



THE CITY OF SAN DIEGO

**SMALL BUSINESS ADVISORY BOARD
MEETING MINUTES**

October 26, 2005

Comerica Bank Building
600 B Street, Eighth Floor Large Conference Room
San Diego, CA 92101

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

CITY STAFF
Sue Blackman, Office of Small Business Meredith Dibden Brown, Office of Small Business Ron Halbritter, Development Services Department Jeff Kavar, Economic Development Division Marcia Samuels, Neighborhood Code Compliance Department Janet Wood, Office of Small Business

OTHERS PRESENT
Scott Kessler, Business Improvement District Council Gunnar Schalin, San Diego Contracting Opportunities Center Emily Yanushka, San Diego County Water Authority

Introduction

- Acting Chair Mr. Ric Sims called the meeting to order at 8:25 a.m.
- Mr. Tony Vigil was introduced as the new representative from the U.S. Small Business Administration (SBA) replacing Mr. George Chandler, District Director of the SBA who retired on September 30, 2005. The SBA has a permanent designated seat on the SBAB.
- Mr. Vigil noted that he is currently the interim District Director of the SBA. He has been with the SBA for 40 years, with the last 24 years serving as Deputy Director. He doesn't foresee going into a permanent situation, because he plans to retire in 2006. He added that he didn't apply for the District Director position. The SBA will have a permanent replacement for Mr. Chandler within the next 90 days.

Approval of Minutes

- The minutes of September 28, 2005 were voted upon and unanimously approved.

Public Comment

- Ms. Emily Yanushka, Small Business Program Manager of the San Diego County Water Authority reported that their Small Contract Outreach Opportunities Program (SCOOP) has a training component for which they are preparing to issue a Request for Proposals (RFP) for training services. She wanted to notify the SBAB in the event that members may inform individuals they know that are interested in providing training services.

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

Mr. Simon deferred to Mr. Scott Kessler to provide a summary of BID Council activities:

- They are preparing for the December Nights event in Balboa Park. Barona has been brought in as the headline sponsor for the event.
- They are in negotiations with Corky McMillin Company as the General Partner for the San Ysidro pilot village mixed use project. The 30 property owners in the project area were part of the owner participation agreement. The BID Council has an exclusive negotiating agreement (ENA) with the City's Redevelopment Agency. He noted that the request for qualifications (RFQ) for General Partner was put out a couple of months ago to get through entitlements and then into construction.
- The Public Right of Way Program (PROW) is moving forward. They had a 2-year pilot project in 3 business improvement districts (BIDs) which is now completed. The Program is now permanent and is being expanded citywide. Ten bids are going forward this month with PROW.

Office of Small Business Report: Janet Wood, Office of Small Business (OSB)

Ms. Janet Wood provided the following update:

- Commented that this is her last SBAB meeting, since she will be retiring from the City on November 18, 2005.

- Ms. Sue Blackman, Manager of Business Advocacy and Ombuds Services started in her new position on October 10. She will start providing support to the SBAB beginning at the November 23 meeting.
- This year, there have been changes to all of their contracts, regardless of the funding source.
- The next “ABCs to Starting, Growing and Financing Your Small Business” Seminar is scheduled for Wednesday, November 30, 2005 at 3:30 p.m. The Seminar will be held at the new College-Rolando Library at 6600 Montezuma Road.
- Mr. Jeff Kavar, Deputy Director of the Economic Development Division (EDD) of the Community and Economic Development Department commented that there is uncertainty in the organization as the City moves to the Strong Mayor form of government and electing a new mayor to serve in that capacity. They hope that EDD will continue to provide staff support to the SBAB. Mr. Kavar added that they appreciate the advocacy that the SBAB has provided to them.
- There has been an effort to restructure CED of which EDD is one of three divisions. The first option is to turn the Redevelopment Agency into a separate entity such as the Centre City Development Corporation (CCDC) or the Southeastern Development Corporation (SEDC). The second option includes merging the Redevelopment Agency with the Housing Commission. The third option is to change the Division's management practices, to provide it with more autonomy.
- If CED is restructured, then Community Services and EDD will need to be reconfigured. Potential options include 1.) Bringing them into the Mayor's Office, 2.) Merging them with an existing department or 3.) Reconfiguring them into their old line department. They are interested in receiving input from the SBAB, in addition to receiving feedback from other constituent groups.
- Mr. Sims expressed his concern about the synergy that would be lost with EDD and its collaborative relationship with the Redevelopment Agency. Mr. Kavar stated that the City Manager's Office is bringing it forward as one of the options for the Mayor and Council to contemplate.
- Mr. Kavar stated that there will be two community outreach meetings that will be held to solicit community input on the restructuring of the Redevelopment Agency.

