



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, October 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 | **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.

Item 1: Call to Order (Co Vice Chair Salgado)

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

Item 2: Roll Call (Co Vice Chair Salgado)

- In Attendance: Brandon S. Johnson, Christian Gomez, Juliet Terramin, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
- City Staff: Angel Paulino, Sean Karafin, Alex Southard, and Viridiana Quintana.
- Guests: Kerri Verbeke Kapich.
- Members of the Public: Jennifer Medeiros.

Item 3: Presentation from Kerri Verbeke Kapich with the San Diego Tourism Authority

- Kerri Verbeke Kapich, Chief Operating Officer with the San Diego Tourism Authority, gave a presentation on current trends and activities in the San Diego region.
- The City of San Diego Tourism Marketing district is the main funding source.
- About 32.5 million people visiting San Diego per year with approximately \$14.8 billion in spending.
- Recently, tourism and spending has decreased in the US including San Diego.
- The organization oversees the long-term sales for the Convention Center.
- Engages with the business community through membership services as well as working with Business Improvement Districts, associations, and Chambers.
 - There are opportunities to collaborate on marketing programs and media coverage.

- SDTA works closely with Visit California, Brand USA, San Diego International Airport, and the Tijuana International Airport.
- A large focus on brand marketing and advertising, communications, digital marketing, and more.
- Visit sandiego.org for more information and to find their social media channels.
- The board asked questions and conversation followed.
 - SDTA works closely with the restaurant association since culinary is a key pillar for the organization.
 - The Tourism Accelerator program connects diverse small businesses with the resources, visibility, and partnerships in the tourism sector.
 - 10 businesses will be selected for the upcoming cohort, the application closes November 20th.
 - Discounted memberships for specific industries were done in the past.

Item 4: Action: Approval of September Meeting Minutes (Co Vice Chair Salgado)

- With a motion by Sarah Mattinson and a second by Christian Gomez, the Board voted to approve the September 23, 2025 minutes.
 - Yes: Brandon S. Johnson, Christian Gomez, Juliet Terramin, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Austin Evans, Jenna Hanson, and Michael Sovacool.

Item 5: Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)

- Alex Southard shared an update on the San Ysidro BID activities.
- At the September Updates Meeting, the board heard a presentation on the City's Cultural Plan. Also, the board voted to form two committees: 1) Executive & Fundraising and 2) Safety & Community Events.
 - The organization has about \$70,000 from State funds through the BID Alliance for public events.
 - The San Ysidro BID Annual Meeting is taking place November 12th.
- At the October Updates Meeting, the board heard a presentation from MTS on their "OnTrack" Plans. The board also discussed the upcoming community development bus tour led by Civic taking November 14th.
- At the October Working Meeting, the board had an opportunity to submit ballots. A portion of the meeting was dedicated to the discussion around the goals of the two committees and nonprofit management including best practices. Lastly, the board voted to draft a letter of support for Councilmember Moreno's memo requesting the Mayor to revisit the contract with Caltrans to include the South Bay.
 - The group discussed scheduling the remaining meetings for the calendar year, the last meeting is on December 10th.

Item 6: Action: Draft Advising Letter (Co Vice Chair Salgado)

- No action was taken, the board discussed the pending advising letters regarding parking.
- Sunny Lee shared that City Council voted yesterday to pause Council-Policy 100-18 for 2 years.
- Sarah Mattinson shared there is a conversation around updating the Ballpark District parking boundaries. The option to have \$5/hour for 5 block for 5 hours is being explored with Councilmember Campillo.

Item 7: Staff Report

- Economic Development Department (Liaison Southard)
 - Alex Southard provided an update from the Economic Development Department.
 - Donna DeBerry resigned, there are now two vacancies on the board.
 - December 2nd will be the last meeting of the calendar year. Councilmember Elo-Rivera and a representative with the County's Office of Labor Standards and Enforcement will join.
 - EDD staff is conducting several Business Walks in the coming months in the Diamond BID, Lind Vista, Convoy, El Cajon Blvd, and North Park.
 - The City's minimum wage will increase from \$17.25 to \$17.75 an hour, effective January 1. The change is in accordance with the City's Earned Sick Leave and Minimum Wage Ordinance, approved by voters in 2016. Please visit the Compliance Department webpage for more information: www.sandiego.gov/compliance/minimum-wage.
 - EDD has several programs that support businesses at different stages, from opening a physical location to expanding existing operations. Staff can provide technical support and help navigate permitting with Development Services.
 - The Fee Incentive Program can help businesses recover up to \$10,000 in City permitting fees for tenant improvements or new construction projects.

Item 8: Board Member Discussion

- Suggested items for future meetings
 - The following items were suggested:
 - Presentation from the City's Communications department on their social media content and opportunity to highlight small businesses.
 - Conversation on rent protection for small businesses.

Item 9: Non-Agenda Public Comment

- Jennifer Medeiros asked if there is a business listing. Sunny Lee mentioned there may be opportunities for the BID Alliance to discuss this further.
- Sunny Lee shared that Discover PB will host a Zombie Walk / Trick or Treat on October 30th.

Item 10: Adjournment

- The meeting was adjourned at 10:02 AM.

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