



THE CITY OF SAN DIEGO

SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING MINUTES

April 18, 2014

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

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

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

OTHERS PRESENT
See April 18, 2014 Attendance Sheet

1. Call to Order & Introductions:

- Dr. Ruben Garcia, Board Chairman called the meeting to order at 8:49 a.m., and congratulated Warren Simon on his appointment to the Small Business Advisory Board as the new Business Improvement District Council Representative.
- Dr. Garcia welcomed and extended greetings to a Japanese delegation of five economic development officials who came to San Diego and the Small Business Advisory Board Meeting to learn more about economic revitalization and enhance their understanding of local government and public/private partnerships. This delegation is visiting San Diego through the San Diego Diplomacy Council in conjunction with the International Visitor Leadership Program.

- Board members welcomed each member of the Japanese delegation and presented them with books and pins provided by the Mayor’s Office. The members introduced themselves and thanked the Board for the welcome gifts.

2. Approval of Minutes:

- **A motion was made by Michelle Gray to approve the February 21, 2014 Minutes. There was a second by Gary Peterson. Yes: 6, No: 0, Abstain: 1 (Catherine Arambula due to absence on February 21, 2014), Absent: 4,**

3. Public Comment:

- Paul Hollenbach, SCORE Counselor, Volunteer and Representative, provided an overview of SCORE, a non-profit organization under the umbrella of the Small Business Administration, that provides workshops (free and low-fee) and free counseling to small businesses and non-profits. Mr. Hollenbach reported that last month 309 counseling sessions were provided and 29 workshops were offered with 520 people served. Previously, SCORE offered nine free and 15 low-fee workshops and now five more low-fee workshops have been added (including interactive and hands-on laptop computer workshops). SCORE has also expanded to offer Founders Forums for businesses with gross sales over \$400,000, and Forums for CEOs for businesses with gross sales over \$1 million. Forums for CEOs was attended by 33 CEOs and 13 people attended the Founders Forum in March.

4. Administrative Items:

- a. Board Administrative Items and/or Non-Agenda Comments – None
- 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 announced that San Diego was recently ranked as the “Best City to Start a Business” and “#1 Place to Launch a Startup in 2014” by Forbes, and congratulated everyone on their efforts to support startups.
- e. Equal Opportunity Contracting/Purchasing & Contracting - No updates at this time per Lisa Gordon-Hosch.

5. New Media Rights - Art Neill:

- Art Neill, Attorney/Executive Director of New Media Rights, provided a presentation on New Media Rights, a unique program offered through California Western School of Law that provides legal services and workshops for technology and media startups and small businesses. New Media Rights is a non-profit service provider and independently funded program of California Western School of Law that provides direct one-to-one legal

services, educational workshops, videos and guides to technology and creative small businesses.

- New Media Rights is also a City of San Diego FY 2014 Small Business Enhancement Program (SBEP) Grant Recipient, and Mr. Neill stated that the City's SBEP grant funding has made an impact and empowered their organization to better serve small businesses through the support of specialized legal services.
- New Media Rights was designed to help creative small businesses that might not otherwise have legal expertise or access to legal services, and provides services to help small businesses avoid legal pitfalls before they start. Services include: analysis of copyright and trademark law issues; protecting and licensing creative works and business concepts; and drafting and reviewing contracts, terms of use, and privacy policies. Types of clients include: mobile app and software developers, production companies, filmmakers, and other technology and media startups. Other workshop topics and services offered include: sharing creative work online; protecting your product; how to license an idea or creative work; understanding rights when licensing or using others creative work; working with independent contractors; limiting liability; and privacy laws online. The types of businesses New Media Rights serves help create diverse high technology jobs in San Diego.
- New Media Rights identifies tech and creative start-up business clients and cases based on financial need, opportunity for job creation, availability of innovative products and services, and businesses specifically seeking terms of use, privacy policy and intellectual property expertise and services. Program staff includes 2 Attorneys and 5-10 students from California Western School of Law each semester. In 2012-2013, New Media Rights served 31 businesses through direct legal services and reached 72 businesses through workshops with the support of SBEP funding. For the 2013-2014 SBEP Grant cycle, New Media Rights has already reached 30 startups and they are on target to serve more than 80 businesses through workshops.
- Mr. Neill highlighted specific services provided for several tech startups and small businesses in the City of San Diego. FYC Creative Labs and Meijun, software developer companies, sought assistance on drafting contracts with clients and independent contractors. Filmmakers and small production companies have sought New Media Rights' assistance on copyright issues, licensing agreements, and drafting contracts. These businesses help create jobs. He also provided an overview of specific workshops offered to address legal issues surrounding 3D printing, independent software and video game development, and legal aspects of filmmaking and music licensing.
- Mr. Neill thanked the Board for their support and stated that the SBEP grant funding has been absolutely critical to New Media Rights and serving creative small businesses in the City of San Diego.
- Board member Michelle Gray inquired as to whether Mr. Neill has approached film and production departments at community colleges in San Diego to ensure they are aware of

the programs/services provided by New Media Rights. Mr. Neill responded that they have visit documentary and fiction film classes at City College, Point Loma, SDSU, local universities, and Platt College.

- Board member Barbosa inquired about other funding to support New Media Rights programs/services. Mr. Neill responded that their program relies upon other grants, large and small donations/grants from individual donors, and grants that are available through California Western. They are also currently applying for a National Institutes of Health grant, and are open to any other funding ideas, programs, and public and private partners that would support New Media Rights programs.

