

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

October 1, 2004

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

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Auday Arabo Faith Bautista George Chandler Scott Cummins Judy Preston Spencer Skeen	Kurt Chilcott Jesse Navarro Warren Simon Richard Sims Chi Tran

CITY STAFF
Steven Bal, Office of Small Business Meredith Dibden Brown, Office of Small Business Ron Halbritter, Development Services Department Lynette Jones, Office of Small Business Jeff Kavar, Economic Development Division Tammy Rimes, Economic Development Division Marcia Samuels, Neighborhood Code Compliance Department Janet Wood, Office of Small Business

OTHERS PRESENT
Rick Hernandez, San Diego Gas and Electric Shep Mais, San Diego Contracting Opportunities Center Emily Yanushka, San Diego County Water Authority

Introduction

- Mr. George Chandler called the meeting to order at 8:20 a.m. A quorum was not present until 8:25 a.m.

Approval of Minutes

- The minutes of September 3, 2004 were voted upon and unanimously approved.

Public Comment

- None provided.

Business Improvement District (BID) Council Report: Warren Simon, Hillcrest Association

- The report was postponed until the November 5 meeting.

Office of Small Business Report: Lynette Jones, Office of Small Business

- The “Expert Insights for Small Business Success” Seminar on September 15, 2004 at the Mission Valley Branch Library was very successful. There were 40 attendees at the Seminar. The Seminar topics were “Small Business City Contracting Opportunities”, “How to Protect Your Business from Economic Fraud”, and “What You Need to Know About the State of California Workers Compensation Laws.”
- The Small Business “A” (Assistance) Team, a collaborative public and private sector partnership had a July kick-off date. Since the program started, Ms. Jones has received responses from small business owners who received letters from various Council District offices. They have made about 5 visits to small businesses. Several of the businesses that contacted her are not necessarily requesting that they meet with the “A” Team, but they do have a specific issue or concern that needs to be acted upon. Overall, she has received responses from about 10 to 12 businesses. At the end of one of their meetings, a small business owner indicated that three other businesses in their area were also interested in meeting with the “A” Team.
- Managers within the Office of Small Business and Neighborhood Revitalization (OSB&NR) gleaned together information on general activities, Small Business Enhancement Program (SBEP) initiatives, and on-going activities that have taken place during FY 2004.
- The next “ABCs to Starting, Growing and Financing Your Small Business” Seminar will be held on October 13, 2004 at the University City Branch Library. This is the last seminar of the year.
- Ms. Jones met with Ms. Karen Campos, Program Manager of the Minor Construction Program this week. She will be assisting Ms. Campos in targeting outreach to the small business contractors within the construction industry. The outreach effort is being made to inform small business contractors of City training opportunities. Ms. Jones added that she will contact the Service Corps of Retired Executives (SCORE) to assist Ms. Campos in developing an assessment tool to determine where the contractors are in terms of their skill level and to help them “grow” to the next level to do business with the City.

False Alarm Ordinance: Lynette Jones, Office of Small Business

- The False Alarm Task Force reconvened on September 16 to ensure that the changes previously agreed upon were incorporated into the Ordinance and City Manager’s Report. Representatives then agreed to endorse the latest draft of the False Alarm Ordinance and the City Manager’s Report.
- **Mr. Scott Cummins motioned for the SBAB to support the proposed amendments to the False Alarm Ordinance as endorsed by the False Alarm Task Force. The motion was voted upon and unanimously approved.**
- Note: The False Alarm Ordinance was approved at the City Council meeting on October 4.

Small Business Enhancement Program Policy and Budget: Jeff Kavar, Economic Development Division and Meredith Dibden Brown, Office of Small Business

- Mr. Jeff Kavar informed SBAB members that staff typically comes before the SBAB to report on how SBEP funds are expended, especially with regards to changes in programs and policies or staffing needs. SBEP funds are allocated annually by the City Council as measured by \$20 of every \$34 levied as the small business tax (license).
- Half of the annual SBEP allocation is utilized as the primary source of funding for most of the staff and programs of OSB&NR. The other half funds the staff and programs of the BID Council. In addition to funding an array of small business resources, SBEP currently funds the Small Business “A” (Assistance) Team, the Storefront Improvement Program, the ABCs and Expert Insights Seminar Series, and the SBEP grant program.
- The policy for SBEP distribution (900-15) originated in 1999. Within the policy, there is language on revisiting the recommended fund allocation percentages in 5 years. Staff desires to return to Council and further define the allocation percentages to be more reflective of the programs and activities that are currently being provided. In addition to updating the recommended fund allocation percentages, it may be useful to refresh the Council’s understanding of the useful small business programs and activities that SBEP facilitates. It may also be an opportunity to briefly report on successful SBEP programs and services.
- The total budget for OSB&NR for FY 2005 is \$1,071,146 of which \$681,146 comes from SBEP. Other funding comes from the following sources: Redevelopment at \$200,000; General Fund at \$110,000; and CDBG at \$80,000.
- **Mr. Auday Arabo motioned for the SBAB to approve the current year allocation of SBEP funds and to support the proposed SBEP policy revisions. The motion was voted upon and unanimously approved.**

