



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

**Friday, February 19, 2021 from 9:00 to 10:30 A.M.**

To attend the meeting, use the Zoom Webinar login information below. Members of the public will be muted during the webinar; however, the public will be able to communicate with the host via the chat function.

**Call to Order and Introductions**

Michelle Gray, Chair, called the meeting to order at 9:08 a.m.

**Public Comment**

No public comment was given.

**1. Administrative Items**

- A. Board Administrative Items and/or Non-Agenda Comment: None
- B. Requests for Agenda Revisions (continuances, change in order, etc.)

Item 4b was moved to be after 4c due to time constraints.

**2. Presentation Items**

- A. LEAD San Diego Advance Program (INFORMATION ITEM): Elizabeth Fitzsimons, Vice President Engagement & Leadership, San Diego Regional Chamber gave a presentation providing information about how the program started; why it makes business sense and that last year was their biggest class yet with 57 members. Additionally, she spoke to the classes being historically diverse, but the pandemic has decreased applications. Fitzsimons stated they are tapping into their network to encourage a diverse applicant pool.
- B. San Diego Women's Empowerment Loan Fund/Female Entrepreneurship (INFORMATION ITEM): Beth Sirull, President & CEO, Jewish Community Foundation of San Diego gave a presentation introducing the foundation stating it is a quiet giant in San Diego philanthropy granting about \$80 million a year. The foundation provides funding to the Catalyst of San Diego and Imperial Counties Women's Empowerment Loan Fund. This type of funding is helpful she says so that business owners aren't discouraged by the challenges to seeking traditional lending.

**3. Administrative Items (Continued)**

- A. Approval of January 15, 2020 Minutes (ACTION): With a motion from Jeff Barger and a second from Jim Schneider the minutes passed. Yes: Austin Evans, Tristan Barnum, Jeff Barger, Jim Schneider, Michelle Gray Shane Beard. No: None. Abstain: None. Absent: Edward Barbat, Catherine Arambula, Ruben Garcia, Viviane Windmiller.
- B. Development Services Department Technical Advisory Committee Report: Representative, Edward Barbat was unable to attend the last meeting.
- C. Economic Development Department Staff Report: Sean Karafin, Neighborhood Investment Manager, City of San Diego Economic Development Department (EDD), provided an update on the Temporary Outdoor Business Operations (TOBO) Permit available through the City's Development Services Department (DSD). This permit is a response to assist businesses with meeting health and safety requirements posed by COVID-19. EDD is working with the City's Fire-Rescue Department and DSD to help businesses stay in compliance with safety code regulations.

Karafin shared the TOBO webpage and pointed out sections that can be helpful for small businesses.

In regard to this update, Jim Schneider stated “This (Temporary Outdoor Business Operations) and the Small Business Relief Fund are two examples of the City recognizing a problem and acting quickly and solving that problem. The missing piece in that whole thing was the SBAB. We could have, as our organization is to be an advisory committee, should have been brought into the conversations so we could find the best ways to get it to small business and best ways to create the programs. I think we should have been ahead of that. Moving forward if we can use our advisory group to identify problems and be able to present them to the City in such a way that we don’t need a pandemic to move the City forward quickly. Let’s take what we learned from the pandemic and push the City to do things quicker.

#### **4. Action/Discussion Item(s)**

- A. Appoint Shane Beard as alternative representative to Technical Advisory Committee Report (ACTION): With a motion by Jim Schneider and a second by Tristan Barnum Beard was appointed. Yes: Austin Evans, Tristan Barnum, Jeff Barger, Edward Barbat, Michelle Gray, Jim Schneider, Shane Beard. No: None. Abstain: None. Absent: Catherine Arambula, Ruben Garcia, and Viviane Windmiller.
- B. Reinstate external committee (ACTION): With a motion by Austin Evans and a second by Jim Schneider the board moved to appoint Jim Schneider, Tristan Barnum Edward Barbat and Austin Evans to an external committee and reinstate it. Yes: Austin Evans, Tristan Barnum, Jeff Barger, Edward Barbat, Michelle Gray, Jim Schneider, Shane Beard. No: None. Abstain: None. Absent: Catherine Arambula, Ruben Garcia, Viviane Windmiller.
  - Evans stated the meeting would take place once a month and the group would determine schedule amongst themselves.
- C. Advising Letter to Mayor and/or City Council (ACTION): With a motion by Austin Evans and second from Jim Schneider, the board directed Tristan Barnum to write the letter and the board chair to send a letter on behalf of the board. Yes: Austin Evans, Tristan Barnum, Jeff Barger, Edward Barbat, Michelle Gray, Jim Schneider, Shane Beard. No: None. Abstain: None. Absent: Catherine Arambula, Ruben Garcia, Viviane Windmiller.
- D. Suggested Items for Future Meetings (DISCUSSION): None

#### **5. Adjournment**

The next meeting of the Small Business Advisory Board will take place on Friday March 19, 2021.