



THE CITY OF SAN DIEGO

**SMALL BUSINESS ADVISORY BOARD
MEETING MINUTES**

February 19, 2010

Civic Center Plaza
1200 Third Avenue, Suite 1400 (14th Floor) Large Conference Room
San Diego, CA 92101

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Edward Barbat Scott Cummins Dr. Ruben Garcia Michelle Gray William Lynch James Schneider Warren Simon Matthew Spencer Tom Woolway	Faith Bautista Chi Tran

CITY STAFF
Meredith Dibden Brown, Office of Small Business Suzanne Prevost, Office of Small Business

OTHERS PRESENT
See February 19, 2010 Attendance Sheet

1. Call to Order

- Dr. Ruben Garcia, Chairman called the meeting to order at 8:50 a.m.

2. Approval of Minutes

- **A motion was made by Michelle Gray to approve the December 9, 2009 Minutes. There was a second from Matt Spencer. Yes 9, No 0, Absent 2.**

3. Public Comment

- Dr. Ruben Garcia welcomed guests and members of the public, in attendance.
- Jerry Robinson of Bayview Community Development Corp:
 - Expressed concern for technical assistance for small businesses and would like to have a more in depth discussion regarding technical assistance.
 - Dr. Garcia commented that Mr. Robinson and Pastor Winters signed a Strategic Alliance Memorandum between Small Business Administration (SBA) and Bayview Community Development Corp., in November 2009.
 - SBAB member Matt Spencer asked for Jerry Robinson to define what is meant by technical assistance. Mr. Robinson responded the need for more assistance in the area of development processes.
- William C. Greenwald of National Society of Hispanic MBA's:
 - The Society would like to advise the SBAB that NSHMBA is soliciting applications for 2010 scholarships for business students for San Diego and directs members and friends to apply via their website at www.nshmba.org.
 - SBAB member Michelle Gray commented for clarification that the scholarship program was open to students who were getting their Masters and were Hispanic. Mr. Greenwald confirmed that was correct and qualifications are on the website.
- Dr. Garcia requested introduction from the remaining public. Listed in order:
 - Ken Clark, SBDITC – provides technical assistance as described by Jerry Robinson;
 - Pat Wright, Small Business Program Mgr., SD County Regional Airport Authority;
 - Jason Smith with SCORE, which is part of SBA and are volunteer counselors for small business;
 - Beata Sztettel of Climbox: Window washing – new small business owner;
 - David Larson of The Small Business Company: small business consulting;
 - Marissa Corzo of The Yoga Heart;
 - Leanne Fits of San Diego North Chamber of Commerce;
 - Laurie Creo, Field Representative for Assemblyman 75th District, Nathan Fletcher;
 - Jamie Quintero of SD County Regional Airport Authority recommends small businesses register on their website and become a vendor, with them. There will be new opportunities with the Concession and Development program over the next couple of years. Visit website www.san.org

4. Administrative Items

- a. Board Administrative Items and/or Non-Agenda Comments – Michelle suggests for the SBEP application process that a pre-meeting be set up, so those who are doing the scoring can offer input on what they are looking for from the applicants. Time frame for the SBEP application process starts in June. **Tabled for discussion at the April 16th SBAB meeting.**
- b. Conflict of Interest Declarations – No conflicts of interest were stated.
- c. Requests of Agenda Revisions (continuances, changes in order, etc.) - None
- d. Internal: Warren Simon suggested a meeting be scheduled in March to look at any current issues, follow-up on the October, Community Outreach Meeting and respond to Bob Nelson, Chair of the CRRECC (See item 8). Warren requested Suzanne Prevost to

setup a meeting for the Internal Subcommittee in mid March. Suzanne acknowledged the request.

- e. External: No Report
- f. Economic Development Division/Office of Small Business -
 - o Meredith Dibden Brown announced that Lisa Gordon would be joining the Office of Small Business (OSB) Division, starting on Monday, as the OSB Ambassador and support to SBAB.
- g. Equal Opportunity Contracting/Purchasing – No report

5. Letter of Support

- **Warren Simon made a motion to approve the Letter of Support on behalf of Southwestern College Global Transportation and Logistics Training Program submission to the U.S. Department of Education. There was a second by Tom Woolway. Yes 9, No 0, Absent 2**

6. City Attorney's Office

- Not able to attend

7. Small Business Tax Benefits – Presentation by Katie William, IRS Small Business Liaison

- Dr. Ruben Garcia introduced Katie Williams of the IRS-Small Business Liaison.
- Katie introduced her staff person, Regina Lauridsen.
- Katie distributed folders of resource material and reviewed all in detail. She commented on the new laws for Small Business Owners such as Net Operating Loss (NOL) extension, Energy Provision-wind/solar equipment and First Time Home Buyer \$8000 credit.
- Katie thanked the Ken Clark and the Small Business Development Center in National City. They have monthly a small business tax workshop open to the public and enrolled IRS agents to teach the class. Visit their website www.sbditc.org for information.
- Katie stated that the IRS has online workshops consisting of nine modules. See their website www.irs.gov and search online classroom and select publication 4263-E.
- There was discussion on tax credit verses tax refund.
- Katie commented the Small Businesses could sign up for e-news, an electronic newsletter for small businesses, on the IRS website.
- Dr. Garcia thanked Katie Williams for the presentation.

8. Citizens Revenue Review and Economic Competitiveness Commission (CRRECC)

- Meredith distributed a Memorandum from Bob Nelson, Chair, of the CRRECC.
- Meredith stated that the CRRECC was looking to SBAB either collectively or individually for suggestions or recommendations on changing regulations that are not business friendly, enhancing revenue or reducing expenses.

- As part of this discussion more detailed information on sales tax revenues was requested. It was also noted that 34% of general fund revenues are generated from property taxes, which could be affected by a back log, if any, on developing property. Therefore, loosening regulations to stimulate development could generate more revenue and hence should the associated regulations be revisited for possible updates.
- Warren Simon commented that the Internal Subcommittee had met regularly with Kelly Broughton, Development Services Department but the process stopped when Community Plan Updates started to take place.
- Bill Lynch asked about regulations imposed by the City, especially with regard to project labor agreements and commented that where there is an arbitrary decision made to have projects done at a higher cost as opposed to letting the market seek whatever is the most favorable price then that has an impact on (small) business.
- Dr. Garcia shared information on the City's Small Business Loan Program based on his receipt of a fact sheet from the City's Business Finance group.
- Meredith will invite Cheryl Sylvester, Business Finance to speak at the next SBAB meeting in April.
- Matt Spencer asked Dr. Garcia about ARC loans since he had observed that the ARC loans are out there but the banks are not lending. Dr. Garcia confirmed Matt's statement and commented that Congress put no requirements on the TARP monies given to banks to require this kind of lending. The ARC loans are voluntary and at present only four banks are participating locally including Wells Fargo, California Bank & Trust, and Seacoast Community Bank.

9. SBAB Meeting Locations

- Meredith reported that SBAB meetings could be held at the Santa Fe Room, in Balboa Park or the meeting rooms at the War Memorial Building, both have accessible parking. Jim Schneider noted that the War Memorial Building was available for April, June and August meetings and the Balboa Park Club, Santa Fe Room was available for the June and October. Warren Simon suggested that the rooms be reserved, accordingly.

10. BID Council Monthly Report

- Warren Simon reported that the BID Council is busy planting several hundred trees throughout the City, paid for with a Cal Fire Grant.

11. Next Meeting Date

- The next meeting is April 16, 2009.

12. Meeting Adjournment

- The meeting was adjourned by Chairman, Dr. Garcia without objection at 10:04 a.m.