



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, January 28, 2025

8:30 a.m. – 10:00 a.m.

Location: Civic Center Plaza, 14th Floor Conference Room –
1200 3rd 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, Juliet Terramin, Natasha Salgado, Sarah Mattinson, and Sunny Lee.

Staff Liaisons: Alex Southard and Sean Karafin.

Item 1: Call to Order (Chair Evans)

- Meeting was called to order at 8:39 AM.

Item 2: Action: Roll Call (Chair Evans)

- In attendance: Austin Evans, Brandon S. Johnson, Jenna Hanson, Juliet Terramin, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
- City Staff: Sean Karafin, Alex Southard, Angel Paulino, and Viridiana Quintana.
- Members of the Public: Christian Gomez, Elisa Sabatini, and Beryl Forman.

Item 3: Action: Approval of December 3, 2024 Minutes (Chair Evans)

- With a motion by Sarah Mattinson and a second by Jenna Hanson, the Board voted to approve the December 3, 2024 minutes.
 - Yes: Austin Evans, Brandon S. Johnson, Jenna Hanson, Juliet Terramin, Natasha Salgado, and Sarah Mattinson.
 - Abstain: Sunny Lee.
 - Absent: Ania Kaminska, Donna Deberry, and Jason Paguio.

Item 4: Update on the Technical Advisory Ad Hoc Committee (Chair Evans)

- a. Committee's January meeting [agenda](#)
 - There is an opportunity to be a liaison for the Technical Advisory Ad Hoc Committee through the Development Services Department. Meetings are quarterly on the third Wednesday of the month at 2pm.
 - Sunny Lee expressed interest in attending this committee.
 - The board will discuss further and decide at the February meeting.

- Item 5: Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)
- Alex Southard shared an update on the San Ysidro BID activities.
 - EDD has executed a services agreement with Civic.
 - The FY2026 San Ysidro BID Budget will include services agreements with Hearts & Hands and Civic Community Partners.
 - The January Advisory Committee meeting included presentations from MTS on wildcatting and from Urban Forestry on the Trees for Communities project.
 - The January Working Group meeting continued the conversation regarding the future BID Management. The group voted to recommend at the February Advisory Committee meeting to form a 501(c)3 and 501(c)6.
- Item 6: Presentation from Elisa Sabatini, Via International - Capacity Building Grant Program Recipient
- Elisa Sabatini, President of Via International, and Beryl Forman presented on the Capacity Building Grant program and how the grant is supporting their organization's efforts.
 - Information was provided regarding their "Pan y Paz" bread collective project based in Barrio Logan.
 - Capacity Building Grant funds have supported in various ways including permitting, licenses, marketing, and professional services from consultants.
- Item 7: Discussion: FY2026 Budget (Chair Evans)
- a. Review of the [Office of the Independent Budget Analyst Report](#)
- The board discussed the Independent Budget Analyst (IBA) Report and conversation followed.
 - The City is facing about a \$250 million deficit and looking for ways to generate revenue and bridge the gaps.
 - The Small Business Enhancement Program (SBEP) funds various programs including the Capacity Building Grant, Storefront Improvement Program, and more.
 - The board identified their budget priorities which include public safety, SBEP, quality of life issues, and opportunities for new and existing programs.
- Item 8: Action: Draft Advising Letter (Chair Evans)
- The Board determined an advising letter is needed. The Board chair will write a letter with the identified SBAB budget priorities for FY2026.
 - With a motion by Natasha Salgado and a second by Sunny Lee, the Board voted to approve drafting an advising letter.
 - Yes: Austin Evans, Brandon S. Johnson, Jenna Hanson, Juliet Terramin, Natasha Salgado, and Sarah Mattinson.
 - Abstain: Sunny Lee.
 - Absent: Ania Kaminska, Donna Deberry, and Jason Paguio.
- Item 9: Staff Report
- a. Economic Development Department (Liaison Southard)

- Alex Southard provided an update from the Economic Development Department.
- The Point In Time Count will take place January 25th.
- The Capacity Building Grant program awarded 19 nonprofits for a total of about \$480,000. 11 of the nonprofits are new to this program.
- The department's Small Business Engagement Unit has a new staff member. Luz Ramirez has joined the team and will be supporting assessment district programs.
- Effective Jan. 1, 2025, the City of San Diego hourly minimum wage increased from \$16.85 to \$17.25 an hour. Updated notices for posting at the workplace are available on the City's Minimum Wage Program webpage- www.sandiego.gov/compliance/labor-standards-enforcement/minimum-wage. Every employer must post these notices in a conspicuous place at any workplace or job site.

