



THE CITY OF SAN DIEGO

SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING MINUTES

August 21, 2015

Downtown Central Library – Mary Hollis Clark Conference Room
330 Park Blvd., San Diego, CA 92101

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

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

OTHERS PRESENT
See August 21, 2015 Attendance Sheet

1. Call to Order & Introductions:

- Chair Ruben Garcia called the meeting to order at 8:47 a.m.

2. Approval of Minutes:

- A motion was made by Gary Peterson to approve the June 19, 2015 Minutes. There was a second by Bill Lynch. Yes: 9, No: 0, Absent: 2

3. Public Comment:

- Paul Hollenbach of SCORE of San Diego provided a brief report on SCORE's client services and workshops. SCORE San Diego assisted 243 new clients during the month of July and has served 1,861 clients during FY 2015. Upcoming events include a women's

small business event in collaboration with the East County Chamber of Commerce on September 10, 2015, and a Women’s Networking Breakfast on September 18, 2015. Mr. Hollenbach provided fliers for these upcoming events.

- Will Gist, Deputy Director of the San Diego Contracting Opportunities Center (SDCOC), shared an overview and brief report of SDCOC’s technical assistance efforts and milestones. The SDCOC is primarily funded through the Department of Defense and provides technical assistance to small businesses in pursuit of government contracting opportunities. Their primary service is offering one-to-one counseling to local small businesses. SDCOC’s milestones for the first three quarters of FY 2015 include assisting small businesses obtain more than \$32 million in government contract awards, and providing 286 clients in San Diego County with 652 hours of technical assistance. The SDCOC is celebrating its 20th year anniversary this year.
- Elizabeth Schott, Executive Director of ACCION San Diego, announced an upcoming event featuring a Financing Panel on August 27, 2015 from 8:30 a.m.-10:30 a.m. This special event is being hosted in collaboration with California Bank & Trust, CDC Small Business Finance, and the Small Business Administration. Ms. Schott provided event fliers.
- Ms. Schott also thanked the City of San Diego, Board, and Small Business Ambassador for ongoing efforts to assist small businesses in San Diego, and appreciates the Citywide SBEP grant funding that supports ACCION San Diego’s mission to help small businesses gain access to capital.

4. Administrative Items:

- a. Board Administrative Items and/or Non-Agenda Comments: Chair Garcia announced that SBA Administrator Maria Contreras-Sweet will be in San Diego to participate in the “New Americans Class 101,” an initiative/program created to help immigrants start small businesses. The event will be held on Tuesday, August 25, 2015 at the Central Library from 2:00 p.m. – 3:00 p.m.
- b. Requests of Agenda Revisions (continuances, changes in order, etc.) – None
- c. Development Services Department Technical Advisory Committee:
 - Board member Gary Peterson announced that the Committee recently discussed the state mandate affecting storm water regulations for the new development of land. The new regulations will go into effect beginning January 1, 2016, and stipulate the grading of property to better reclaim or repurpose storm water. Grandfather Clause: Permit applications received specifying intent to develop land before end of this year will not be subject to new storm water regulations.
- d. Economic Development Department/Business Development Division:
 - Lisa Gordon-Hosch, SBAB Liaison, expressed appreciation for Board members that participated and served on the FY 2016 SBEP Panel including: Antonio Barbosa, Catherine Arambula, Edward Barbat, Guy Hanford, and Gary Peterson.
 - Ms. Gordon-Hosch shared that the panel was very impressed with the applications received for this year’s grant cycle. Eight organizations applied for FY 2016 Citywide

Small Business Enhancement Program funding, and six organizations were awarded a total of \$120,447.

