



# SMALL BUSINESS ADVISORY BOARD

## Meeting Minutes

TUESDAY, May 28, 2024

8:30 a.m. – 10:00 a.m.

Location: Civic Center Plaza, 14<sup>th</sup> Floor Conference Room –  
1200 3<sup>rd</sup> Ave, San Diego, CA 92101

**Chair:** Austin Evans | **Vice Chair:** Natasha Salgado

**Board Members:** Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Jason Paguio, Jenna Hanson, Natasha Salgado, Sarah Mattinson, Shane Beard, Sunny Lee, and Valery Beloso.

**Staff Liaisons:** Alex Southard and Sean Karafin.

Item 1: Call to Order (Chair Evans)

- Meeting was called to order at 8:30 am

Item 2: Action: Roll Call (Chair Evans)

- In attendance: Austin Evans, Jenna Hanson, Sunny Lee, Ania Kaminska, Sarah Mattinson, Natasha Salgado, Brandon S. Johnson,
- City Staff: Alex Southard and Sean Karafin

Item 3: Conversation with Mayor Todd Gloria

- Mayor Gloria was invited to attend the Board meeting to discuss small business priorities for the upcoming fiscal year. He addressed budget concerns and discussed items that Board members shared as priorities.
- The Mayor addressed the proposed reductions and challenges of creating the FY2025 budget, which is facing a difficult year. He emphasized that the budget must be balanced and that the City cannot run a deficit.
- The Small Business Enhancement Program is proposed to be half funded, though that could change with the Council's final recommendation.
- The budget supports core services and does not close recreation centers, shutter fire stations, or reduce library hours. Unexpended but previously authorized funds are proposed to be returned to the General Fund to help avoid cuts. The goal is to maintain current services without seeing drastic cuts.
- The Mayor suggested that Government Affairs could send information about the bills at the state level that are impacting small businesses.

- He also discussed prioritizing districts impacted by the storm and ongoing infrastructure issues, specifically how [Council Policy 800-14](#) (2022) already prioritizes Structurally Excluded Communities to help eliminate disparities.
- Other items discussed include the City's process for contracting with small businesses, housing as an issue the Board should advocate for, and state legislation that impacts small businesses.

Item 4: Action: Approval of April 23, 2024 Minutes (Chair Evans)

- With a motion by Natasha Salgado and a second by Jenna Hanson, the Board voted to approve the April 23, 2024 minutes.
  - Yes: Austin Evans, Sunny Lee, Jenna Hanson, Valery Belloso, Ania Kaminska, Sarah Mattinson, Natasha Salgado, Brandon S. Johnson, and.
  - Abstain: None.
  - Absent: Donna Deberry, Jason Paguio, and Shane Beard.

Item 5: Discussion: San Ysidro Business Improvement District Advisory Board

- Sean Karafin updated the Board on the Business Walks in the San Ysidro corridor. Economic Development staff sent a letter to each business and an email notification and went door-to-door to notify businesses of the change in administrator.
- There was also an invitation for business owners to submit a letter of interest to participate on this advisory committee.
- Council and Mayoral staff participated with Economic Development Department staff.

Item 6: Action: Draft Advising Letter

- No action was taken on this item.

Item 7: Action: Chair and Vice Chair Elections

- Sarah Mattinson made a motion to have Austin Evans and Natasha Salgado to continue to serve as Chair and Vice Chair for Fiscal Year 2025. Sunny made a second motion in support.
  - Yes: Austin Evans, Sunny Lee, Jenna Hanson, Ania Kaminska, Sarah Mattinson, Natasha Salgado, Brandon S. Johnson, and Valery Belloso.
  - Abstain: None.
  - Absent: Shane Beard, Donna Deberry and Jason Paguio.

Item 8: Committee Report

- Development Services Department Technical Advisory (Board Member Beard)
- None.

Item 9: Staff Report

- Economic Development Department (Liaison Southard)
  - Alex Southard provided an update on the Emergency Response Grant. Nearly all funds have been awarded and the program is winding down.

Item 10: Board Member Comments

- None.

Item 11: Non-Agenda Public Comment

- Jackie – is a yoga teach who has taught on Sunset Cliffs since 2017. She can't get a permit to continue to do yoga in this area and expressed frustration about her inability to get permits. She wants to make a pathway with the City to get back to being able to offer yoga at Sunset Cliffs. Expressed that the door has been shut in her face. Visit San Diego uses photos of her classes on their marketing materials.
- Mike – an IT business owner. He said that most of the contractors that City works with in IT have staff in other countries. He said that San Diego hasn't figured out how to work with small business IT firms, but the State and County have figured it out.
- Lauren – owns a pop-up picnic company and is subject to the new ordinances. She was selected to be part of a cohort for a DEI accelerator for tourism. She said there is an unwillingness to come up with a process. The City is not capitalizing on revenue that these businesses can bring in. Her business can contribute six figures. Her mission is to get more people into parks and take advantage of this magnetic piece of San Diego.
- Ray – the owner of Blue-Light Bonfires. His business also sifts pollution out of the sand and hosts monthly beach clean-ups. Now, they are not permitted to host bonfires on the beach. They've been reached out to by large businesses to host parties and can't do it because there is no permit program. They are a veteran, minority, and family-owned business.
- Denise Webb – a business owner and recipient of the Emergency Response Grant. She's had issues securing insurance due to the recent flooding. What is the City doing to mitigate the flooding of streets and infrastructure?
- John Reynard with San Diego Social Leagues. He's attending and representing the same pain points as other picnic and yoga businesses and wants to find a solution to the permitting issue that's preventing these businesses from operating in certain beaches and parks.
- Cameron Amon – owner of Beach Bay Bonfires, which provides bonfires for people who can't host them on their own. Clients are families from out of town. There needs to be a permitting system creating so they can continue to provide these services on the beaches. He's not hearing back from City officials on this. Wants to reinvest back into the City.
- Jean Walker – provides beach services, luxury beach set-ups including cabanas and bonfires. Her services are permitted on state beaches and in Oceanside. Both of those agencies have easy systems. Many other permitting systems exist. She states that beach volleyball is still allowable. She's here to seek help in getting a permitting system in place. Mayor promised to make permitting happen, everyone supported it, and then it got pulled. She's asking Sunny Lee and Sarah Mattinson to help advocate – her business purchases food from local businesses. She's identified an ecosystem of businesses that they support, and hotels send people to these businesses as well.

Item 12: Adjournment

- The meeting was adjourned at 9:44 a.m.

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