



THE CITY OF SAN DIEGO

SMALL BUSINESS ADVISORY BOARD (SBAB) ANNUAL COMMUNITY OUTREACH MEETING MEETING MINUTES

October 21, 2011

Balboa Park Club/Ballroom
2150 Pan American Road West
San Diego, CA 92101

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

CITY STAFF
Meredith Dibden-Brown, Office of Small Business Manager Alicia Gabriel, Storefront Improvement Program Manager Lisa Gordon, Small Business Ambassador & SBAB Liaison Alicia Martinez-Higgs, Community Development Specialist Suzanne Prevost, Office of Small Business Administrative Aide

OTHERS PRESENT
Nearly 70 people attended this meeting. See October 21, 2011 Attendance Sheet & Guest List

1. Welcome & Call to Order

- Dr. Ruben Garcia, Chairman of the Small Business Advisory Board, called the meeting to order at 8:55 a.m., provided welcoming remarks and information about the Small Business Advisory Board, and highlighted the agenda and purpose of the Board's Annual

Community Outreach Meeting. Remarks included an overview of the dynamic panelists, presenters, and topics for the meeting. Dr. Garcia also introduced all members of the Small Business Advisory Board.

2. Approval of Minutes

- **A motion was made by Warren Simon to approve the June 17, 2011 Minutes. There was a second by Tom Woolway. Yes:10, No: 0, Absent: 0, Vacant Seat: 1.**

3. “Navigating the New Economy” Panel

- Dr. Garcia introduced the “Navigating the New Economy” Panel featuring an insightful panel of business leaders, strategists and owners including: Ronald Garnett, President & CEO of the San Diego Regional Minority Supplier Development Council, Ann marie Houghtailing, Principal of the Houghtailing Group, Vincent Mudd, President & CEO of San Diego Office Interiors, and Louis Song, Co-founder and CEO of PROVEN, Inc.
- Each Panelist shared their ideas and strategies to help small businesses “navigate the new economy.” Highlights from the Panelist discussion included: creating models for successful business performance; having clear expectations and objectives of the organization; creating systems and processes that support the objectives and expectations; aligning resources to support the objectives and expectations, and fully understanding human resource capability (Ronald Garnett); Revenue Generation is critical– you have to have the right sales skill set, and know how to generate revenue and “behave” in the marketplace; have the capacity to understand your sales process, how to source, manage, and convert leads; create a sales process that works, and nurture client relationships (Ann marie Houghtailing); become a student of history and learn the international language of business, then through innovative research, identify and design a unique conceptual solution that solves a problem that consumers don’t even know they have, and bring it to the marketplace; because we live in a very innovative and cluster rich region and attract so many types of companies and industries, there is great opportunity to carve out your own niche in San Diego’s diverse and cluster rich region (Vincent Mudd); You have to become an expert, and realize that you will have to work diligently and consistently for a long time, find and work with great partners; having the right people “on board” is key to success (Louis Song).
- The Panel was asked what the City could do to help small businesses. Panelists discussed creating a climate of regulatory certainty to help businesses prepare for the future; and when creating new City programs and services, be clear on objectives, solutions, and measurable outcomes, and what will truly advance economic opportunities for small businesses.

4. “Marketing Engagement Strategies” Presentation

- Dr. Garcia introduced Nancy Fredericks, a certified Consultant and Owner of Sales Link, who provided a savvy presentation on “Marketing Engagement Strategies.”

- Ms. Frederick’s presentation highlighted authentic, innovative, and strategic methods to connect to existing and new customers by focusing on one idea/strategy to implement over a long-term period (six months to a year) then create a variety of marketing tactics to support and reinforce the strategy. Strategy ideas and examples included: Increasing word-of-mouth marketing by implementing special referral campaigns, testimonials, contests, or “Ask” or VIP/Ambassador programs; Create connections through incentives, surveys, events, new technologies, or by adding something new that customers need that complements your business; Utilize new technologies, Social Media, or Quick Response Codes (bar codes) to drive more traffic to your website, blog, surveys, and contests. Overall, businesses need to focus on marketing tactics that truly engage customers, increase awareness, and build relationships with new customers.

