



THE CITY OF SAN DIEGO

**SMALL BUSINESS ADVISORY BOARD  
MEETING MINUTES**

December 10, 2008  
9:00 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>
Edward Barbat Faith Bautista Dr. Ruben Garcia Michelle Gray Warren Simon Spencer Skeen	Kurt Chilcott Scott Cummins Chi Tran Tom Woolway

<b>CITY STAFF</b>
Steve Bal, Office of Small Business Kelly Broughton, Development Services Department Meredith Dibden Brown, Office of Small Business Karen Bucey, Development Services Department Ron Halbritter, Development Services Department Alicia Martinez-Higgs, Office of Small Business Suzanne Prevost, Office of Small Business

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

## Introduction

- The meeting was called to order at 9:15 a.m. A quorum was present.

## Election of Board Chair and Co-Chair

- Board members selected Dr. Ruben Garcia for Chair and Mr. Spencer Skeen for Co-Chair. The terms are for two (2) years.

## Approval of Minutes

- The minutes of October 22, 2008 were voted upon and unanimously approved.

## Public Comment

- Mr. Gunnar Schalin of San Diego Contracting Opportunities Center (SDCOC) provided an update on the City's Mentor-Protégé Program. Their organization conducted a financial analysis of the new candidates for the Program, which resulted in questions about a couple of the firms. They recently learned that one of the prospective candidates has gone into bankruptcy and has closed their doors. They will be bringing in more protégés to be paired up with their large pool of available mentors. They are still looking for more protégés and mentors for the Program.
- Mr. Schalin also reported that the City's Equal Opportunity Contracting Program will be sponsoring the outreach event "Building Profitable Relationships 2009" on Thursday, February 5 from 10:00 a.m. to 3:00 p.m. at the Balboa Park Club at 2150 Pan American Road West in Balboa Park. To register online, visit [www.ptac-sandiego.org/workshop.html](http://www.ptac-sandiego.org/workshop.html).

## Subcommittee Reports

- Internal: Mr. Edward Barbat volunteered to serve on the Internal Committee to fill a vacancy. Other members of the Internal Committee include: Mr. Scott Cummins, Mr. Warren Simon, and Mr. Spencer Skeen.
- External: Ms. Michelle Gray volunteered to serve on the External Committee to fill a vacancy. Other members of the External Committee include: Ms. Faith Bautista, Mr. Kurt Chilcott, Dr. Ruben Garcia, and Ms. Chi Tran.

## Economic Development Division (EDD)/Office of Small Business (OSB) Report: Alicia Martinez-Higgs, OSB

- Reported that Mr. Scott Kessler lost his position as Deputy Director as part of the reorganization of the EDD. The new Deputy Director is Ms. Beth Murray.
- Ms. Michelle Gray asked about the mission of OSB and its Programs. Both Ms. Martinez-Higgs and Mr. Warren Simon provided responses, informing Ms. Gray that OSB was created in 1991 and its goal is to assist all small businesses in San Diego (defined as 12 employees or fewer). The SBAB was created in 1982 to advise the Mayor and City Council on policies and procedures that impact the small business community. Mr. Simon suggested that staff provide an informational report/package for the benefit of new members at the January 2009 meeting. Ms. Gray also asked for performance statistics on OSB Programs. Further information on EDD/OSB Programs may be found at [www.sandiego.gov/cpci](http://www.sandiego.gov/cpci).

## Development Services Department (DSD) Report: Kelly Broughton, DSD

- Mr. Broughton reported that Mr. Ron Halbritter will soon be retiring from the City. Mr. Halbritter has served as the Small Business Liaison for five (5) years. The position was created largely at the request of the SBAB, to assist the small business community on regulatory and permitting requirements and issues. Ms. Karen Bucey will be taking over the role of Small Business Liaison on a part-time basis. Mr. Broughton noted that permitting activity in DSD has slowed down by 30 percent over the past two (2) years, so their revenue has dropped. They are looking at revising their permit fees to be fully cost recoverable, as their expenses have increased. If the fee structure is approved, he will put a full-time person back in the Small Business Liaison position. The Board thanked Mr. Halbritter for his service and is looking forward to working with Ms. Bucey.

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

- Reported that Ms. Diana Spyrodonidis has left her position as Executive Director of the BID Council. The BID Council Board of Directors' Vice-President and several BID Executive Directors will serve in the interim on a rotational basis until a new Executive Director is selected.
- December Nights was very successful as the event had a record attendance of approximately 340,000 people over two (2) days.

## Small Business Roundtable Issues and Recommendations

- At the October 22, 2008 meeting, the Board approved four (4) of the recommendations from the Small Business Roundtable held on July 23, 2008. They requested the other two (2) recommendations (#4 and #6) be forwarded to the External Committee for further review.
- Ms. Faith Bautista stated that recommendation #6, which is having a diverse supplier system for small businesses should be included with the other four (4) previously Board approved recommendations. **After further discussion, Ms. Bautista motioned for the Board to approve recommendation #6: To pursue implementation of a diverse supplier system that focuses upon small businesses. The motion was voted upon and unanimously approved.**

## Small Business Enhancement Program (SBEP) Grant Funding Recommendations for FY 2009: Alicia Martinez-Higgs, EDD/OSB

- Reported that seven (7) applications were received for FY 2009.
- Mr. Kurt Chilcott, Mr. Warren Simon and Ms. Chi Tran served on the FY 2009 Review Panel.
- The Review Panel decided to fund organizations with a ranking of 2.00 and higher. Five (5) of the organizations had a ranking of 2.00 or higher. The organizations that did not receive funding either had deficiencies with the application or were vague in how the funds would be utilized.
- **Mr. Simon motioned for the Board to accept the SBEP funding recommendations of the Review Panel for FY 2009. The motion was voted upon and unanimously approved.**

## Meeting Adjournment

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