. Walker also provided specific examples of successful integrated marketing campaigns carried out by various small businesses that resulted in increased sales, new clients, repeat customers, and boosted visibility on Social Media sites.
- Mr. Walker concluded his presentation by sharing “5 Things You Can Do Right Now”:
 - Improve Search Engine Optimization (SEO)
 - Create great content (utilizing blogs, videos, photos, etc.)
 - Grow your list through e-mail marketing
 - Optimize your Social Media profiles
 - Enhance your budget (to support internet marketing campaigns/strategy)
- Mr. Walker added a final tip: “Go Mobile” through creating or utilizing apps, ensuring your website is mobile-friendly, and connecting with local SEOs. Mr. Walker appreciated the opportunity to present and participate, and announced that he would be available for questions during the Small Business Resource Fair.

5. “Small Business Resource Fair”

- Chair Garcia introduced and explained the purpose of the “Small Business Resource Fair,” and provided an overview of each participating organization. Participants included business assistance organizations, technical assistance gurus, strategic marketing organizations, and resource partners. 10 organizations participated in the Small Business Resource Fair including:
 - ACCION San Diego – Elizabeth Schott, Valery Belloso, & Juan Carlos Hernandez
 - City of San Diego – Office of Small Business/Economic Development Staff
 - Co-Merge – Michael Kenney & Robert Conrad
 - Constant Contact – Traci Petrucci
 - Food & Beverage Association of San Diego – Stephen Zolezzi
 - New Media Rights – Art Neill
 - San Diego Contracting Opportunities Center – Rachel Fischer & Trisha Ferrand
 - SCORE San Diego – Paul Hollenbach & Jason Smith
 - Small Business Development Center – Carla Holland & Kenneth Campbell
 - Talent Evolution – John Walker & Jared Smith
- The Small Business Resource Fair was held from 9:45 a.m. – 10:45 a.m. to give attendees the opportunity to meet and visit with representatives at vendor tables; learn about programs and services offered by each organization; and identify opportunities to grow their small business.

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

- Chair Garcia made remarks about the purpose of the Brainstorm Session/Public Comment period and shared the Board’s interest in receiving input, ideas, and feedback from the small business community in consideration of potentially making future recommendations to the Mayor and City Council.
- The Brainstorm Session/Public Testimony was opened by Chair Garcia for general comments and discussion with the audience. Four Public Comment forms were submitted with three people requesting to speak. A fourth person did not request to speak, but submitted a comment/opinion expressing concern over businesses not following rules and regulations in the construction industry.
 - Paul Hollenbach, SCORE Counselor, Volunteer, and Representative, provided a report on SCORE San Diego’s 2013 results: 539 new businesses started, 265 jobs created, 329 workshops provided with 9,915 attendees, and 3,957 mentoring sessions were held.
 - Susannah Ensign of “Ensign Aquatics” (also a past member of the Board) was pleased to attend the event, and complimented the Board in providing the

Outreach Meeting. She recommended/made a request for Mayor Faulconer to re-implement having “Mayor’s Office Hours” once or twice a month so citizens of San Diego could meet with the Mayor.

- Starla Cortopassi of “Kiss a Cow Studios” thanked the Board for providing the Outreach Meeting. She commented that the City’s website could be more “responsive” to the public and engage more people through Internet marketing and Social Media.
- Brenda Gibson (did not submit form) expressed great appreciation for the Board’s role and willingness to provide the Outreach Meeting, and was pleased to know that such a Board exists for the City. She also expressed interest in attending future Board meetings.

7. Closing Remarks

- Dr. Garcia thanked Small Business Resource Fair participants, Mayor Faulconer, and everyone in attendance at the Small Business Advisory Board’s Annual Community Outreach Meeting, and invited everyone to visit with Resource Fair participants before departing. He also invited everyone to attend the next Small Business Advisory Board Meeting on December 12, 2014 at the War Memorial Building in Room 2, and all future meetings of the Board.

8. Next Meeting Date

- The next meeting is December 12, 2014 (2nd Friday of month due to holiday season) 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 10:59 a.m.