



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, April 28, 2026

8:30 a.m. – 10:00 a.m.

Location: Civic Center Plaza, 14th Floor Conference Room –
1200 3rd Ave, San Diego, CA 92101

Chair: Sunny Lee | **Vice Chair:** Natasha Salgado

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 Lee)

- Meeting was called to order at 8:36 AM.

Item 2: Roll Call (Chair Lee)

- In Attendance: Brandon S. Johnson, Jenna Hanson, Juliet Terramin, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
- City Staff: Maria Quiroz, Angel Paulino, Alaysja Clark, Sean Karafin, Alex Southard, Nick Stephens, and Viridiana Quintana.
- Guest(s): None.
- Members of the Public: Irma Soria and Amir Rezai.

Item 3: Presentation on the Storefront Improvement Program

- Angel Paulino and Alaysja Clark with the City's Economic Development Department shared an overview of the Storefront Improvement Program.
- The program aims to revitalize neighborhoods by assisting business and property owners with projects that improve their building's curb appeal.
- Eligible improvements include building paint and decorative material, windows and doors, awnings and signage, murals, and more.
- Participants receive professional design assistance and a financial incentive with the standard reimbursement being 50% of project cost (\$8,000 max).
- The group asked questions and conversation followed.
 - Most participating businesses are in the food & beverage industry.
 - In the last three years, there have been over 100 participant businesses.
 - Due to budget uncertainties next fiscal year, projects may be impacted.

- Item 4: SBAB Annual Report Update (Chair Lee)
- The board Chair and Vice Chair plan to present an Annual Report/State of Small Business at a Council meeting as well as through a letter.
 - EDD shared data regarding participants of Small Business Enhancement Programs- Storefront Improvement, Capacity Building Grant, Business Improvement Districts, and Emergency Response Grant.
 - The group discussed the impact on businesses and nonprofits if these programs are lost.
- Item 5: Action: Approval of March Meeting Minutes (Chair Lee)
- With a motion by Juliet Terramin and a second by Sarah Mattinson, the Board voted to approve the March 24, 2026 minutes.
 - Yes: Brandon S. Johnson, Jenna Hanson, Juliet Terramin, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Austin Evans, Christian Gomez, and Michael Sovacool.
- Item 6: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)
- Alex Southard shared an update on the San Ysidro BID activities.
 - In the March Committee Meeting the group heard from Patricia S. Sinay with Community Investment Strategies and selected her as the board retreat facilitator. The retreat is scheduled for May 8th.
 - In the April Board Meeting there was a presentation from Anna Sotto with Akitso, sharing an overview of their organization including their creative business services. The group is creating a survey to gain assessment payer insight regarding their priorities.
 - In the April Committee Meeting the group received insurance quotes and will likely have a provider by next month.
 - In the FY27 BID Budget process, City Council designated the San Ysidro Community & Economic Development Corporation as the formal advisory board for the San Ysidro BID. SBAB will no longer be the advisory board.
- Item 7: Action: Draft Advising Letter (Chair Lee)
- The board discussed the status of the FY27 City budget and proposed cuts.
 - Concerns were expressed regarding the Small Business Enhancement Program and Arts & Culture funding.
 - With a motion by Jenna Hanson and a second by Brandon S. Johnson, the Board voted to draft a second advising letter regarding the FY27 City Budget.
 - Yes: Brandon S. Johnson, Jenna Hanson, Juliet Terramin, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Austin Evans, Christian Gomez, and Michael Sovacool.
- Item 8: Staff Report
- a. Economic Development Department (Liaison Southard)

- Alex Southard provided an update from the Economic Development Department.
- The board can discuss at a future meeting the possibility of changing the meeting location.
- The FY27 budget process timeline is as follows:
 - May 4: City Council Public Input Budget Hearing
 - May 4-8: City Council Budget Review Committee Hearings
 - EDD is anticipated to present the morning of May 6th
 - May 13: Release of Mayor's May Revision of the Proposed Budget
 - May 18: City Council Second Public Input Budget Hearing
 - June 5: Final Budget Review Committee Hearing
 - June 9: City Council Budget Hearing and Final Modification
- Applications are still open for the Individual Artists Fellowship, offering \$5,000 to \$50,000 in unrestricted funding for artists in San Diego and Imperial Counties. This statewide program supports artists at all stages emerging, established, and legacy. Fellows also receive professional development, networking opportunities, and public recognition. The deadline to apply is April 30, 2026. The City will also host information sessions soon. Learn more at sandiego.gov/cultural-affairs
- The State's Office of Business has several incentives programs for businesses looking to expand such as financing & bonding, energy savings programs, research & development tax credits, workforce hiring & trainings programs, and more. Visit their website for more information- <https://business.ca.gov/>.
- EDD held a Business Walk on April 23rd along Mission Blvd where three board members attended. About 70-80 businesses were visited and feedback was shared regarding issues with flooding, construction, and more.

Item 9: Board Member Discussion

a. Suggested items for future meetings

- A suggestion was made to have a representative from the Communications Department and/or Mayor's Office present on the City's social media.

Item 10: Non-Agenda Public Comment

- None.

Item 11: Adjournment

- The meeting was adjourned at 10:00 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@sandiego.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@sandiego.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.