



SMALL BUSINESS ADVISORY BOARD

Meeting Notice and Agenda

TUESDAY, September 22, 2026

In-Person Meeting, 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 | **Co Vice Chair:** Natasha Salgado | **Co Vice Chair:** Jenna Hanson

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.

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.

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meetings and offering public comment as noted above, may be made by contacting Sean Karafin at 619-236-6700 or sdbusiness@sanidiego.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.

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- Item 1: Call to Order (Chair Lee)
- Item 2: Roll Call (Chair Lee)
- Item 3: Presentation: County of San Diego Department of Environmental Health and Quality
Jazmin Valop and Ha Dang – Food, Water, and Housing Division
- Item 4: Action: Approval of August Meeting Minutes (Chair Lee)
- Item 5: Action: Draft Advising Letter (Chair Lee)
- Item 6: Staff Report
 - a. Economic Development Department (Liaison Southard)
- Item 7: Board Member Discussion
 - a. Suggested items for future meetings
- Item 8: Non-Agenda Public Comment
- Item 9: Adjournment



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, August 25, 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 | **Co Vice Chair:** Natasha Salgado | **Co Vice Chair:** Jenna Hanson

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, Brandon S. Johnson, Christian Gomez, Juliet Terramin, Sarah Mattinson, and Sunny Lee.
- City Staff: Kip Eischen, Sean Karafin, Alex Southard, Nick Stephens, and Viridiana Quintana.
- Guest(s): None.
- Members of the Public: None.

Item 3: Presentation: Strategic Partnerships in Downtown San Diego

Kip Eischen, Program Coordinator, Economic Development Department

- Kip Eischen, Program Coordinator with the City's Economic Development Department, shared an overview of strategic partnership efforts in Downtown such as the Civic Center Plaza activation.
- Kip presented on outdoor infrastructure uses during the COVID pandemic and the funding associated with several programs that promote activation in public spaces throughout the City.
- Kip explained the different improvements of the Civic Center Plaza in recent years and how these improvements have facilitated successful public programs and events.
- Kip went through a timeline of the improvement projects and what will transpire in the coming years.

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

- With a motion by Sarah Mattinson and a second by Austin Evans, the Board voted to approve the July 28, 2026 minutes.
 - Yes: Austin Evans, Christian Gomez, Juliet Terramin, Sarah Mattinson, and Sunny Lee.
 - Abstain: Brandon S. Johnson
 - Absent: Jenna Hanson and Natasha Salgado.

Item 5: Action: Draft Advising Letter (Chair Lee)

- Sunny continued discussion on sidewalk vending and street vending ordinance, stating that vendors on boardwalks are not following laws, starting fights, and detracting visitors.
- Sarah said that the health department is not investigating illegal street vending, but that the Port remains consistent in enforcement.
- Alex brought up the Enterprise Zones as laid out in the sidewalk vending city ordinance and noted that they have not been set up and enforced.
- Sunny suggested drafting an advising letter requesting enforcement of the sidewalk vending ordinance, while maintaining respect for vendors in areas in which it is regulated.
- With a motion by Austin Evans and a Second by Christian Gomez, the Board voted to approve the drafting of an advising letter requesting enforcement of the sidewalk vending ordinance.
 - Yes: Austin Evans, Christian Gomez, Juliet Terramin, Sarah Mattinson, Sunny Lee, and Brandon S. Johnson
 - Absent: Jenna Hanson and Natasha Salgado.

Item 6: Staff Report

a. Economic Development Department (Liaison Southard)

- Alex Southard provided an update from the Economic Development Department.
- The County of San Diego Department of Health and Quality will be presenting at the next Board meeting.
- A discussion was held about having a representative from the San Diego Police Department for the following meeting.
- The City is beginning to roll out resources to best prepare residents and business owners for a potentially heavy El Nino year, with business walks planned for vulnerable locations.
- Solid Waste Management Fee for Residential Trash Collection: The City has partnered with MAAC to launch a financial assistance program for homeowners with financial need to help reduce the costs of the new Solid Waste Management Fee. This is for residential households that meet income-based eligibility criteria or participate in qualifying assistance programs. Please note this is for residential trash collection and does not apply to businesses.
 - Assistance requires an application and will be awarded on a first-come, first-served basis. Applications are open now. The deadline to

apply is April 30, 2027. Visit the website for more information- www.sandiego.gov/environmental-services/trash-service-updates/financial-assistance

- As a reminder, the City has a webpage with “Know Your Rights” resources for businesses and community members- sandiego.gov/know-your-rights.
- 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/>.
- Permitting and Technical Support: The Economic Development Department has a number of programs that support businesses at different stages, from opening a physical location to expanding existing operations. Our team can help.
- The FY27 Capacity Building Grant application is now open until September 15, 2026. The goal of the program is to support nonprofit organizations that strengthen small businesses, commercial corridors, and neighborhoods in under-resourced communities. Through two distinct funding tracks, **Small Business Support and Community Growth**, the program supports projects that promote economic opportunity, community well-being, and neighborhood vitality in the San Diego Promise Zone, Opportunity Zones, low- to moderate-income (LMI) census tracts, and/or in otherwise under-resourced communities. Grant proposals can be up to \$15,000.00. Visit the website for more information- <http://www.sandiego.gov/capacity-building-grant>
 - BID Managers are not eligible for the Small Business Support Track but might be eligible for the Community Growth Track.
 - If you know of an organization that may be a good fit, please help us spread the word.
- 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/>.
- Our department fields inquiries daily primarily through sdbusiness@sandiego.gov. The inbox is always covered, and we work as a team to respond to inquiries in a way that’s as helpful as possible. For the month of **July** 32 business-related inquiries were received with a 100% response rate within 2 business days.

Item 7: Board Member Discussion

- Sunny suggested an SBAB field trip for further small and local business exposure.
- No Action Taken

Item 8: Non-Agenda Public Comment

- None.

Item 9: Adjournment

- The meeting was adjourned at 10:00 AM.

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