



# SMALL BUSINESS ADVISORY BOARD

## Meeting Notice and Agenda

TUESDAY, May 26, 2026

**In-Person Meeting**, 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:** 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.

### 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.

### 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 619-236-6700 or [sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov). 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 619-236-6700 or [sdbusiness@sandiego.gov](mailto: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.

Requests for translation services to offer public comment may be made by contacting Sean Karafin at 619-236-6700 or by email to [sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov). The City is committed to addressing language translation requests swiftly to maximize public participation.

- Item 1: Call to Order (Chair Lee)
- Item 2: Roll Call (Chair Lee)
- Item 3: Presentation: Status of Tarrifs  
Kenia Zamarripa, Vice President, International and Public Affairs, San Diego  
Regional Chamber of Commerce
- Item 4: Action: Approval of April Meeting Minutes (Chair Lee)
- Item 5: Action: Election of Co Vice Chair (Chair Lee)
- Item 6: Action: Draft Advising Letter (Chair Lee)
- 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, April 28, 2026

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:** 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 8<sup>th</sup>.
  - 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 6<sup>th</sup>
  - 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](https://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 23<sup>rd</sup> 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.

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