

**CITY OF SAN DIEGO  
SMALL BUSINESS ADVISORY BOARD  
MEETING MINUTES**

October 3, 2003

World Trade Center, Seminar Room  
1250 Sixth Avenue, 10<sup>th</sup> Floor  
San Diego, CA 92101

<b>BOARD MEMBERS PRESENT</b>	<b>BOARD MEMBERS ABSENT</b>
Kurt Chilcott Scott Cummins Judy Preston Warren Simon Richard Sims Spencer Skeen Chi Tran	Badi Badiozamani George Chandler James Hill Jesse Navarro

<b>CITY STAFF</b>
Steven Bal, Office of Small Business Kelly Broughton, Development Services Department Meredith Dibden Brown, Office of Small Business Lynette Jones, Office of Small Business Don Mullen, Councilmember Michael Zucchet's Office, Council District Two Ed Oliva, Development Services Department Stephen Russell, Councilmember Toni Atkins Office, Council District Three Marcia Samuels, Neighborhood Code Compliance Department

<b>OTHERS PRESENT</b>
James Conrad, Contracting Opportunities Center

## **Introduction**

Mr. Sims chaired this meeting in Mr. Chandler's absence. The meeting was called to order at 8:25 a.m. The call to order determined that there was a quorum.

## **Approval of Minutes**

The minutes of September 5, 2003 were voted upon and unanimously approved.

## **Public Comment**

None provided.

## **Business Improvement District Council Report: Warren Simon, Hillcrest Association**

Mr. Simon presented the following information:

- The Development Services Department held a process training seminar on September 5, 2003 for the directors of the Business Improvement Districts (BIDs). The seminar focused on the permit process, signage, and ADA requirements.
- Mr. Chilcott commended the Development Services Department (DSD) for moving forward with the training, which will enable those organizations to serve as intermediaries. Mr. Sims also commented that there has been significant positive movement towards the process of making DSD more small business friendly.
- Information on the City Care Benefits through the Group HMO Medical Sharp Health Plan package was mailed to more than approximately 60,000 small businesses (those consisting of 12 or fewer employees). The package also contains vision and dental benefits. Nico is the brokerage company that put the package together and is responsible for making the information available to all the brokers in San Diego County.
- The BID Council is seeking special events insurance with reasonable premiums, citing that insurance premiums have significantly increased within the past year, which is impacting small businesses. It was suggested that the BID Council contact Curtis Moring Life and Health Insurance Agency, since they provide special events insurance and may have reference information.
- The Public Right of Way (PROW) Project is proceeding. Chris Stokes, formerly the Director of Promote La Jolla, was hired by the BID Council for this project. Mr. Stokes will be visiting each of the four pilot BIDs within the next four weeks to provide assistance to those merchants and restaurant owners that want to participate in the Program.

## **Council Monthly Report: Stephen Russell, Council District Three**

Mr. Russell provided the following report:

- Council District 3 is pleased that the SBAB is working with DSD and the Technical Advisory Committee (TAC), citing that some real progress is being made. He thanked Mr. Sims for his assistance with the performance measures.

- There will be a District 3 Community Leaders informal reception for the new Police Chief William Lansdowne. It will be held on October 6, 2003 at 6:30 p.m. at Rosa Parks Elementary School in City Heights.
- The SBAB can provide support in reinstating the Neighborhood Watch Program in Council District 3. There was a corollary business watch program that had once existed and some of the businesses in District 3 have expressed a need for greater security. If there is an interest in the small business community reinstating it, then it could be piggybacked upon the Neighborhood Watch Program.
- Mr. Sims requested that Mr. Russell extend an invitation to Chief Lansdowne to meet the SBAB when possible.
- There was discussion on the outstanding False Alarm Ordinance issue. The False Alarm Task Force addressed the issue and had developed recommendations which had been agreed upon, but not adopted. The most recent information was that the Police Department was looking at adopting a verified response program, similar to what is being done in Los Angeles. Mr. Sims stated that if changes have been made since the last draft, then the SBAB and Task Force should be notified of them. Mr. Russell will check with the Police Department on the status of the False Alarm Ordinance and report back to the SBAB.

**Office of Business Advocate Monthly Report: Lynette Jones, Office of Small Business**

Ms. Jones reported on the following activities:

- The first “Expert Insights for Small Business Success” seminar will be held on November 12, 2003. The chosen topics were based upon survey comments received from the ABCs Seminars. Members may share the information (flyers were distributed to SBAB members) with economic development partners and small businesses that they may come into contact with. RSVP at (619) 685-1390.
- Future topics may address workers compensation, economic fraud, and employment labor laws.
- Ms. Samuels of NCCD recommended that a representative from their Department be present at the November 12, 2003 workshop to address the enforcement perspective.
- The next Mixed Use Advisory Group (MUAG) is tentatively scheduled to meet again on Friday, October 17, 2003. They will review the work that is taking place with the Police Department Retired Senior Volunteer Patrol (RSVP) Program.

**Development Services Department Liaison Report: Kelly Broughton, Development Services Department**

Mr. Broughton provided an update on DSD activities:

- Mr. Broughton provided SBAB members with an updated “Small Business Service Improvement Action Plan” status report (please see the attached).
- Mr. Sims suggested that DSD follow a balanced scorecard approach and to utilize the measures identified within the scorecard.

- Mr. Sims suggested that the Office of Small Business compile a short list of past issues addressed by the SBAB. Mr. Broughton stated that he has a list of at least 30 proposals, in addition to the other suggestions that he has received since the code went into effect which he can bring to the SBAB.
- The next round of workshops for small businesses is an expansion of the workshop done for BID directors. They will expand the workshop on ADA and Title 24 and it will be held within the next couple of months and will be targeted for the BIDs. DSD is willing to have workshops for small businesses and Ms. Jones will assist them in the outreach effort. They are designing a new workshop on the inspection process for small businesses. Additionally, they are designing a process where there can be a pre-construction meeting with the owner and their contractor prior to construction. They are working on workshops for zoning, discretionary permit process, and signage.
- A new program is starting with Ms. Terry Marshall, Small Business Liaison, DSD that will provide navigation assistance to owners when there is a violation and the owner needs coordination to get through the process with DSD and NCCD. DSD is hoping that this is an interim step that will make this process work better.
- Ms. Preston commented that coordination between DSD projects and the accounting department is a major concern for project control. Mr. Broughton stated that as an initial small step, they are looking at marrying the actual timecard data with system data to post something on the computer screen that a project manager, staff member, and a supervisor can be aware of. They hope to get to an automated timecard system, so the systems will be integrated.
- Mr. Chilcott suggested that DSD research the benchmark audit done in the Silicon Valley area, including Sunnyvale. For external customer interviews, DSD should ask SBAB members with process experience for their perspective.
- Mr. Sims stated that DSD may need to educate the user side, i.e., codes are law. Mr. Broughton stated that it may be helpful to coordinate information or training sessions for property owners involved in development. The training would inform owners of the tools that are available to manage things from their side.

### **New Business**

- Mr. Chilcott announced that the U.S. Small Business Administration District Office in San Diego awarded a record amount of 1,025 approved loans in Fiscal Year 2003 (Federal Fiscal Year is October 1 through September 30), many of them to small businesses. There was a record amount of 169 SBA 504 approved loans.
- The Women's Resource Center (WRC) recently celebrated its grand opening at National University at the Kearny Mesa location. The WRC is a grant funded program of the SBA.
- The meeting was adjourned at 9:55 a.m.