



THE CITY OF SAN DIEGO

**SMALL BUSINESS ADVISORY BOARD
MEETING MINUTES**

May 28, 2008
8:45 a.m.

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

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

CITY STAFF
Steve Bal, Office of Small Business Curtis Brown, Development Services Department Meredith Dibden Brown, Office of Small Business Alissa Gabriel, Office of Small Business Ron Halbritter, Development Services Department Scott Kessler, Economic Development Division

OTHERS PRESENT
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 April 23, 2008 were voted upon and unanimously approved.

Public Comment

- Mr. Gunnar Schalin of the San Diego Contracting Opportunities Center (SDCOC) reported that they are in the process of doubling the size of the Mentor-Protégé (MP) Program from four (4) to eight (8) firms, which is in accordance with the recommendation of the SBAB. They interviewed several small businesses and have come up with viable candidates for the Program. Decisions will be made shortly after each firm's financials have been reviewed. Since the length of the process was a concern, the MP Program will now pre-position mentors ahead of time. Thus, when a protégé is selected, the MP can find the appropriate mentor from their existing pool. The selected firms are in the construction industry; a supplier to the construction industry was interviewed, but wasn't a viable candidate.
- Ms. Joni Low of the Asian Business Association stated that she will be attending an Appeals Hearing for the Economic Development and Tourism Support (ED&TS) Program on Friday, May 30. She asked why it didn't come back to the SBAB, instead of going to the ED&TS Review Panel. Mr. Warren Simon responded about the appeals procedure, stating that any appeals would first go to Mr. Luis Ojeda and the ED&TS Review Panel, before being brought to the SBAB.

Subcommittee Reports

- Internal: Mr. Warren Simon reported that they will be providing their input on the proposed small business code changes at community planning group meetings. Mr. Sims asked Mr. Ron Halbritter about the proposed fee increases at the Development Services Department. Mr. Halbritter responded that it is being worked on, but was uncertain if a presentation on the increase was scheduled. Mr. Sims stated that the Board needs to keep track of the matter.
- External: Mr. Sims requested that Board members send him their list of names of small business organizations to invite for the Small Business Roundtable, adding that he hasn't received any yet. There was discussion about the lists that Board members are being asked to submit. Mr. Sims stated that the lists could have a minimum of five (5) names, adding that the names should be policymakers within their respective organizations. There was also discussion on inviting representatives from financial institutions. Ms. Chi Tran responded that the financial organizations are just providing funding to the non-profit organizations, while the non-profit organizations are providing direct services to the small businesses.
- *The Small Business Roundtable will be held on Wednesday, July 23, 2008 at 8:45 a.m. in Civic Center Plaza's 4th Floor Conference Room.*

Economic Development Division/Office of Small Business (OSB) Report: Meredith Dibden Brown, Alissa Gabriel, and Scott Kessler

- Approval of Revised Storefront Improvement Program (SIP) and Rebate Formulas - Council Policy 900-17: Ms. Alissa Gabriel provided a brief overview of the SIP, citing that the Program

is open to all small businesses (defined as 12 employees or fewer) within the City of San Diego. Applicants must have a business tax certificate. Applicants may use the funds to comply with ADA requirements as part of a comprehensive improvement. Policy revisions include changing the SIP from a contract-based Program with the participants to an application-based Program. Other revisions included a re-organization and minor language changes. A Public Art rebate has also been included in the Policy, since there have been requests for public art projects. The language for the Public Art rebate came from the Commission for Arts and Culture. A rebate formula would need to be approved by the Board. Ms. Gabriel distributed a draft recommendation for the Public Art rebate formula proposing “One-half eligible expenses up to \$7,500” for the Board’s review and approval. **Mr. Simon motioned for the Board “To approve A.) The revised changes to the Storefront Improvement Program Council Policy 900-17 and to approve B.) The recommended Storefront Improvement Program’s Public Art rebate formula.” The motion was voted upon and unanimously approved.**

- Approval of Revised Small Business Enhancement Program - Council Policy 9001-15: Mr. Scott Kessler went over each of the proposed changes that were provided in the staff report to the Board and noted the contrasts with the existing Policy. He cited numerous points including a flat fee being set, which would allow for the elimination of the fourth quarter adjustment that is very problematic. Several Board members recommended that a stipulation be included, which is that the Policy be reviewed for revenue adjustment every three (3) to five (5) years when revenues increase, as a result of an increase in the number of business tax certificates being issued. Members agreed to table the item for discussion and action until the June 25, 2008 Board meeting.

Board Appointments: Richard Sims

- Mr. Sims reported that he spoke with Ms. Lisa Gordon of the Mayor’s Office pertaining to filling Board vacancies. Ms. Gordon informed him that the Mayor’s Office intends to appoint new Board members in July/August 2008.

Annual Community Outreach Meeting

- The Annual Community Outreach Meeting has been rescheduled to Wednesday, August 27, 2008 at 8:45 a.m.

Meeting Adjournment

- The meeting was adjourned at 10:30 a.m.