



SMALL BUSINESS ADVISORY BOARD

Meeting Notice and Agenda

TUESDAY, July 22, 2025

In-Person Meeting, 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 | **Co Vice Chairs:** Natasha Salgado and Sunny Lee

Board Members: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna DeBerry, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.

Staff Liaisons: Alex Southard and Sean Karafin.

Public Comment

Public Comment on an Agenda Item: If you wish to address the Board on an item for today's agenda, please complete and submit a speaker form before the Board hears the agenda item. You will be called at the time the item is heard.

Public Comment on Matters Not on the Agenda: You may address the Board on any matter not listed on today's agenda. Please complete and submit a speaker form. However, California's open meeting laws do not permit the Board to discuss or take any action on the matter at today's meeting. At its discretion, the Board may add the item to a future meeting agenda or refer the matter to staff or committee. Individuals' comments are limited to three minutes per speaker. At the discretion of the Chair, if a large number of people wish to speak on the same item, comments may be limited to a set period of time per item.

Item 1: Call to Order (Chair Evans)

Item 2: Action: Roll Call (Chair Evans)

Item 3: Presentation from Ahmad Erikat with the City's Transportation Department

Item 4: Action: Approval of May Meeting Minutes (Chair Evans)

Item 5: Discussion: San Ysidro BID Advisory Committee Members (Co Vice Chair Lee)

Item 6: Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)

- Item 7: Action: Draft Advising Letter (Chair Evans)
- Item 8: Action: Approval of the Updated Meeting Dates (Chair Evans)
- Item 9: Staff Report
 - a. Economic Development Department (Liaison Southard)
- Item 10: Board Member Comments
 - a. Suggested items for future meetings
- Item 11: Non-Agenda Public Comment
- Item 12: Adjournment

REQUESTS FOR ACCESSIBILITY MODIFICATIONS OR ACCOMMODATIONS

This information will be made available in alternative formats upon request, as required by the Americans with Disabilities Act (ADA), by contacting Sean Karafin at sdbusiness@sanidiego.gov or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above, may be made by contacting Sean Karafin at sdbusiness@sanidiego.gov or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for auxiliary aids, services or interpreters, require different lead times, ranging from five business days to two weeks. Please keep this in mind and provide as much advance notice as possible in order to ensure availability. The City is committed to resolving accessibility requests swiftly in order to maximize accessibility.



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, May 27, 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, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Michael Sovacool, 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 8:30 AM.
- Item 2: Action: Roll Call (Chair Evans)
- In attendance: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
 - City Staff: Christina Bibler, Christie Marcella, Sean Karafin, Alex Southard, and Viridiana Quintana.
 - Guests: Councilmember Henry L. Foster III and Tiffany Harrison.
 - Members of the Public: Alex Blood.
- Item 3: Action: Approval of April 29, 2025 Minutes (Chair Evans)
- With a motion by Donna Deberry and a second by Christian Gomez, the Board voted to approve the April 29, 2025 minutes.
 - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Ania Kaminska.
- Item 4: Action: Board Elections (Chair Evans)
- Austin Evans, Natasha Salgado, and Sunny Lee expressed interest in serving in a Chair or Vice Chair role.

- With a motion by Sarah Mattinson and a second by Jenna Hanson, the Board voted to have one Chair and two Vice Chair roles and approve Austin Evans as Chair and Natasha Salgado and Sunny Lee as Co Vice Chairs.
 - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Ania Kaminska.

Item 5: Discussion: San Ysidro BID Advisory Committee Members (Member Lee)

- Sunny Lee gave an update on the current interest for the San Ysidro BID Advisory Committee.
- Currently, there are 3 applicants interested. 1 applicant is pending review. Sunny has contacted the 2 other applicants.
 - Carlos Javier Mejia is not a current business owner but is interested in representing a colleague's business. The board requested a letter be submitted by the business owner confirming they allow Carlos Javier Mejia as the representative.
 - With a motion by Sunny Lee, the board voted to approve Norman Jester onto the Advisory Committee.
 - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Ania Kaminska.
- The board discussed the current review process and decided to limit the number of members in the Advisory Committee.

Item 6: Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)

- Alex Southard shared an update on the San Ysidro BID activities.
- At the May Updates Meeting, the group took action on the following:
 - Organization's name: San Ysidro Community and Economic Development Corporation (SYCEDC).
 - Mission statement: To build a more resilient and prosperous community by creating access to new economic opportunities, supporting local businesses, and fostering partnerships that promote sustainable development for the binational community of San Ysidro, its residents, and visitors.
 - Vision statement: To be a vibrant and thriving community where its businesses, residents and visitors all benefit from the advocacy and initiatives championed by the San Ysidro Community and Economic Development Corporation; that leans into and takes advantage of its cross-border culture; that serves as a destination for people to come work, live and play; and creates a new binational model for the world to behold.

