



THE CITY OF SAN DIEGO

SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING MINUTES

June 17, 2011

Balboa Park Club/Santa Fe Room
2150 Pan American Road West, San Diego, CA 92101

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

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

OTHERS PRESENT
See June 17, 2011 Attendance Sheet

1. Call to Order

- Dr. Ruben Garcia, Board Chairman called the meeting to order at 8:49 a.m.

2. Approval of Minutes

- A motion was made by Tom Woolway to approve the February 18, 2011 Minutes. There was a second by Michelle Gray. Yes 8, No 0, Absent 3.

3. Public Comment

- Ken Clark announced his retirement from the Small Business Development Center at the end of the month, and invited all in attendance to the “Next Steps for Small Business” event hosted by the California Small Business Development Center on June 29 at the Doubletree Hotel in Mission Valley. Topics include: Finance, contracting and procurement opportunities, and business matchmaking.
- Tom Luhnow of the Greater San Diego Business Association expressed appreciation for the Small Business Enhancement Program grant which recently helped support a marketing workshop by Community Marketing Incorporated with a record attendance of 66 attendees. Dr. Garcia also mentioned that the U.S. Small Business Administration recently signed a strategic alliance memorandum with the Greater San Diego Business Association.
- Joni Low of the Asian Business Association invited everyone to attend their upcoming Rice Club luncheon on June 28 that will feature Keynote Speaker Phil Blair of Manpower Staffing.
- Elizabeth Schott of ACCION San Diego announced that ACCION San Diego is one of the organizations supporting the “Smart Money Summit” on Saturday, July 16 at the Joe & Vi Jacobs Center. The Reinvestment Task Force is collaborating with multiple banking partners and community partners to provide the event that will feature financial empowerment workshops.
- To help support these events, Lisa Gordon, Small Business Ambassador, mentioned that she could send out an e-mail blast on these events if/when fliers or announcements are provided or available.

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
 - Update on Economic Development Tourism Support Grant program and awards will be reported at next meeting.
 - Lisa Gordon reported that the City of San Diego Small Business Development Pilot Program (Phase II), that provides tailored training, workshops, and one-to-one counseling sessions to small businesses interested in contracting opportunities with the City of San Diego, is off to a great start. 187 small businesses are participating this year thanks to partnering and outreach efforts with ACCION San Diego and the San Diego Contracting Opportunities Center. Four orientation sessions have been provided for participants and a “Meet the Buyers” Networking Event was held on June 8, 2011.
- f. Equal Opportunity Contracting/Purchasing – No Report.

5. Presentation on CONNECT Springboard Program – Ruprecht Von Buttlar

- **CONNECT San Diego/Springboard Program** – Ruprecht von Buttlar, Director of Business Creation provided a presentation entitled “Powering the Innovation Economy” and highlighted the mission, programs, and services offered by CONNECT and its flagship Springboard Program, a business creation and development program for innovative technology and science-based businesses and industry clusters. Mr. Von Buttlar’s presentation included information on the specialized process undertaken to create, support, develop, and accelerate the success of companies participating in the Springboard program. He also discussed critical components of the program, phases, venture capital funding, panels, mentoring, Entrepreneurs-in-Residence program, and industry clusters including wireless health, sports innovation, defense, and nearsourcing.
- Mr. Von Buttlar responded to questions and comments from Board members regarding corporate memberships, MIT Enterprise Forums, volunteers, length of Springboard Program process, and a request for contact information for people interested in participating in the Entrepreneurs-in-Residence program.

6. San Diego Contracting Opportunities Center Presentation – Small Business Enhancement Program (SBEP) Grant Recipient

- **San Diego Contracting Opportunities Center (SDCOC) – Program Director** Gunnar Schalin presented information on the services offered by the San Diego Contracting Opportunities Center. Mr. Schalin’s presentation highlighted the SDCOC’s ongoing effort to help small businesses grow through contracting and procurement opportunities offered by public agencies and local, state, and federal government sectors. The SCCOC also provides services to public agencies and prime contractors by increasing the competitive pool, and uses primary metrics to measure dollars flowing into the regional economy to correlate with and measure job creation and contract award statistics. Mr. Schalin highlighted businesses served, workshops provided, contract awards, job creation, client distribution statistics, metrics, and outcomes of the SDCOC efforts in 2010.
- Sponsorship funding to the SDCOC helps provide services to the small business community, and includes funding from the City’s Small Business Enhancement Program grant. The SDCOC offers one-to-one counseling sessions to assist small business in identifying and preparing for bids, workshops on various topics related to government contracting and procurement, and assist prime contractors in finding subcontractors.
- Mr. Schalin responded to questions regarding certification support and services provided by the San Diego Contracting Opportunities Center.

