



THE CITY OF SAN DIEGO

**SMALL BUSINESS ADVISORY BOARD  
MEETING MINUTES**

April 23, 2008  
8:45 a.m.

Civic Center Plaza  
1200 Third Avenue, Fourteenth Floor Large Conference Room  
San Diego, CA 92101

<b>BOARD MEMBERS PRESENT</b>	<b>BOARD MEMBERS ABSENT</b>
Faith Bautista Kurt Chilcott Warren Simon Richard Sims Spencer Skeen Chi Tran	Auday Arabo Scott Cummins Dr. Ruben Garcia

<b>CITY STAFF</b>
Steve Bal, Office of Small Business Meredith Dibden Brown, Office of Small Business Alissa Gabriel, Office of Small Business Ron Halbritter, Development Services Department Luis Ojeda, Office of Small Business Luz Ramirez, Office of Small Business

<b>OTHERS PRESENT</b>
Joni Low, Asian Business Association Gunnar Schalin, San Diego Contracting Opportunities Center

## Introduction

- Chair Mr. Richard Sims called the meeting to order at 8:55 a.m. A quorum was present.

## Approval of Minutes

- The minutes of November 28, 2007 were voted upon and unanimously approved.

## Public Comment

- Mr. Gunnar Schalin of the San Diego Contracting Opportunities Center (SDCOC) Mentor-Protégé (MP) Program reported that on May 9, 2008 they will be interviewing six (6) new applicants for the MP Program. Small businesses that would like to participate in the MP Program should contact Mr. Herb Lemmons of the City of San Diego at (619) 236-6218 as soon as possible to schedule an interview. Last month, Board members received the SDCOC's annual report. He cited that the \$58 million in government contract awards were attributed to the services that the SDCOC provides. Mr. Schalin thanked the Board for their continued support with Small Business Enhancement Program (SBEP) grant funds.

## Subcommittee Reports

- Internal: Mr. Warren Simon commented that a meeting was held with Mr. Kelly Broughton, Department Director of the Development Services Department (DSD) and several other DSD staff members to discuss restarting the Small Business Code Team meetings to address issues impacting small businesses. Mr. Simon provided information on three (3) issues for discussion: 1.) Zoning and land use, which will be incorporated into the community plan updates (the City's General Plan is the governing document which lays out the principles); 2.) The study pertaining to affordable housing parking needs. Mr. Sims stated that there is a concern that the City is not incorporating commercial issues in the study; and 3.) Reducing the levels of decision-making authority for obtaining specific permits. The City has already reduced the levels for some identified codes to make it easier for small businesses to obtain permits.
- External: Mr. Sims reported that he would like to have a meeting scheduled within the next month to discuss the Small Business Roundtable. There was discussion on developing technical assistance/entrepreneurship training programs. Mr. Sims stated that he is continuing his dialogue with business officials, including bank representatives. An inventory needs to be taken of what is really needed by the small business community. There was discussion amongst Board members as to the organizations they should invite to the Small Business Roundtable. Mr. Sims stated that they would like to have input from all small business organizations, including organizations that can bring resources. Mr. Sims will be chairing the Roundtable.
- Board members also had discussion on the role of the External Committee. Mr. Spencer Skeen commented that developing a strategy for small business development is a large undertaking and that the charge of the Board is to be a voice for the small business community and to report to the Mayor. Ms. Faith Bautista recommended that the External Committee move forward, inviting small business organizations to have a dialogue. Board members should submit their contact lists to OSB staff, but may copy Mr. Sims on the email. OSB staff will send Mr. Sims the list of Board members on the External Committee (Ms. Faith Bautista, Mr. Kurt Chilcott, Dr. Ruben Garcia, Mr. Richard Sims, and Ms. Chi Tran).
- Mr. Skeen suggested that The External Committee select a meeting date and then send out the invitations, with members following up with phone calls. The idea is that if a small business

organization wants the City to listen to their needs and learn what is important to them, then it is their responsibility to attend the meeting.

- Mr. Kurt Chilcott stated that the most successful work that the Board has done has been serving as the interface between small businesses and the City, particularly on regulatory matters. He suggested taking a small step of obtaining input from small businesses on issues impacting them.
- There was discussion on combining both the Small Business Roundtable and the Annual Outreach Meeting, but members commented that the Outreach Meeting should be a separate meeting. Both meetings will assist the Board in providing the informational report to the Mayor.
- Members concurred that the goal is to have about twenty (25) individuals representing a cross section of the small business community. The Board agreed to have the Small Business Roundtable on Wednesday, June 4, 2008 at 8:30 a.m. at Liberty Station at the former Naval Training Center.
- *[Please note that the date has been rescheduled three weeks later to Wednesday, June 25 at 9:30 a.m. immediately following a shortened SBAB Meeting, which will be held at the same location.]*

**Office of Small Business (OSB) Report: Meredith Dibden Brown, OSB**

- Asked Board members to review the proposed revisions to the Storefront Improvement Program (Council Policy 900-17), so that it can be voted upon at the May 28 meeting.
- Staff will also be asking the Board to review and vote upon minor updates to the Small Business Enhancement Program (Council Policy 9001-15).

**Development Services Department (DSD) Report: Ron Halbritter, DSD**

- On January 1, 2008, a new structural building code was adopted. It is creating a delay in turning over plans, because architects are unfamiliar with the new code.
- Effective March 28, 2008, residential high occupancy permits (RHOP) were required for mini-dorm developments.

**Board Attendance: Richard Sims**

- Spoke with Ms. Lisa Gordon of the Mayor's Office pertaining to filling Board vacancies.
- Commented that it has been difficult to obtain quorums and suggested changing the meeting day and/or time to better accommodate Board members' schedules. After discussion, members agreed to keep the current meeting calendar, which is the 4<sup>th</sup> Wednesday of each month at 8:45 a.m.
- Members requested receiving the Board agenda two (2) weeks in advance of the meeting.

**Approval of Economic Development and Tourism Support (ED&TS) Program Review Panel Funding Recommendations for Fiscal Year 2009: Luis Ojeda, OSB**

- Sixteen (16) applications were submitted, which is two (2) more than last year.

- The total amount of funds requested exceeded over one million dollars.
- \$539,737 in funds are available for allocation, which is the same as last year.
- Ten (10) of the sixteen (16) applicants received a rating from the Review Panel of 4- and above.
- Since most of the applicants received a high score, it left fewer funds to allocate for the remaining organizations and no funds available for two (2) organizations.
- A budget hearing on the Special Promotional Programs will be held on May 1, 2008, which is the final approval for Transient Occupancy Tax (TOT) by the City Council.
- **Mr. Kurt Chilcott motioned to: Approve the ED&TS Review Panel's funding recommendations for Fiscal Year 2009. The motion was voted upon and unanimously approved, with Ms. Faith Bautista abstaining, since she is affiliated with Mabuhay Alliance, one of the grant recipient applicants.**

#### **Annual Community Outreach Meeting**

- Members agreed to have the Annual Community Outreach Meeting on July 24, 2008 at 8:45 a.m. at the North Park Theatre.
- The Annual Community Outreach Meeting will have representatives from grant recipient organizations speak on the programs that are provided with the grant funding. This is in addition to receiving testimony from small business owners on issues impacting them.
- *[Please note that due to scheduling issues, the Annual Community Outreach Meeting will now be held on August 27 at 8:45 a.m. Since the meeting will be held in August, which is typically a dark month, there will be no meeting in July.]*

#### **Meeting Adjournment**

- The meeting was adjourned at 10:20 a.m.