



SMALL BUSINESS ADVISORY BOARD

Meeting Notice and Agenda

TUESDAY, September 23, 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 Lucero Maganda with the Office of Mayor Todd Gloria on
Know Your Rights and Community Resources

Item 4: Discussion on Recent Parking Changes

Item 5: Action: Approval of July Meeting Minutes (Chair Evans)

Item 6: Discussion: San Ysidro BID Advisory Committee Members (Co Vice Chair Lee)

- Item 7: Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)
- Item 8: Action: Draft Advising Letter (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, July 22, 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 | **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.

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, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
- City Staff: Ahmad Erikat, Sean Karafin, Alex Southard, and Viridiana Quintana.
- Guests: None.
- Members of the Public: None.

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

- Ahmad Erikat, Program Manager with the City's Transportation Department, shared an update on the recently adopted parking changes.
- In 2024, a Comprehensive Parking Study took place to evaluate Parking Demand Management practices in the City. Recommendations were made to help address on street parking challenges.
- Information was shared regarding the parking reform package.
 - Amendments to Chapter 8 of the Municipal Code.
 - Amendments to Council Policies 100-18, 200-4, and 200-15.
 - Fee update Resolution.
- The board asked questions and conversation followed.

- Depending on the area, the Parks & Recreation Department as well as the Coastal Commission may be involved.
- Businesses have previously inquired about the blockage fees and Sunday parking enforcement. There will be an opportunity to obtain a residential parking permit for Sundays.
- The primary goal is to promote alternative modes of transportation.

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

- With a motion by Sarah Mattinson and a second by Christian Gomez, the Board voted to approve the May 27, 2025 minutes.
 - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Donna DeBerry.

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.
- Interested Advisory Committee members will be on hold until the nonprofit organization has its board elections which will likely take place in November.

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

- Alex Southard shared an update on the San Ysidro BID activities.
- The July 9th meeting was the first joint meeting between the San Ysidro Business Improvement District Advisory Committee and the San Ysidro Community and Economic Development Corporation Board of Directors.
- The tentative timeline regarding elections:
 - August- Call for nominations
 - September- Ballots mailed and host a mixer to meet the nominees
 - November- Host the annual meeting (elections)
- At the July Updates Meeting, the group discussed the following:
 - The California Department of Transportation gave a presentation and shared how to report issues directly to CalTrans.
 - Approved the bylaws.
 - The opportunity to host future events with BID Alliance funding from a state grant.
- The July Working Meeting is taking place tomorrow, July 23rd. The group is continuing to discuss formation documents.

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

- With a motion by Sarah Mattinson and a second by Jenna Hanson, the Board voted to draft an advising letter regarding the parking reform package execution including transparency with approvals of Community Parking District projects.

- Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
- Abstain: None.
- Absent: Donna DeBerry.

Item 8: Action: Approval of the Updated Meeting Dates (Chair Evans)

- With a motion by Jenna Hanson and a second by Brandon S. Johnson, the Board voted to combine the November and December meeting to take place December 2, 2025.
 - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Donna DeBerry.
- With a motion by Natasha Salgado and a second by Jenna Hanson, the Board voted to adjourn the August 26, 2025 meeting.
 - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Jenna Hanson, Juliet Terramin, Michael Sovacool, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Donna DeBerry.

Item 9: Staff Report

- a. Economic Development Department (Liaison Southard)
 - Alex Southard provided an update from the Economic Development Department.
 - The San Diego Tourism Authority will present at the October SBAB Meeting.
 - The City of San Diego's FY2026 budget has been finalized. The Small Business Enhancement Program was partially funded at \$750,000; program allocations have not yet been approved.
 - In June, the Select Committee on Addressing the Cost of Living passed an ordinance that establishes a minimum wage for hotel, event center, and janitorial service workers in the tourism sector. The ordinance will go to City Council later this year for review and approval.
 - There are currently two grant opportunities for nonprofits. The City's Community Projects, Programs, and Services (CPPS) Funding Program is accepting applications until August 7. Here is the website for more information- www.sandiego.gov/citycouncil/cpps. The County's Neighborhood Reinvestment Program Grant is accepting applications per Board of Supervisors districts. More information can be found online- www.sandiegocounty.gov/content/sdc/cao/edga/grants/NRP-instructions.html.
 - The Small Business Advisory Board currently has a vacancy on the board. Interested business owners or small business advocates can apply. Feel free to share with others and visit the SBAB website for more information: <https://onboard.sandiego.gov/board/3397>.

- Our department fields inquiries daily primarily through sdbusiness@sandiego.gov. The inbox is always covered, and we work as a team to respond to inquiries in a way that's as helpful as possible. For the month of June, 40 inquiries were received with a 97% response rate within 2 business days.

Item 10: Board Member Comments

- a. Suggested items for future meetings
 - Sunny Lee shared that the BID Alliance will host a mixer soon.

Item 11: Non-Agenda Public Comment

- None.

Item 12: Adjournment

- The meeting was adjourned at 9:40 AM.

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