Community Service Centers (CSC’s): Tammy Rimes, Economic Development Division

- The purpose of the CSC’s is to move City services out into the neighborhoods and communities as a convenience for City residents. Ms. Rimes reported that there are 11 CSC’s and they are located in communities from Carmel Valley and Rancho Bernardo to San Ysidro.

- Residential customers may use CSC's to pay their water bills, report a pothole, and obtain Neighborhood Watch Program material. Alarm permits and small building permits can also be processed. The CSC's provide set services and they also tailor specific services to the community they are located in. In the Peninsula and Navajo centers, most of the population is retirees, so the CSC's have elder help and provide a lot of senior services. They also partner with code compliance officers and with the Police Department at three storefront locations.
- The CSC's process more business tax certificate applications than the City Treasurer's Office, citing that the Clairemont CSC alone processes more applications than the City Treasurer's Office. They provide a start-up package for new businesses that includes OSB and other work group program materials. She noted that existing business owners do come in to use the public works station to get into the City's purchasing system or to get into the Internet for other reasons.
- They also have employment booklets at each CSC. They are required to keep the City's employment applications available at the CSC's. Large employers, including San Diego Gas and Electric, Time Warner Cable, and Cox Cable also send the CSC's their job announcements. They are offering the same service to small businesses and will place the announcement on their community bulletin board and into their employment booklets.
- Ms. Faith Bautista commented that she obtained her passport at a CSC and she has spread the word throughout the Filipino community about the service. Ms. Rimes stated that CSC staff has undergone training and had to be certified and authorized by the U.S. Passport Agency.
- There are no additional processing fees charged to small businesses that use the CSC's.
- Meeting rooms are available. There is a nominal user fee of \$20 per hour that is charged to for profit businesses. For non-profit organizations, there is no charge. Individuals interested in using or visiting the facility may contact the CSC directly to make the arrangements.
- In FY 2004, there were 260,000 customers that visited the CSC's. Of the 260,000 customers, approximately 25 percent were business owners. She noted that there was a small downgrade, since they closed some of the slower centers and restricted the hours at some of the CSC's.
- Ms. Rimes stated that the County of San Diego has no similar program. She added that they do try to partner with the County on a couple of specific social programs, such as vaccination programs.
- Ms. Jones thanked Ms. Rimes for her presentation, adding that OSB works closely with the CSC's. The CSC's were recently reorganized into the Community and Economic Development Department as a stand alone program.
- Members thanked Ms. Rimes for her informational presentation.

Mentor-Protégé Program: Shep Mais, San Diego Contracting Opportunities Center
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- Two protégés (Accurate Engineering and RKC Constructors) are scheduled to graduate from the Mentor-Protégé Program on December 16.

- All three protégés in the Program have mentors. All six mentor-protégé teams are scheduled to attend the San Diego County Water Authority's annual Paths to Partnership Forum on Wednesday, October 27. City Manager Mr. Lamont Ewell will be the featured speaker. The training source, sponsored by the County Water Authority will be providing training vouchers for the protégé firms so they may participate free of charge.
- Mr. Chandler noted that the Minority Enterprise Development luncheon event is coming up on October 12. The event is being sponsored by the San Diego Supplier Development Council and will be held at the Handlery Hotel. They will be announcing the minority small business contractor of the year at the event.

New Business

- Ms. Bautista announced that the newly formed Mabuhay Alliance, comprised of 130 Filipino-affiliated organizations in San Diego, is holding an event on October 15 at the Town and Country Hotel. The cost for the entire event, which includes dinner is \$20. There is no charge for attending the seminar.
- Mr. Arabo stated that the tobacco retailer licensing is docketed for the Public Safety and Neighborhood Services (PS&NS) Committee on November 17. The item will be placed on the SBAB agenda for the November meeting.
- Mr. Chandler stated that yesterday (September 30) was the end of the Federal government's fiscal year. The loan volume for the SBA was up 30 percent from the previous year. He stated that Kurt Chilcott and his staff at the CDC Small Business Finance Corporation did a magnificent job.

Meeting Adjournment

- The meeting was adjourned at 9:00 a.m.