<p>Development Services Department Report: Kelly Broughton and Ron Halbritter, Development Services Department (DSD)</p>

Mr. Broughton reported the following information:

- Working on zoning maps identifying the most accurate zone for all properties throughout the City. They had a 6 month public review process and they received numerous challenges to what they represented, which was their official zone for the property. They are currently working to respond to all of the challenges. They anticipate completing the updating of their geographic information system by early December 2005. Their goal is to have the zones available online on the City's website. They are scheduled to bring the zoning map for approval by the Planning Commission on December 15.
- The City's website (www.sandiego.gov) currently has an application on the website called “Official Draft Zoning Map Project”. The application will be revised before they take the full

action to the City Council. Once the City Council adopts it, the official zoning map will be published and interested individuals will be able to obtain zoning information for their property by address and by parcel number. DSD staff feels that their efforts will significantly reduce time for both the public and City staff. An additional benefit is that it will provide a direct link to the section of the Municipal Code that applies to a particular zone.

- Within the next year, DSD also hopes to develop a system where the public may query their community to see what permit applications are in process. A rezoning application would appear as part of that. This is another piece of their ongoing automation strategy.
- DSD hired True North, an independent firm to conduct a survey of their customers. Thus far, the firm has completed two fold random surveys of about 1200 customers using both phone and internet surveys. They will be conducting one more survey of between 600 to 800 customers, which will bring up the number of those surveyed to a total of between 1800 and 2000. The surveys are very detailed and pertain to DSD's services, including the quality of the services and how DSD performed in projects.
- The goal of the surveys is to obtain a good baseline which can be used in determining how their services are improving and also for determining the areas of service that need improvement. Mr. Broughton offered to bring in the firm's representative to provide a presentation on the survey results at a future SBAB meeting.
- Mr. Sims noted that he had requested that the survey data be tailored to services that were delivered to small businesses. Mr. Broughton responded that he wasn't aware if they added that or not. Mr. Sims added that Mr. Gary Halbert, Director of DSD had commented that he was unsure if they had a large enough sample of small business owners in the survey process. Mr. Broughton and Mr. Sims will both follow up on the survey request with Mr. Halbert.
- Mr. Broughton stated that he now has the staffing back up on the land development code update effort. They are trying to finish 2 updates that have almost been through the entire review process. DSD management is committed to working on revisions to regulations that were generated by staff, i.e., areas of regulations that create a lot of difficulties, create delays, and are difficult to explain.
- Mr. Halbritter asked Ms. Judy Preston if she has used DSD's online zoning map. She replied that she hasn't yet, but that her staff may have used it. Ms. Preston added that she was interested in links with the County of San Diego, particularly with the Tax Assessor's Office. Mr. Broughton commented that he didn't know if there were actual links, but he would check on it. DSD now actually gets direct updates from the Tax Assessor's Office, so their system is much more current than in past years.
- Mr. Broughton stated that they are getting a new version of their website updated to provide a much more straightforward methodology to provide the information that their customers need. It is called the Roadmap Project, which spells out the steps in the review process. They expect it to be online in December 2005.
- Mr. Broughton remarked that as part of the Code Update Project, they have had an outside committee comprised of design professionals, community planning group representatives and at large members that advise his staff on ongoing code update efforts, particularly the technical aspect. He noted that the small business community has not recently been represented on the committee. DSD would like to get a representative on the Project Committee from the small

business community and they encourage Board members to contact Mr. Broughton with the names of interested individuals. He added that the Project Committee usually meets once per month. Mr. Sims recommended that interested Board members should contact Ms. Blackman. At the next meeting, the SBAB could choose a representative to serve on the Project Committee.

- Mr. Halbritter requested that people contact him directly before making a commitment on signing leases or buying property.
- Ms. Marcia Samuels, Director of the Neighborhood Code Compliance Department stated that they are working closely with DSD on unreinforced masonry properties (URM). They are now sending out notices informing property owners that the deadline is in January 2006.

Selection of Chair and Vice-Chairs/Term: SBAB

- There was some discussion among Board members on selecting a Chair to replace Mr. Chandler, who recently retired from the U.S. Small Business Administration.
- Board members made comments expressing their support of electing Mr. Sims as Board Chair.
- **Mr. Jesse Navarro motioned for the SBAB to elect Mr. Sims as Chair of the SBAB for a two-year term. The motion was voted upon and approved, with Mr. Sims abstaining.**
- Mr. Sims thanked members for their support. He stated that the Board needs to work well together and emphasized the importance of establishing a strong and positive relationship with the new Mayor.
- Members commented that there should be a Vice-Chair, which would provide consistency to the Board. The issue will be tabled until the next meeting.

New Business

- None provided.

Meeting Adjournment

- The meeting was abruptly adjourned at 9:25 a.m. as a result of a fire drill being conducted in the Comerica Bank Building.