



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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