- Ms. Gordon-Hosch announced FY 2016 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 SBEP grant funding:
 1. Able-Disabled Advocacy, Inc. - \$6,000
 2. ACCION San Diego - \$24,250
 3. Local Initiatives Support Corporation (LISC): \$17,500
 4. New Media Rights Program at California Western School of Law - \$24,197
 5. San Diego State University Foundation/ Aztec Consulting Center - \$24,250
 6. San Diego Contracting Opportunities Center - \$24,250
- e. Equal Opportunity Contracting/Purchasing & Contracting – None

5. Information Item: Accessibility Guide for Small Businesses Workshop/City of San Diego Development Services Department

- Medhi Shadyab, Senior Structural Engineer, provided a 1-hour workshop on the Development Services Department’s new *Accessibility Guide for Small Businesses*. This workshop provides guidance for small business owners on state accessibility regulations and compliance with the federal Americans with Disabilities Act.
- Mr. Shadyab’s presentation included information on the: background and history of state accessibility regulations and federal Americans with Disabilities Act; what constitutes a disability; who is subject to the regulations; categories of public accommodations, accessible path of travel elements; requirements for businesses; accessible routes for restaurants, sidewalk cafés, cafeterias, banquet facilities and bars; service animals, and frequently asked questions.
- Mr. Shadyab shared categories of public accommodations including: stores, restaurants, bars, service establishments, theaters, hotels, recreational facilities, private museums, schools, doctors’ and dentists’ offices, shopping malls, and other businesses.
- Businesses are required to: 1) modify business policies and procedures to serve customers with disabilities and communicate effectively with customers with disabilities and 2) remove architectural barriers in existing buildings.
- Accessibility for existing buildings: Accessibility regulations are triggered when the scope of work includes:
 1. Alterations
 2. Tenant improvements
 3. Structural repairs
 4. Additions

- Area of proposed work and “path of travel elements” shall be made accessible. Path of travel elements include:
 1. A primary entrance to the building/facility
 2. Toilet and bathing facilities serving the area
 3. Drinking fountains serving the area
 4. Public telephones serving the area
 5. Signs (directional/informational signs, accessible restrooms, etc.)
- Board members and attendees asked questions regarding signage for service animals, California Certified Access Specialists, accessibility evaluations and certificates, historic buildings, monitoring and compliance, sidewalk cafés, alterations, restrooms and toilet facilities, outdoor requirements, and future scheduling of the 2-hour version of the workshop. The *Accessibility Guide for Small Businesses* is available at: <http://www.sandiego.gov/development-services/pdf/industry/smallbusaccess.pdf>

6. Annual Small Business Advisory Board Community Outreach Event

- Ms. Gordon-Hosch provided an update on the planning for the Board’s Community Outreach Meeting scheduled for Friday, October 16, 2015 from 8:30 a.m.-11:15 a.m. at the Central Library in the Shiley Special Events Suite. Ms. Gordon-Hosch stated that she is following up on ideas generated and discussed at the Board’s June meeting, and planning for a Keynote Speaker, two Panel sessions, and a Brainstorm Session. She is currently working on identifying a Keynote Speaker and entrepreneurs from the Innovation Economy/Startup Community to share innovative ideas with the small business community. She is also working on a legal guidance/consulting Panel and has invited experts from Thomas Jefferson School of Law and New Media Rights to share their expertise on copyrights, trademarks, and other considerations for online businesses.

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

- Board Member and BID Council Representative Warren Simon reported that the BID Council is continuing its efforts to create a guide with profiles highlighting Business Improvement Districts and their accomplishments.

8. Next Meeting Date:

- **Next Meeting Date and Location – Annual Community Outreach Meeting** will be held on **October 16, 2015 at the Downtown Central Library** in the **Shiley Special Events Suite** located at 330 Park Blvd., San Diego, CA 92101
<http://www.sandiego.gov/public-library/about-the-library/projects/newcentral.shtml>
- **Location/Parking:**
The Central Library is located in Downtown San Diego's East Village on Park Blvd. at 11th Avenue, near Petco Park. Underground parking is available and **parking is free for two hours with validation**. Parking Validation is available in the 1st Floor Lobby. Thereafter, parking fee is \$3.75 per hour on a **cash only** basis.

Parking information: <http://www.sandiego.gov/public-library/locations/centralparking.shtml>

10. Meeting Adjournment

- The meeting was adjourned by Chair Ruben Garcia without objection at 10:09 a.m.