6. City of San Diego Business Resource Center Website: Meredith Dibden Brown

- Meredith Dibden Brown, Office of Small Business Manager, provided an update and overview of the City's Business Resource Center (BRC) website in response to the Board's interest.
- History of Business Resource Center - Ms. Dibden Brown stated that the City applied for federal funding in 2009 to upgrade the City's business website/webpages and help make it easier for businesses to navigate the City's website. The Business Resource Center was created in 2012 as a webpage and kiosk in the City Administration Building lobby. Staff also worked with the City Publishing Department to create a consistent design, images, colors, and layout to support branding, improve awareness, and enhance marketing to small businesses.
- Purpose of BRC Webpage - Improve access and navigation of City's website; provide central webpage for business-related programs, services, and functions; make it easier for small businesses to find information; and provide consistent branding and messaging. A lot of information is already listed on the City's website, however, the City's website layout and architecture is outdated and predominantly organized by departments versus services.
- Business Resource Center Webpage - Template for digital signage software was provided to support the BRC Kiosk that has touch screens, and was replicated on the BRC Webpage to provide the same experience as the kiosk. Main tabs across the top of BRC Webpage include: "Business Overview," "Economic Development," "Video Gallery," and "Map of City Office Locations" and other blue button links feature the following topics:
 - Starting, Growing, & Financing Your Business
 - Incentives Offered by the City
 - City Business (License) Tax Regulations
 - Police Permits and Licensing
 - Commercial Space Remodeling
 - City Contracting Opportunities
 - Partner Programs

- The “Business Overview” tab takes you to the City’s main business webpage that is formatted to match the structure and architecture of all other City webpages, however, that main page has an overwhelming amount of information and is difficult to read. Staff was not able to change the main business webpage format or layout, so the BRC Webpage was created to feature main topics, services, and information frequently searched for or needed by small businesses, and to improve navigation. A link provided on City’s main business webpage takes visitors to the Business Resource Center Webpage which is much easier to read and navigate.
- The “Economic Development” tab takes visitors to the Economic Development Department webpage that has similar tabs, links, and blue buttons as the Business Resource Webpage. This help supports continuity and messaging. The Economic Development webpage has blue button links including the “10 Key Steps to Starting a Business” Guide, business loan information, other key resources, video gallery, and industry incentives. This webpage also links back to the Business Resource Center webpage.
- The “Business (License) Tax Regulations” link is included on the BRC Webpage for easier and more direct navigation and access to business tax information and to renew or apply for a City Business Tax Certificate. The “Business (License) Tax Regulations link sends visitors to City Treasurer’s webpage for information on the Business Tax Certificate, and provides other links to on-line payment processing for the business tax and rental unit business tax.
- The “Police Permits and Licensing” link sends visitors to the Police Department/Police Licensing Division webpage that provides permit and licensing information for police regulated businesses and includes links to permit applications, alarm permits for businesses, and an online payment process.
- Future Plans for the BRC Webpage and City Website: Ms. Dibden Brown shared that the City is seeking to revamp the entire City website, and staff is continuing to work on improving access to information needed to support small businesses, and increase awareness of the Business Resource Center webpage. In addition, staff is working with SDSU MBA Students to develop an overarching communications and marketing strategy, and recommendations on specific text to make the BRC Webpage more searchable via Google.
- Ms. Dibden Brown handed out copies of the *Business Matters* newsletter (newsletter is produced by the Office of Small Business and is also included as a mailer with the Business Tax Certificate), Business Resource Guide that lists all Citywide business programs and services, and bookmarks designed with BRC branding.
- Ms. Dibden Brown responded to questions from Board members: Board member Barbosa congratulated staff on the BRC Webpage and improving access to information, and inquired as to whether there is going to be translation of the BRC or other City web pages into other languages, such as Spanish. Ms. Dibden Brown stated that staff is looking into

best practices and recommendations on providing information in other languages via the website. Google Translate “button” may be an option with the BRC Webpage and the City’s future website.

- Board member Gray inquired about the timeline/date of the marketing presentation by SDSU students (May 8, 2014), and Board member Peterson asked whether the BRC Webpage or City website includes links to external organizations. Ms. Dibden Brown responded that the City lists business resource partners and organizations that are supported or funded by the City.

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

- BID Council Representative Warren Simon announced that the new Board President of the BID Council is Christopher Gomez who is also the Executive Director of the Little Italy Business Association. Mr. Gomez was elected last month.

8. Next Meeting Date

- **Next Meeting Date and Location – June 20, 2014** (2nd Friday) at the **War Memorial Building in 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

- Dr. Garcia invited everyone to the next Small Business Advisory Board Meeting in June.
- Board member Gray asked Ms. Gordon-Hosch to share about the City’s Small Business Development Program. Ms. Gordon-Hosch shared that the 2014 program is off to a great start, and the program is a 10-month journey for small businesses to help them better understand how to do business with the City. Participants learn about contracting, the procurement process, and how to get certified as a Small Local Business Enterprise to better position their business for contract award. Since 2010, 450 businesses have participated, and over \$902,000 has been awarded to program participants. Ms. Gordon-Hosch is very excited about this year’s program participants.
- Chair Garcia thanked the Japanese Delegation for attending, and the meeting was adjourned by Board Chair Garcia without objection at 9:44 a.m.