- Organizational structure: 9-15 board members with a minimum of 9 being assessment payers and remaining seats for community stakeholders as well as the Executive Officers identified to include a Chair, Vice Chair, Secretary, and Treasurer.
- Voted on only forming a 501(c)(3).
- The May Working Meeting is taking place tomorrow, May 28th. The group is continuing to discuss the nonprofit formation.
- Sunny Lee will continue to be the San Ysidro BID Advisory Committee co-chair. There will not be an alternate co-chair after Donna Deberry retires.

Item 7: Action: Draft Advising Letter (Chair Evans)

- None.

Item 8: Staff Report

- a. Economic Development Department (Liaison Southard)
 - Alex Southard provided an update from the Economic Development Department.
 - Ania Kaminska resigned from the board and Donna Deberry will retire soon. There will be 2 vacancies on the board.
 - The FY2026 proposed budget was released online on April 15 and the “May Revise” on May 14. Budgets can be found on this webpage- www.sandiego.gov/finance/draft.
 - The Small Business Enhancement Program is not funded in the May Revise.
 - The final budget determination will take place on June 10.
 - In February, the Select Committee on Addressing the Cost of Living voted to draft an ordinance that establishes a minimum wage for hotel, event center, and janitorial service workers in the tourism sector. This item is expected to return to the Committee in June for further discussion.
 - A few board members have upcoming expiring seats at the end of June. EDD staff will contact members with reappointment information.

Item 9: Board Member Comments

- a. Suggested items for future meetings
 - The board discussed several items for future meeting topics including:
 - SBAB Report to the Economic Development and Intergovernmental Relations Committee
 - Development Services update on streetaries
 - Presentation from the tourism authority
 - Presentation from the regional chamber
 - Update on the Seaport Village project
 - Contracting with the City
 - Presentation from the USD Nonprofit Institute
 - Discussion on commercial rent limits
 - Presentation from the Downtown San Diego Partnership

Item 10: Conversation with Councilmember Henry L. Foster III

- Councilmember Foster shared information regarding his priorities.
- The Councilmember shared his experience and previous work with District 4.
- The board asked questions and conversation followed.
 - Discussion was held regarding the proposed minimum wage increase for tourism workers and the Councilmember's support for all residents to have a livable wage.
 - Highlighted proper investments are needed in District 4 and opportunity zones in addition to collective efforts between all agencies.
 - Expressed his support of the Small Business Enhancement Program, shared it was included in his budget memo.
 - The Councilmember discussed the recent advisory letter sent from SBAB this year and its emphasis on public safety.

Item 11: Non-Agenda Public Comment

- None.

Item 12: Adjournment

- The meeting was adjourned at 10:22 AM.

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Parking Reform-Amendments to Chapter 8, Articles 2 & 6 of the Municipal code, and Council Policies 100-18,200-4, and 200-15, and a fee update Resolution





Comprehensive Parking Reform


Background:

- In June 2024, the Sustainability and Mobility Department commissioned a Comprehensive Parking Study to evaluate Parking Demand Management practices in the City.
- Focus areas of the study were the Community Parking Districts (CPDs), as well as regional parks (Mission Bay, and Balboa Park were selected for the analysis).
- Study was finalized in January 2025.
- Findings of the study were presented at ATI in January 2025.
- The parking reform package was presented and adopted at City Council June 2025

Objectives:

- Addressing competing curb and parking needs with better curbside management
- Sustainable approaches to gathering data that can be used to drive curb space policies and management decisions.
- Develop standards to appropriately price parking and achieving our curb space objectives
- Create an integrated parking system that is adaptable to the City's ongoing needs.

On-Street Parking- Recommendations

- Establish a framework for adjusting paid parking rates and utilizing dynamic rate structures
- Expand paid parking on Sundays to manage high demand
- Implement new parking meters and/or adjust rates on blocks with consistently high parking occupancy .
- Address gaps in paid parking network
- Implement special event pricing 
- Prioritize effective enforcement, encourage compliance

Hourly Rate Structure



Location-Based Rate Structure



Demand-Based Rate Structure





Implementing the On-Street Parking Recommendations

This package of amendments and policy changes is focused on managing curb space and on-street parking. Additional work is in progress to implement recommendations for management of City parking lots and facilities, such as Balboa Park.

