



# SMALL BUSINESS ADVISORY BOARD

## Meeting Minutes

TUESDAY, December 2, 2025

8:30 a.m. – 10:00 a.m.

Location: Civic Center Plaza, 14<sup>th</sup> Floor Conference Room –  
1200 3<sup>rd</sup> 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 (Chair Evans)
- Meeting was called to order at 8:33 AM.
- Item 2: Roll Call (Chair Evans)
- In Attendance: Austin Evans, Brandon S. Johnson, Christian Gomez, Jenna Hanson, Juliet Terramin, Natasha Salgado, and Sunny Lee.
  - City Staff: Jefferey Nguyen, Maria Quiroz, Christina Bibler, Christie Marcella, Elizabeth Studebaker, and Viridiana Quintana.
  - Guests: Councilmember Sean Elo-Rivera and Michael Knab.
  - Members of the Public: Simone Weinstein and Jennifer Medeiros.
- Item 3: Conversation with Councilmember Sean Elo-Rivera
- Councilmember Elo-Rivera shared an overview on his current budget and policy priorities.
  - He addressed the current budget deficit and his office identifying revenue generating options from non-residents.
  - The board was asked about their priorities, the following were shared:
    - Public safety and homeless services
    - Increasing tourism
    - Faster Get It Done responses
    - Parking options and enforcement in business districts
    - Contracting opportunities for small businesses
    - Stabilize cost of goods, labor, rent, and utilities
    - Small Business Enhancement Program funding

- The Councilmember said he will continue to support SBEP, exploring free transit for Small Business Saturday, and finds ways to leverage the City's purchasing power to help small businesses.
- Discussed the opportunity to reconnect on commercial rent control.
- Highlighted the important ROI small businesses bring into the City through sales tax and community impact.
- The Councilmember explained the idea behind the vacation home tax and how it can help address the budget deficit.
- Infrastructure is also an important need but a large expense.
- Maria Quiroz with the City's Purchasing & Contracting Department shared about the technical assistance bootcamps to help contractors understand City requirements and bid on small projects.

Item 4: Presentation from Michael Knab with the County of San Diego's Office of Labor Standards and Enforcement

- Mikey Knab, Business Outreach Manager with the County's Office of Labor Standards and Enforcement, shared insight into the County's "Know Your Rights" trainings for business owners.
- The trainings focus on what to do before, during, and after an ICE enforcement action. An overview and brief version of the training was given.
- Their Office welcome invitations from businesses or community members to lead trainings in any language needed.
- Before an enforcement action, it's important to know your rights and responsibilities, prepare emergency resources, as well as make and practice the plan.
  - AB 450 requires business owners to keep employee areas private.
  - An I-9 notice requires staff to inform within 72 hours.
  - A warrant does not require a notice.
- During an enforcement action, it's important to document everything including copies of warrants.
- After an enforcement action, it's important to review all documentation and contact legal support.

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

- With a motion by Jenna Hanson and a second by Natasha Salgado, the Board voted to approve the October 28, 2025 minutes.
  - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Juliet Terramin, Natasha Salgado, and Sunny Lee.
  - Abstain: Jenna Hanson.
  - Absent: Michael Sovacool and Sarah Mattinson.

Item 6: Action: San Ysidro Business Improvement District Advisory Committee (Co Vice Chair Lee)

- Sunny Lee shared an update on the San Ysidro BID activities.
- The Annual Meeting and elections took place on November 12<sup>th</sup> at BLK Box Gallery & Creative Center, a local nonprofit art space.

- The results of the board were the following:
 

Two year term 1. Silvana Alaniz 2. Jose Alfredo Ripa 3. Norman Jester 4. Marni Levy Wilton 5. Andres Ripa 6. Yuan Yuan Carol Kang	One year term 7. Vicky Manojkumar Sharma 8. Joe Yousif 9. Ernesto Medina 10. Sunil Gakhreja 11. Ozmin Zarate Hilty
---	---
- The first meeting with this board will take place on December 10<sup>th</sup>. This meeting will also include voting for the executive officer positions.
- With a motion by Sunny Lee and a second by Brandon S. Johnson, the Board voted to approve the San Ysidro Community and Economic Development Corporation board of directors as the new Advisory Committee members.
  - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Jenna Hanson, Juliet Terramin, Natasha Salgado, and Sunny Lee.
  - Abstain: None.
  - Absent: Michael Sovacool and Sarah Mattinson.

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

- None.

Item 8: Staff Report

- a. Economic Development Department (Liaison Quintana)
  - Viridiana Quintana provided an update from the Economic Development Department.
  - 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. Visit the Compliance Department webpage for more information: [www.sandiego.gov/compliance/minimum-wage](http://www.sandiego.gov/compliance/minimum-wage).
  - The Small Business Development Center continues to provide free business advising as well as trainings ranging from accounting and QuickBooks to marketing and sales. Visit their website to find upcoming opportunities- <https://sdivsbdc.org/services/>.
  - The Small Business Advisory Board currently has two vacancies. Interested business owners or small business advocates can apply online. The board currently meets in-person on the 4th Tuesday of each month. Visit the SBAB website for more information: <https://onboard.sandiego.gov/board/3397>.

Item 9: Board Member Discussion

- a. Suggested items for future meetings
  - None.

Item 10: Non-Agenda Public Comment

- The group discussed parking issues and lack of enforcement in non-metered areas. Explored the opportunity to review utilization rate and enforcement by council district.

Item 11: Adjournment

- The meeting was adjourned at 9:58 AM.

## 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](mailto: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](mailto: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.