



THE CITY OF SAN DIEGO

# SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING AGENDA

*Friday, December 17, 2010 at 8:45 a.m.*

**\*\*War Memorial Building - Room 2\*\*  
3325 Zoo Drive, San Diego, CA 92101**

1. **Call to Order**
  2. **Approval of Minutes** – October 15, 2010
  3. **Public Comment – 8:50 a.m. (TIME CERTAIN)**  
Public comment may be made on any non-agenda topic in the Board's area of responsibility. Presenters have three (3) minutes to address the Board.
  4. **Administrative Items:**
    - A. Board Administrative Items and/or Non-Agenda Comment
    - B. Requests for Agenda Revisions (continuances, change in order, etc.)
    - C. Internal Standing Committee
    - D. External Standing Committee
    - E. Economic Development Division/Office of Small Business
    - F. Equal Opportunity Contracting/Purchasing
- Information Items/Discussion:**
5. **Small Business Consulting Center – San Diego State University** – Don Sciglimpaglia, Ph.D. Professor of Marketing, SDSU School of Business Administration  
Presentation on programs and services offered by the Small Business Consulting Center that provides free consulting and technical assistance services for women-owned, minority-owned, and other small businesses. Services include business plan creation, market research, advertising and promotion, search engine optimization, business expansion, contract bidding, and customer relations.
  6. **Small Business Development Pilot Study & Program** – Lisa Gordon, Small Business Ambassador, City of San Diego and Trisha Ferrand, San Diego Contracting Opportunity Center  
Presentation and final report on the Small Business Development Pilot Study & Program launched in March 2010 to more effectively provide services to the City's small businesses and increase participation of local small business enterprises on City contracts. The program began as a survey to identify readiness levels and barriers local small businesses face in pursuing City contracts to ultimately shape the City's future outreach efforts, technical assistance, training, and services to small businesses.
  7. **Economic Development Tourism Support Grant Program**– Luis Ojeda, EDTS Program Manager  
Solicit five SBAB volunteer panelists for FY 2012 Economic Development Tourism Support Grant participation.
  8. **BID Council Monthly Report** – Warren Simon

**Action Item:**

9. **Planning & Discussion on 2011 Small Business Topics & Initiatives and Meeting Schedule for 2011 Small Business Advisory Board Meetings** – Planning and discussion on ideas, topics and initiatives of interest for 2011 Small Business Advisory Board Meetings; Discuss 2011 SBAB Meeting Calendar and meeting locations.
  
10. **Next Meeting Date and Location** – February 18, 2011 at the Sheila R. Hardin Downtown Information Center in Horton Plaza above the CVS Pharmacy. Three-hour validated (free) parking is available. Horton Plaza is located between Broadway and G Street, and First and Fourth Avenues in downtown San Diego.

**Directions:**

The Down Information Center is located at 193 Horton Plaza, San Diego, CA 92101 on the East side of Horton Plaza. Enter the Horton Plaza Parking Garage at Fourth Avenue & F Street. Park on the **4<sup>th</sup> Floor Avocado Level** for easiest route/walk to the Downtown Information Center.

11. **Adjournment – (TIME CERTAIN)** Unfinished business shall be tabled and placed on the agenda for the next Board meeting.

Unless noted as an Information Item, the Small Business Advisory Board may take action on any agenda item.

**THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST.**

To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact the Meeting Coordinator in City Planning & Community Investment at least five (5) working days before the meeting at (619) 236-6493 to ensure availability.