Proposed Amendments

- Municipal Code Amendments
- Council Policies Amendments
- City Fee update

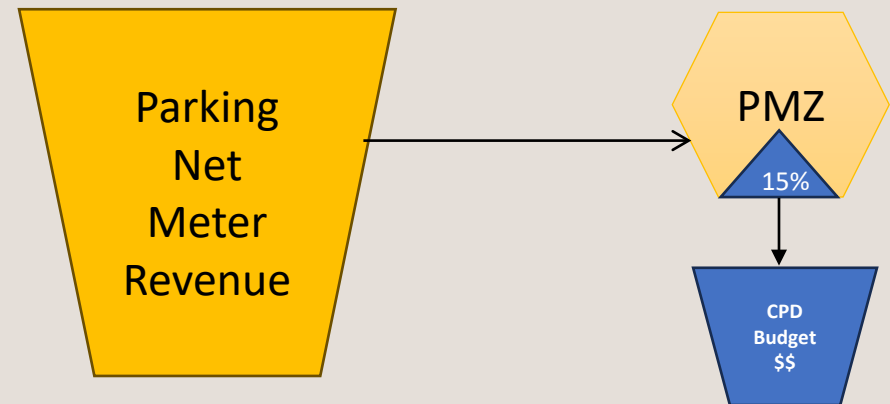


Municipal Code Amendments

- Amend language related to maximum rate, days of enforcement, and utilization targets to enable implementation of parking management strategies to utilize demand-based rate structures based on occupancy, duration, market rates, and location to enable consistent utilization and turnover of on-street parking. (SDMC 86.01).
- Update parking meter use of funds sections to include activities benefiting the management of parking utilization and availability, traffic control, parking alternatives, parking enforcement, and parking meter administration for all vehicle types. (SDMC 82.08, 82.09(b))
- Update and/or remove outdated code language regarding legacy programs, new parking design standards, etc. (SDMC 86.01,86.20).
- Amend residential parking permit programs to allow for more streamlined permit-area establishment and flexible program design to respond to the changing residential building landscape as a result of infill, density, and mixed-use development priorities of the City.
(SDMC 86.20)

Council Policy 100-18 (COMMUNITY PARKING DISTRICTS) Revisions

- Adjust revenue share (15%) to reflect increases to the hourly meter rates while holding CPD budgets the same.
- Adjust admin allowance to be based on budget for projects/activities directly implemented by the CPDs.
- Streamline the budgeting process to allow for earlier fund availability to CPDs and better alignment with the City's budgeting process.
- Allows for fund rollover within the operating agreement 3 year term.





Council Policy 100-18 (COMMUNITY PARKING DISTRICTS) Revisions

- Better define role regarding City decisions on curb space usage, parking management, etc.
- Improve management of CPD expenditures to provide greater clarity to CPDs for budget and workplan development
- Refine and specify authorized use of funds to align with Municipal Code and CA Vehicle Code.

Council Policy 200-04 and 200-15 Revisions

Council Policy 200-04 (**MANAGEMENT OF TIME LIMIT PARKING AND PARKING METER ZONES**) is revised to :

- 1) Simplify how parking meter zones are studied and established.
- 2) Provide explicit direction that a Community Parking District is not a requirement for new or expanded parking meter zones.
- 3) Establishment of process and requirements for implementation of Special Event pricing, Dynamic pricing, and extending enforcement hours.

Council Policy 200-15 (**VALET PARKING AND PASSENGER LOADING ZONE POLICY**) is revised to:

- 1) Remove outdated language regarding valet parking.
- 2) Clarify the size of the valet zones.

- Conduct Parking Study
- ↓
- Noticing
- ↓
- City Council Approval
- ↓
- Parking Meter Zone Established
- ↓
- Parking Meter Installation





Comprehensive Parking Reform

Update to City Fees

- Update the cost of all valet parking permit applications to accurately reflect the cost of site assessment and field work required to install a valet area along the curb space.
- Add an annual "Loss of Revenue" fee for lost revenue in valet locations that utilize a space that would otherwise be paid parking spaces.
- Update to the Parking Meter Blockage Fee in traffic control permits managed by the Development Services Department (DSD) for construction within or impacting the public right-of-way where metered spaces have been established as enumerated in DSD Information Bulletin 117.
- Changes to the parking blockage fee require permit holders to coordinate with the City Treasurer Parking Management Office to remove/reinstall single-space or multi-space meters as applicable, and pay a daily fee for each paid parking space unavailable for public use during construction based on lost revenue from those spaces.

Thank You