5. “Social Media and Your Business Success: What No One Really Tells You”

- Dr. Garcia introduced Joon Han, Business Development Specialist & Strategist for Better San Diego, who provided a thought-provoking and lively presentation on “Social Media and Your Business Success: What No One Really Tells You” or “Aaaaah, Help Me... Social Media!”
- The underlying message of Mr. Han’s presentation was you must know your ideal customer, and your marketing must be clear and focused – Social Media magnifies the voice of the customer which illustrates the immense possibilities and power of Social Media. Mr. Han recommended choosing and becoming an expert in one of “The Big Five” Social Media platforms (Facebook, Twitter, YouTube, LinkedIn, Blogs), coordinating between those platforms, and implementing best practice strategies: posting a specified number of times per week/month and ensuring the social platform you’re using connects to and builds your main database at every step of the way to ultimately convert to leads and sales.
- Mr. Han’s final point was to know who you best serve or who you want to best serve (ideal customer) and understand where they are in their buying process (your sales process).
- Questions from the audience included integrating websites with Social Media, capturing data, and cost and recommendations on e-mail and database marketing programs.

6. “Small Business Development Pilot Program” Presentation

- Dr. Garcia introduced Lisa Gordon, Small Business Ambassador for the City of San Diego, who provided a presentation on the City of San Diego’s Small Business Development Program. The program was launched in July 2010 to positively impact readiness levels of small businesses to bid or respond to contracting opportunities with the City of San Diego, and help identify barriers to City procurement and contracting opportunities. The program provides an in-depth understanding of “How to do Business with the City”; identifies and assesses the training needs of small businesses to better

position themselves as potential bidders; offers technical assistance and training specifically tailored to pilot participants needs; provides information on the benefits of the City of San Diego's Small Local Business Enterprise Program to encourage certification; and ultimately aims to help position participants to successfully bid on contracts within a year.

- Ms. Gordon's presentation also included efforts and outcomes of the 2010 program that was provided to 55 pilot participants/small businesses. The 2010 program offered and provided three program orientation and training sessions, 71 one-to-one counseling sessions through the San Diego Contracting Opportunities Center, 18 businesses attended 11 training workshops, and a "Meet the Buyers" Networking Event was hosted to give participants the opportunity to meet with Purchasing and Contracting Specialists to better understand the City's procurement and contracting processes. As a result of the 2010 program, 10 businesses became certified in the City's Small Local Business Enterprise Program, two participants were listed on the City, County, and Port's Consultant Rotation List, and two participants were successfully awarded \$285,000 in City contracts.
- As a result of 2011 outreach to small businesses through ACCION San Diego and the San Diego Contracting Opportunities Center, the pilot program was successfully expanded from 55 participants in 2010 to 187 participants in 2011. The 2011 Pilot Program concludes in December 2011 with a final survey to measure participation and results.
- Ms. Gordon then announced and extended an invitation to interested small businesses to participate in the 2012 Small Business Development Pilot Program.

7. Presentation to Outgoing Board Members – Special Commendations

- To honor outgoing Small Business Advisory Board members for their advocacy, commitment, and years of service on the Board, special commendations by Mayor Jerry Sanders were presented by Lisa Gordon to Scott Cummins, Warren Simon, Chi Kim Tran, and Tom Woolway.

8. Public Testimony and Additional Questions & Comments

- Paul Hollenbach, Counselor for the San Diego Chapter of SCORE, reported on SCORE's recent activities and efforts. In addition to the 900-1,000 counseling sessions they provide each month, there has been an increase in participation in SCORE's external activities including workshops, trade shows, speaking engagements, networking events, and external programs.
- Venus Molina, Chief Policy Advisor for City Council President Tony Young, announced the City Council's upcoming Regulatory Relief Day on Monday, November 14, 2011 at 6:00 p.m. in City Council Chambers on the 12th Floor of the City

Administration Building. This meeting is designed to receive input from the business community on specific rules and regulations that inhibit the growth of San Diego businesses.

9. Closing Remarks

- Dr. Garcia thanked the presenters, panelists, and everyone in attendance at the Small Business Advisory Board's Annual Community Outreach Meeting, and invited everyone to visit with panelists and presenters before departing. He also invited everyone to attend the next Small Business Advisory Board Meeting on December 16, 2011 at the Balboa Park Club, and future meetings held at either the Balboa Park Club or Downtown Information Center.

10. Next Meeting Date

- The next meeting is December 16, 2011 at 8:45 a.m. at the Balboa Park Club/Santa Fe Room located at 2150 Pan American Road West, San Diego, CA 92101.

10. Meeting Adjournment

- The meeting was adjourned by Chairman Ruben Garcia without objection at 10:42 a.m.