



THE CITY OF SAN DIEGO

**SMALL BUSINESS ADVISORY BOARD  
MEETING MINUTES**

October 28, 2009

NTC Promenade – Liberty Station  
McMillin Event Center, Meeting Rooms 1 & 2

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

<b>CITY STAFF</b>
Mayor, Jerry Sanders Meredith Dibden Brown, Office of Small Business Suzanne Prevost, Office of Small Business Alicia Martinez-Higgs, Office of Small Business

<b>OTHERS PRESENT</b>
See Attached Attendance Sheet of October 28, 2009

**1. Call to Order**

- The meeting was called to order at 9:00 a.m.
- SBAB Chairman, Dr. Garcia introduced the SBAB members.

## **2. Approval of Minutes**

- A motion was made by Tom Woolway to approve the September 8, 2009 Minutes. There was a second from Michelle Gray. Yes 10, No 0, Abstain 0.

## **3. Mayor Jerry Sanders – Opening Remarks**

- Dr. Garcia introduced Mayor Jerry Sanders.
- Mayor Sanders stated that small businesses are a critical part the economy.
- He acknowledged Dr. Garcia and the new and existing SBAB members and thanked them for serving on the Small Business Advisory Board.
- He acknowledged Kathie Williams, IRS representative and City Staff Chris Robbins, Water Department, Megan Grodeon, Environmental Service and Meredith Dibden Brown, Office of Small Business.

## **4. Ruben R. Garcia, U.S. Small Business Administration – ARC Loans Program**

- Dr. Garcia introduced staff from the Small Business Administration.
- Dr. Garcia provided information on ARC Loans:
  - Federal Government Loan up to \$35K
  - No payments for twelve month and zero interest
  - Loans are 100% guaranteed to lender banks
- \$119 million in ARC loans have been processed nationwide.
- Contact Tony Vigil (619) 727-4883 or visit the SBA website [www.sba.gov/recovery](http://www.sba.gov/recovery) for information.

## **5. Chris Robbins, City of San Diego – Water Conservation for Small Businesses**

- Dr. Garcia introduced Chris Robbins, City of San Diego Water Department
- Chris Robbins gave a presentation on water conservation, highlighting:
  - The City’s water conservation section established in 1985
  - San Diego’s Level 2 Drought Alert restrictions (handout material distributed)
  - Chris provided information on the City’s “Commercial Landscape Survey Program” (survey brochure distributed)
  - Rebate programs available:
    - Save-A-Buck Rebate Program available for Commercial, Industrial, and Institutional (CII) and larger Multi-Family Properties (handout material distributed)
    - Residential Rebate Program through SoCal Water Smart Program (handout material distributed)
    - Additional information is available at [www.bewaterwise.com](http://www.bewaterwise.com) or [www.20gallonchallenge.com](http://www.20gallonchallenge.com).

## **6. Katie Williams, IRS – American Recovery & Reinvestment Act/Small Business Tax Benefits**

- Dr. Garcia introduced Katie Williams, IRS Liaison to Small Businesses.
- Katie gave a presentation on the following topic:
  - American Recovery & Reinvestment Act (ARRA) highlighting:
    - Bonus depreciation and increased Section 179 deduction under the ARRA
    - ARRA provides energy incentives for businesses for qualifying improvements
    - COBRA coverage – employees that lost their jobs, are required to pay 35% of the cost of COBRA coverage and employers are entitled to a credit for the other 65% of the COBRA, cost on their payroll tax return.
    - The 1<sup>st</sup> Time Home Buyers program closes November 30, 2009
    - For technical assistance call 1-800-829-4933 or [www.irs.gov](http://www.irs.gov) and search Small Business Development Center
    - “Starting a Business and Keeping Records” and “Striking Gold in California” handouts were available for distribution.

## **7. City of San Diego, Meghan Grodeon – Environmental Services**

- Dr. Garcia introduced Meghan Grodeon, City of San Diego Environmental Services.
- She discussed diverting trash to recyclable materials and how they may extend the use of the landfill until 2017, which is forecasted to close 2012. Recycling Ordinance brochure was available for distribution.
- Construction, demolition and remodeling project divert approximately 50% of debris by recycling and reusing material. The ordinance keeps construction and demolition materials out of the landfill and ensures recycling.
- “Commercial Recycling Guide” and “Curbside Recycling” brochures were available for distribution.

## **8. Public Testimony – Questions and Comments**

- Question regarding Surety Bonding was brought forward and answered by Dr. Garcia and Gunner Schalin from the COC.
- Joni Low, Asian Business Association requested that the EDTS/SBEP grant scoring process be standardized.
- Alex Galicia from BPI Plumbing appreciated the City’s 3% goal for DVBE participation.
- Dr. Garcia provided details on the Patriot Express Loan - \$350K for veterans and their spouses.
- Ben Motten, Conner Networking Service (?) asked if there was any training for financial service – how to use “lines of credit and capitalization.” Michelle Gray, SBAB member suggested he contact SCORE to have them add it to their training calendar.
- Debbie Trujillo, California SBDC informed those in attendance of their locations and available workshops.

- Wayne Johnson visiting from the City of Portland commented on how our Outreach Meeting was similar to how their City's program operates.

#### **9. Closing Remarks**

- Dr. Garcia thanked everyone for attending Annual Community Outreach Meeting

#### **10. Next Meeting Date**

- The next meeting will be held on December 9, 2009.

#### **11. Meeting Adjournment**

- The meeting was adjourned by Chairman, Dr. Garcia without objection at 11:00 a.m.