



SMALL BUSINESS ADVISORY BOARD

Meeting Notice and Agenda

TUESDAY, October 28, 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, 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.

Written Comment through Webform: In lieu of in-person attendance, members of the public may submit their comments using a webform <https://www.sandiego.gov/boards-and-commissions/public-comment>. If using the web form, indicate the agenda item number you wish to submit a comment for. Instructions for word limitations and deadlines are noted on the web form. On the web form, members of the public should select Small Business Advisory Board.

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.

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meetings and offering public comment as noted above, may be made by contacting Sean Karafin at 619-236-6700 or sdbusiness@sandiego.gov. 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.

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- Item 1: Call to Order (Chair Evans)
- Item 2: Roll Call (Chair Evans)
- Item 3: Presentation from Kerri Verbeke Kapich with the San Diego Tourism Authority
- Item 4: Action: Approval of September Meeting Minutes (Chair Evans)
- Item 5: Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)
- Item 6: Action: Draft Advising Letter (Chair Evans)
- Item 7: Staff Report
 - a. Economic Development Department (Liaison Southard)
- Item 8: Board Member Discussion
 - a. Suggested items for future meetings
- Item 9: Non-Agenda Public Comment
- Item 10: Adjournment



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, September 23, 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 8:34 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: Lucero Maganda, Sean Karafin, Alex Southard, and Viridiana Quintana.
 - Members of the Public: None.
- Item 3: Presentation from Lucero Maganda with the Office of Mayor Todd Gloria on Know Your Rights and Community Resources
- Lucero Maganda, Deputy Director of Community Engagement for the Office of Mayor Todd Gloria, shared information regarding the Mayor's recent Executive Order.
 - The Mayor's Office has been working with several community organizations which led to the statement of solidarity as an intentional action.
 - Mayor Gloria signed an Executive Order on July 23rd to strength local policy, reaffirm the City's alignment with SB 54, and prioritize public safety of residents.
 - The Executive Order can be found here-
www.sandiego.gov/sites/default/files/2025-07/mayor-eo-2025-1.pdf
 - Key components of the order include:
 - Reaffirm SDPD's non-cooperation with immigration enforcement.

- Prepare City departments to respond during ICE activity.
- Expand “Know Your Rights” outreach.
- Builds trust with communities and small businesses.
 - The Economic Development Department has been hosting Business Walks in the community.
- Engages philanthropy, regional governments, and legislators.
- There is a City webpage for more information on Know Your Rights and Community Resources- www.sandiego.gov/know-your-rights.
 - There is a resource section specific to small businesses.
- The board asked questions and conversation followed.
 - Materials such as Know Your Rights posters to hang at City facilities will be available in about 8 languages.
 - There is a Due Process and Safety Ordinance in progress that might help address current challenges.
 - The City has worked closely with several direct service providers.
 - Small businesses can help as trusted messengers and sharing information.

Item 4: Discussion on Recent Parking Changes

- The board held an open discussion about the recent parking changes and its impact.
- Board members shared stories of the impact it has had on small businesses.
 - Many employees who worked in Downtown quit due to the cost of parking during a ballgame and not finding other transportation alternatives.
 - MTS does not have many late-night route options and many times; employees do not feel safe walking to the station.
 - Several business and community groups felt there was a lack of outreach.
- The Community Parking Districts are also facing changes.
- The group emphasized the importance of accurate advertising of parking rates including those from garage contractors as well as public safety in parking garages being prioritized.

Item 5: Action: Draft Advising Letter (Chair Evans)

- With a motion by Jenna Hanson and a second by Sarah Mattinson, the Board voted to draft an advising letter with recommendations to help mitigate the impact of parking changes on small businesses.
 - 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 6: Action: Approval of July Meeting Minutes (Chair Evans)

- With a motion by Sarah Mattinson and a second by Natasha Salgado, the

Board voted to approve the July 22, 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 7: 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.
- Review of interested Advisory Committee members has stopped as the San Ysidro group will hold their first annual elections in November.
- The interim board of directors is the following:
 - Board President/Chair: Miguel Aguirre
 - Vice President/Vice Chair: Jose Alfredo Ripa
 - Secretary: Vicky Sharma
 - Treasurer: Marni Levy Wilton

Item 8: Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)

- Alex Southard shared an update on the San Ysidro BID activities.
- Nominations for Board of Directors were collected and due September 17th.
 - 14 nominations were made and there are 11 seats available for election. There are 15 seats total, 11 for BID assessment payers and 4 for associate members.
- The election process will continue with ballots being received in early October. Mailed ballots are due by November 5th.
 - Ballots can also be submitted at the October 22nd Joint Meeting and the November 12th Annual Meeting.
- There will be a Business Walk in San Ysidro focused on “Know Your Rights” information and the upcoming elections.
- A Mixer Event was held on September 10th, it was well attended.

Item 9: Staff Report

a. Economic Development Department (Liaison Southard)

- Alex Southard provided an update from the Economic Development Department.
- There will be several upcoming Business Walks opportunities including San Ysidro and City Heights.
- The October and December SBAB meetings have confirmed presenters.
- Reminder that EDD has several business support programs including:
 - Fee Incentive Program- Businesses can recover up to \$10,000 in City permitting fees for tenant improvements or new construction projects.
 - Permitting and Technical Support- Staff can assist business owners who need to make improvements to a physical business location and help with the permitting process.

- The County of San Diego is asking for input from businesses on how changes to federal funding and trade policies have affected them. The goal is to gather enough feedback and input to better inform elected officials, assist with preparation of business advocacy efforts, and where possible, develop business assistance programs. The survey can be filled out by September 26 at this link: forms.office.com/g/ThLEhBy7nc.
- On September 16th, City Council unanimously approved the minimum wage increase of \$25 for hospitality workers in the tourism industry. This ordinance will apply to hotels with 150 rooms or more, certain event centers, and amusement parks. There will be a phase-in period beginning July 1, 2026 until 2030.

Item 10: Board Member Comments

- a. Suggested items for future meetings

Item 11: Non-Agenda Public Comment

- None.

Item 12: Adjournment

- The meeting was adjourned at 9:52 AM.

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