



**OFFICE OF MAYOR JERRY SANDERS
CITY OF SAN DIEGO**

MEMORANDUM

DATE : July 27, 2009

TO : Council President Hueso & Honorable Members of the San Diego City Council

FROM : Mayor Jerry Sanders

SUBJECT : Appointments and Reappointments to the Small Business Advisory Board

It is my pleasure to appoint William Lynch and Matthew Spencer, and reappoint Edward Barbat, Faith Bautista, and Tom Woolway to the Small Business Advisory Board, subject to your confirmation.

William Lynch has more than 25 years experience in management, marketing, capital planning, corporate finance, sales, manufacturing, distribution, and investment banking. Since 1999, Mr. Lynch has served as the Vice President of ProFinance Associates, Inc., a U.S. broker-dealer firm and small business specializing in providing investment banking, and financial and industry specific services to high gross margin, repetitive income service businesses and businesses within the security industry including data, electronic, and homeland security companies. As Vice President, Mr. Lynch oversees mergers and acquisitions, and corporate finance on behalf of small businesses in specified target markets while interfacing with lenders and venture capitalists, and for a broad range of equity funds. Throughout his tenure at ProFinance Associates, Mr. Lynch has managed the process of mergers and acquisition transactions valued at more than \$298 million, and corporate financings valued at \$278 million.

From 1987-1999, Mr. Lynch was an Area Marketing Manager-Western Northern America for the United States Gypsum Company which manufactures industrial raw materials, plasters, construction products, pharmaceutical additives, and agricultural products. While at the Gypsum Company, Mr. Lynch was responsible for managing the operations, marketing, budget, distribution, and investment planning for the Industrial Gypsum Division. From 1993-1994, Mr. Lynch was the Product Marketing Manager for the U.S. Gypsum Company in Chicago, Illinois.

Mr. Lynch's career includes working for various small businesses and Fortune 500 companies. As a result of Mr. Lynch's business expertise and skills, he has pursued

opportunities to serve as a member of various corporate finance boards and industry groups. He is a member of the Association for Corporate Growth, Center for Maritime Systems and Security, Financial Industry Regulatory Authority, San Diego Venture Group, and The Security Network. He also serves on the Board of Advisors for the San Diego MIT Enterprise Forum.

Mr. Lynch received a Bachelor of Science degree in Business Administration from Menlo College in Atherton, California. He is also a graduate of the United States Gypsum Corporation Executive Management Training Program at the Kellogg School of Northwestern University in Evanston, Illinois.

Mr. Lynch was nominated by Councilmember Kevin Faulconer. His 25 years of business expertise and insight into small business in the San Diego community will be valuable additions to the Small Business Advisory Board. Mr. Lynch will serve as a Representative with interest and expertise in Economics for the Small Business Advisory Board, and will replace Kurt Chilcott, who is termed out, for a term expiring July 1, 2010. Mr. Lynch resides in Carmel Valley.

Matthew Spencer is an award-winning entrepreneur, restaurateur, and small business owner, who has owned and operated various small businesses in the San Diego community since 2000. Currently, Mr. Spencer owns and operates MiCasa Restaurant in Pacific Beach, Firehouse American Eatery & Lounge in Pacific Beach, and he is also the Managing Partner of Syrah Spirit & Wine Parlor in downtown San Diego. Previously, Mr. Spencer owned and operated Aubergine Restaurant & Nightclub from 2004-2009.

Mr. Spencer's entrepreneurial success and insight inspired the creation of other small business opportunities. In 2000, Mr. Spencer founded DJhere Productions, an event management, marketing, and consulting corporation, and established a clientele including the Prado at Balboa Park, San Diego Marriott Hotel & Marina, Hardrock Hotel, and Stingaree. Seeing a need for unique, creative marketing in the nightclub, restaurant, and hotel industries, in 2007, Mr. Spencer established SD Creative Media, providing creative advertising, website development, and graphic design services for clients including the Ivy Hotel, Manchester Grand Hyatt, Pacific Beach.org, Pacific San Diego Magazine, Vavi Sport & Social Club and W Hotel San Diego.

Due to Mr. Spencer's entrepreneurial expertise and success in the restaurant industry, his businesses and restaurants have received numerous awards and acknowledgements. Mr. Spencer's Firehouse American Eatery & Lounge was named the Best Beach Bar by the San Diego Union Tribune, Best Breakfast by City Search Website, Best Outdoor Patio by City Beat Magazine, and Favorite Casual Eatery by 944 Magazine. In addition, DJhere Productions was named Best Promotion & Marketing Company by 944 Magazine in 2006 and 2007, and Aubergine was named the Best Night Club in 2006 by City Beat Magazine and received the Best Sushi Award by the California Restaurant Association.

Mr. Spencer has more than 20 years experience in the restaurant industry, and has been an active member of the California Restaurant Association, San Diego Chapter since 2007. Mr. Spencer was nominated by Councilmember Kevin Faulconer, and will serve as a Small

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Business Owner representative for the Small Business Advisory Board. He will replace Spencer Skeen, who is termed out, for a term expiring July 1, 2010. Mr. Spencer resides in Pacific Beach.

I ask that you confirm these appointments and reappointments, and join me in acknowledging these individuals for their willingness to give their time and expertise to serve the City of San Diego.



JERRY SANDERS
Mayor

JS:lg

cc: City Attorney Jan Goldsmith
City Clerk Elizabeth Maland