7. BID Council Monthly Report

- Mr. Warren Simon introduced Ms. Tiffany Scherer, CEO of the Business Improvement District Council, who provided the monthly report. The BID Council is awarding \$75,000

in Small Business Enhancement Program grants through the City's micro district awards program. This competitive grant process provides funding to emerging micro business districts and this year 11 applicants will receive this funding ranging from \$5,000 – \$7,500 to implement annual programs including special events, marketing, mixers, business surveys, newsletters, and outreach. Ms. Sherer also reported on recent efforts and outreach to diverse micro district communities and corridors including University Avenue, Palm Avenue, Logan Avenue, Mira Mesa, Bird Rock, and South Park.

8. Discussion on Development Services Technical Assistance - Action

- **Discussion on Development Services Department Technical Advisory Committee (TAC) & Selection of Small Business Advisory Board Designated Representative/Alternate** - Kathy Riser, Chair of the Technical Advisory Committee provided an overview on the history and role of the Technical Advisory Committee which aims to improve policies and processes of the City's Development Services Department. Ms. Riser discussed stakeholders that comprise the committee, efforts to help streamline and policies and processes within the Development Services Department, return of the Small Business Liaison for Development Services Department position, time and meeting commitment of the TAC, subcommittees, and the important role of the Small Business Advisory Board representative on the Technical Advisory Committee.
- Warren Simon volunteered to serve as the Small Business Advisory Board's Representative on the TAC, and Gary Peterson volunteered to serve as the Alternate.
- **A motion was made by Matt Spencer to approve the selection of Warren Simon as the Small Business Advisory Board Representative, and Gary Peterson as the Alternate to the Technical Advisory Committee. There was a second by Bill Lynch. Yes 8, No 0, Absent 3.**

9. FY 2012 Small Business Enhancement Program (SBEP) Application and Process

- Lisa Gordon, Small Business Advisory Board Liaison, provided an overview of the minor edits, updates, improvements, and two new requirements for the FY 2012 Small Business Enhancement Program Grant Application Process which includes two required compliance forms for Drug- free Workplace and the Equal Benefits Ordinance. Alicia Martinez-Higgs highlighted the Equal Benefits Ordinance and the new required signed document for a Drug-free Workplace.
- The Board discussed adding clarifying language regarding travel and "mileage", which cannot be funded as part of an applying organization's SBEP budget.
- **A motion was made by Michelle Gray to clarify by including "mileage" in the funding limitation section of the SBEP Grant Application Guide. There was a second by Warren Simon. Yes 8, No 0, Absent 3.**
- Board members discussed language in the application guide regarding disqualification,

required documents, organizations that do not submit required documents according to guidelines, and efforts to help make applicants aware of the two new required documents. Lisa Gordon stated that efforts will be made to communicate and highlight the new requirements in the application itself, application check-list, and other communications when releasing the FY 2012 application. Staff also helps applicants, responds to questions, and provides assistance on required documents, as much as possible and as needed during the application process and prior to the deadline.

- The Board discussed whether applicants do not submit documents out of oversight, error or because a particular item may not apply to the organization. Board members discussed adding language to require applicants to include an explanation if a particular required document is not included in their submitted application package or if a required document may not apply to their organization. Lisa Gordon stated that language could be drafted and added to the application guide on page 6 to address this potential circumstance.
- Warren Simon, Michele Gray, Scott Cummins, Bill Lynch, Gary Peterson volunteered to serve on the SBEP Panel.
- Lisa Gordon stated that the panel would most likely meet the first Monday of August (August 8) in the morning.
- Responding to a question from the audience regarding when the application would be available, Lisa Gordon stated that the application would most likely be posted on June 29 or by July 1 at the latest to give applicants a 30-day submittal timeframe like past years. There was a suggestion by a member of the audience to see if it would be possible to provide an e-mail notice to organizations of when the application would be posted and available. Lisa Gordon stated that she would look into providing an e-mail notice.

10. Next Meeting Date

- **Next Meeting Date and Location – August 19, 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 Dr. Ruben Garcia without objection at 10:12 a.m.