



THE CITY OF SAN DIEGO

SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING MINUTES

February 18, 2011

Downtown Information Center/Community Room
193 Horton Plaza, San Diego, CA 92101

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Edward Barbat Scott Cummins-departed at 9:25 a.m. Michelle Gray William Lynch Warren Simon Matthew Spencer Tom Woolway	Faith Bautista Dr. Ruben Garcia Chi Kim Tran

CITY STAFF
Lisa Gordon, Small Business Ambassador & SBAB Liaison Luz Ramirez, Office of Small Business Administrative Assistant

OTHERS PRESENT
See February 18, 2011 Attendance Sheet

1. Call to Order

- Warren Simon, Board Vice Chairman called the meeting to order at 8:53 a.m.

2. Approval of Minutes

- A motion was made by Bill Lynch to approve the December 17, 2010 Minutes. There was a second by Tom Woolway. Yes 6, No 0, Absent 3, Warren Simon abstained since he was absent from the December 17, 2010 Board Meeting.

3. Public Comment

- Rick Hernandez, Senior Energy Service Advisor for SDG&E introduced Jane Verbeek-Groth, the new SDG&E Energy Programs Advisor for Commercial & Industrial Services. Jane Verbeek-Groth provided an overview of the new SDG&E Energy Innovation Center under construction at 4760 Clairemont Mesa Blvd. in San Diego. The Center will offer business and trade professionals a venue for learning the latest in energy efficiency, smart grid technologies, and environmental innovation. Ms. Verbeek-Groth responded to various questions from the Board about the new Center. She also offered to provide a web link and future updates on the development and May/June 2011 opening of the Center per the Board's interest. Lisa Gordon to follow up on e-mailing the web link to Board members upon receiving from Ms. Verbeek-Groth.

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. Internal Committee: No Report
- d. External Committee: No Report
- e. Economic Development Division/Office of Small Business – Lisa Gordon reported that the Office of Small Business will launch its 2011 Pilot Program in March, and plans to provide the program to more participants than last year, and outreach to more diverse small businesses throughout San Diego County.
- f. Equal Opportunity Contracting/Purchasing – No Report.

5. Presentation on Food & Beverage Association of San Diego – Stephen Zolezzi

- **Food & Beverage Association of San Diego** – Executive Vice President & CEO Stephen Zolezzi provided a presentation on programs and services offered by the Food & Beverage Association of San Diego. The Association serves food and beverage and hospitality industry members to support safe and legal business operations. Mr. Zolezzi's presentation highlighted the Association's efforts to educate and consult members on restaurant licensing, ABC license requirements, regulatory issues, human resource issues, health department requirements, music licensing fees, mobile food units, group rates for workers compensation, ADA compliance, best practices on recycling storm water pollution prevention, and collaborate with various state and local agencies to provide programs and services. Mr. Zolezzi also featured information on the Association's efforts to provide training on the Food Handler's Card, Manager's Certification, Responsible Alcoholic Beverage Service, and free Hospitality Business Orientations.
- Mr. Zolezzi responded to comments and a few questions from Board members regarding music licensing, fire department regulations, and energy-efficiency programs.

6. Greater San Diego Business Association Presentation – Small Business Enhancement Program (SBEP) Grant Recipient

- **Greater San Diego Business Association – Executive Director** Tom Luhnnow presented information on the services offered by the Greater San Diego Business Association (GSDBA), the second largest LGBT Chamber in the United States, and its ongoing vision to build business prosperity and equality for its members, supporters, and the LGBT community. Mr. Luhnnow’s presentation included information on demographics, trends, types of businesses, economic impact, consumer activity, and other statistics in reference to its membership, and highlighted various business development programs, events, training, publications, resources, and activities offered by GSDBA including Business Networking Groups, Affinity Groups, mixers, and targeted workshops.
- Through the support of SBEP grant last year, GSDBA provided 15 different workshops on topics including social media marketing, building a business plan, branding, and marketing. This year, GSDBA plans to expand the number of workshops tailored toward its members greatest business needs including marketing, effective advertising, and networking, and provide these workshops as on-line webinars to increase participation.
- Mr. Luhnnow responded to questions from Board members regarding workshop instructors, future webinars, outreach to more businesses, and working with other resource partners.

7. BID Council Monthly Report

- Mr. Warren Simon announced the new location of the BID Council Office at 110 West C Street, Suite 2112. Phone number and e-mail address of the BID Council remain the same.

8. Discussion on SBAB External or Internal Subcommittee Meetings for 2011 – No Action

- Small Business Ambassador Lisa Gordon helped open the Board’s discussion on the purpose, history, topics, and scheduling of Board External and Internal Subcommittee Meetings. She also provided a handout on the role/purpose of each Committee in reference to the Board Municipal Code. It was also explained and understood that the Committees would continue to meet on an as-needed basis, and as relevant and appropriate topics or issues are brought to the Board’s attention for consideration by the Committees.

9. Next Meeting Date

- **Next Meeting Date and Location – June 17, 2011 at the Balboa Park Club/Santa Fe Room** located at 2150 Pan American Road West, San Diego, CA 92101

<http://www.sandiego.gov/park-and-recreation/parks/balboa/balboaparkclub.shtml>

Directions/Parking:

- From 163 South, take the Park Blvd. exit, and go left at the stop light unto Park Blvd., then another left at the next stop light to turn west onto Presidents Way. Continue to the stop sign (Balboa Park Club is straight ahead beyond parking lot) where you can go straight to park in the Pan American Plaza parking lot or make a right and park in the Organ Pavilion lot. The Balboa Park Club is located in the South Palisades area of Balboa Park, just north of the Puppet Theatre.

10. Meeting Adjournment

- The meeting was adjourned by Vice Chairman Warren Simon without objection at 9:55 a.m.