



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, July 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, 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 8:30 AM.
- Item 2: Roll Call (Chair Lee)
- In Attendance: Austin Evans, Christian Gomez, Jenna Hanson, Juliet Terramin, Sarah Mattinson, and Sunny Lee.
 - City Staff: Jerrica D. Phillips, Sean Karafin, Alex Southard, Nick Stephens, and Viridiana Quintana.
 - Guest(s): None.
 - Members of the Public: Amir Rezai, Leonardo Ortiz, and Marissa Aguayo.
- Item 3: Presentation: Office of the City Attorney - Quality of Life Cases
Jerrica D. Phillips, Chief Deputy City Attorney, Office of the City Attorney
- Jerrica D. Phillips presented on Quality of Life Cases in the City of San Diego, beginning with a breakdown of the functions of the divisions within the Office of the City Attorney.
 - Jerrica discussed the difference between the roles of Law Enforcement and Prosecutors in the process of making arrests, pressing charges, and moving forward with trial.
 - Jerrica discussed the barriers to justice for misdemeanor crimes, noting the failure to appear in court as one of the most prominent barriers.
 - Jerrica explained that some recent changes in the law, such as proposition 36 and 37, have prevented ease of enforcement, however various diversion programs exist through the Neighborhood Justice and Collaborative Courts Unit that seek to help communities.

- A list of recommended actions for community members to report crimes to law enforcement was provided.

Item 4: Action: Approval of May Meeting Minutes (Chair Lee)

- With a motion by Sarah Mattinson and a second by Jenna Hanson, the Board voted to approve the May 26, 2026 minutes.
 - Yes: Austin Evans, Christian Gomez, Jenna Hanson, Juliet Terramin, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Brandon Johnson and Natasha Salgado.

Item 5: Action: Election of Chair and Vice Chair (Chair Lee)

- The Economic Development Department was notified that Mike Sovacool retired from the Small Business Advisory Board on 5/28/26.
- In addition to the Vice Chair role, the Board was also seeking an interim Co Vice Chair while Natasha is on leave.
- Jenna Hanson offered to be considered for nomination.
- With a motion by Austin Evans and a second by Juliet Terramin, the Board voted to appoint Jenna Hanson as interim Vice Chair and Sunny Lee as Chair.
 - Yes: Austin Evans, Christian Gomez, Jenna Hanson, Juliet Terramin, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Brandon Johnson and Natasha Salgado.

Item 6: Action: Draft Advising Letter (Chair Lee)

- The May advising letter was sent out regarding Downtown Parking and received no response or feedback.
- Small Business concerns mentioned for the next advising letter included excessive Health Department inspections becoming a barrier of entry for new businesses as well as the lack of enforcement for sidewalk vendors.
- The Board discussed bringing in the Police Department as well as Chris Ward from the State Assembly's Office to discuss these issues at next month's meeting.
- No action.

Item 7: Staff Report

- a. Economic Development Department (Liaison Southard)
 - Alex Southard provided an update from the Economic Development Department.
 - In order to address crowds and traffic congestion on busy weekend evenings in the Gaslamp Quarter in Downtown, the City of San Diego is implementing a restriction on rideshare pickups on 5th Avenue. In collaboration with Lyft and Uber, effective Friday, July 17, rideshare users will be directed to designated pickup locations outside a geofenced area. The geofence will prohibit Lyft and Uber vehicles from picking up customers along 5th Avenue

between Market and E streets between the hours of 10 p.m. and 3 a.m. on Friday and Saturday nights.

- The City has partnered with MAAC to launch a financial assistance program for those with financial need, including households that meet income-based eligibility criteria or participate in qualifying assistance programs. Assistance requires an application and will be awarded on a first-come, first-served basis. Applications are open, the deadline to apply is April 30, 2027. Visit the website for more information- www.sandiego.gov/environmental-services/trash-service-updates/financial-assistance.
- 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/>.
- The Economic Development Department has a number of programs that support businesses at different stages, from opening a physical location to expanding existing operations. Please contact EDD for assistance.
- 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 department fields inquiries daily primarily through sdbusiness@sandiego.gov. The inbox is always covered, and the department works as a team to respond to inquiries in a way that's as helpful as possible. For the month of June, 28 business-related inquiries were received with a 98% response rate within 2 business days.

Item 8: Board Member Discussion

- a. Suggested items for future meetings
 - Chair Lee discussed declining tourism and how to support small businesses during this downturn. The wine industry has been severely impacted and international travel is low, although tourism from driver locations such as Las Vegas and Arizona is up.
 - Juliet and Jenna advocated for the promotion of the Small Business Development Center, the Chairmen's Roundtable, and other free resources as valuable for business owners.

Item 9: Non-Agenda Public Comment

- None.

Item 10: 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@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 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.