Item 10: Board Member Comments

- a. Suggested items for future meetings
 - a. Councilmember Foster will attend the May 27th meeting.

Item 11: Non-Agenda Public Comment

Item 12: Adjournment

- The meeting was adjourned at 9:56 AM.

REQUESTS FOR ACCESSIBILITY MODIFICATIONS OR ACCOMMODATIONS

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Small Business Development,
Pan y Paz Collective &
Community Building



50 Years of Community and Leadership Development

- Nutrition and Micro Finance ~ Baja Mexico
- Small Business / Food Security ~ Logan, SD
- Cultural Heritage ~ Youth Leaders, SD
- Immersive Travel ~ SD, Mexico, Guatemala, Costa Rica, Sri Lanka

Bread & Salt

Via Headquarters



HISTORY & SIGNIFICANCE

The Bread & Salt building was once a 100-year-old, commercial bakery that employed many white-coated bakers.

Pan y Paz Mission & Vision Development



The Pan y Paz team was united during Winter of 2021 when we came together to host holiday bread sale pop-ups at Mujeres Brewhouse at Bread & Salt to launch the concept of a women owned bakers co-op located in Barrio Logan within Bread & Salt.

FOUNDING COLLECTIVE MEMBERS

MISSION

A cooperative effort of bakers and artisans elevating the well being of our local communities by providing quality products, education and strengthening female entrepreneurial leaderships.

VISION

The first woman owned baker's cooperative in San Diego, sharing the power of breaking bread, while contributing a positive impact on our well-being, local economy and environment.

A collage of various Mediterranean and Middle Eastern dishes. In the foreground, there's a wooden board with several small, square, golden-brown pastries tied with red and white string. To the left, a white plate holds a row of rectangular, layered pastries. In the center, a round wooden tray holds a white rectangular dish containing six small, round pastries topped with white cream. To the left of this tray, a small wooden board holds three small white bowls: one with yellow hummus, one with green dip, and one with olives. In the background, a large white bowl contains a thick, orange-colored soup or dip. To the right, a wooden basket holds a stack of bread or pastries. The entire scene is set on a light-colored, textured tablecloth.



—
Branding

Pan



Paz
COLLECTIVE

Bakery Design



Business Planning

	2024	2025	2026	2027
INCOME				
Bakery Sales				
Total bakery Sales	23,765	366,111	515,254	612,113
Total Resale Grocery Sales	2,485	72,553	105,594	125,704
Total Income	26,250	438,664	620,848	737,817
COST OF GOODS SOLD				
Bakery COGS				
Ingredients COGS	4,753	73,222	103,051	122,423
Direct Labor	6,933	123,240	164,320	205,920
Packaging and Supplies	475	7,322	10,305	12,242
Total Bakery COGS	12,162	203,784	277,676	340,585
Bakery Margin	49%	44%	46%	44%
Resale Grocery COGS	660	19,273	28,050	33,392
Resale Margin	73%	73%	73%	73%
Total Costs of Goods Sold	12,346	215,735	295,421	361,735
GROSS PROFIT	13,904	222,929	325,427	376,083
Gross Margin	53%	51%	52%	51%

Culinary Training: Sherman Cocina Baking 101 Workshop



Sherman Cocina Graduation: 15 Food Handler Certificates



New Collective Members



Aztlan Libre

Small Business Workshops:

10 Businesses received
marketing, permit and
promotion support



Small Business Workshops & Investment



Commercial Kitchen & Logan Loaf Launch



Thank you for your interest!

Elisa Sabatini

Via International

elisa@viainternational.org



Beryl Forman

Pan y Paz

formanberyl@gmail.com

