



**SMALL BUSINESS ADVISORY BOARD (SBAB)  
MEETING MINUTES**

March 15, 2019  
9:00 a.m. – 10:30 a.m.  
San Diego Downtown Central Library  
Mary Hollis Clark Conference Center  
330 Park Blvd.  
San Diego, CA 92101

<b>BOARD MEMBERS PRESENT</b>	<b>BOARD MEMBERS ABSENT</b>
Michelle Gray – Board Chair Shane Beard – Board Vice Chair Catherine Arambula Edward Barbat Tristan Barnum Ruben Garcia Viviane Windmiller	Justin Fortier Gary Peterson

<b>CITY STAFF</b>
Elizabeth Studebaker – Neighborhood Investment Manager Divian Contreras – Business Development Officer Drew Garrison – Business Development Officer Russ Gibbon – Business Development Manager Jocelyn Maggard – Business Development Specialist

**1. Call to Order and Introductions**

Michelle Gray called the meeting to order at 9:02am. Board members, City staff, and members of the public were asked to introduce themselves.

**2. Public Comment:**

Rachel Fisher of San Diego PTAC provided an update on the organization’s project progress. San Diego PTAC has helped over 210 clients in the San Diego area this past year.

Angela Zappia of Accion shared the organization’s resources with SBAB, specifically a program that connects the local beverage industry with Samuel Adams, a global firm.

### 3. Approval of Minutes:

Upon a motion from Ruben Garcia, and a second from Tristan Barnum, the Board approved the minutes with no changes from the February 15, 2019 meeting. Yes: Ruben Garcia, Edward Barbat, Tristan Barnum, Shane Beard, Michelle Gray, and Viviane Windmiller; No: None; Abstain: Catherine Arambula; Absent: Justin Fortier, and Gary Peterson.

### 4. Administrative Items:

- A. Board Administrative Items and/or Non-Agenda Comments:** Elizabeth Studebaker made a call for interest or recommendations to fill Board positions.
- B. Requests of Agenda Revisions (continuances, changes in order, etc.):** None
- C. Development Services Department Technical Advisory Committee (TAC) Report:** Edward Barbat gave an overview of the recent discussions held at the TAC.
- D. Economic Development Department Liaison Report:** Ms. Studebaker announced to the Board the appointment of the new Economic Development Director, Christina Bibler, formerly the Business, Expansion, Attraction, and Retention (BEAR) Division Director. Also, Ms. Studebaker outlined the budget process for the upcoming fiscal year. Finally, Ms. Studebaker announced a Business Walk in the Convoy District, planned for May.

### 5. Action Item(s)/Discussion:

- A. ED & IR Presentation – April 11, 2019:** Elizabeth Studebaker provided an update on the Board's role with respect to policy shaping.

### 6. Information Item(s)/Discussion

- A. Craft Beverage Industry in San Diego:** Michelle Gray introduced the following panel members for the Craft Beverage Industry discussion:
  - **Adam Fredrickson**, of Bird Rock Coffee, outlined Bird Rock's unique approach to coffee roasting, by buying coffee beans directly from the source. Doing so forges a strong business relationship and ensures the coffee growers are receiving adequate compensation, and Bird Rock receives high-quality coffee.
  - **Matt Austin**, of Bivouac Cider, detailed Bivouac's quick ascension to prominence within the San Diego region, and plans to rapidly expanding within the cider marketplace.
  - **Mark Guay**, of Seven Seas Roasting Co., presented Seven Seas' emphasis on farmer-direct relationships, community involvement, and specialty-grade coffee.
  - **Luke Mahoney**, of You & Yours Distillery, explained the impact that the Storefront Improvement Program has had on the distillery.

### 7. Adjournment

The meeting was adjourned by Michelle Gray adjourned the meeting at 10:35 a.m. The next meeting will be held on April 19, 2019 at the Downtown Central Library.