



THE CITY OF SAN DIEGO

**SMALL BUSINESS ADVISORY BOARD
MEETING MINUTES**

June 24, 2009

Civic Center Plaza
1200 Third Avenue, Fourteenth Floor Large Conference Room
San Diego, CA 92101

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Edward Barbat Faith Bautista Scott Cummins Dr. Ruben Garcia Michelle Gray Warren Simon Spencer Skeen Chi Tran Tom Woolway	Kurt Chilcott

CITY STAFF
Meredith Dibden Brown, Office of Small Business
Suzanne Prevost, Office of Small Business
Chris Robbins, City of San Diego, Water Department
Beth Murray, City of San Diego, CP&CI/Economic Development

OTHERS PRESENT
Joni Low – Asian Business Association of San Diego
A.J. Wilson – Elite SDVOB Network
Bob Mulz – Elite SDVOB Network
Rick Hernandez – SDG&E
Bill Lynch – Pro Finance Associates
Ken Clark - SBDITC

1. Call to Order

- The meeting was called to order at 8:54 a.m.

2. Approval of Minutes

- A motion was made by Warren Simon to approve the March 25, 2009 Minutes. There was a second from Tom Woolway. Yes 9, No 0, Abstain 0.

3. Public Comment

- Rick Hernandez of San Diego Gas & Electric (SDG&E):
 - SDG&E has an existing partnership with the City of San Diego in energy efficiency. The Mayor has asked that the partnership be extended and bring in Clean TECH, a nonprofit organization, that deals in clean technology. This will have an impact on small business in a positive way with on bill financing, for new small businesses to do new energy retrofits; meeting with Clean TECH is scheduled June 25, 2009. The Business Improvement District is being considered as a possible pilot because of their geographic location within the City.
 - Distributed brochure on SDG&E's Community Fire & Safety Program. There was a hearing at the county last night. The controversial component being electrical power shut off. Certain conditions set by Cal fire and National Weather Service would have to be met in order for SDG&E to shut off electricity.
- Ken Clark of Small Business Development Internal Trade Center (SBDITC):
 - Implemented a four day work week at South Western College and counseling at San Diego Contracting Opportunity Center, on Fridays.
 - Working with the Bronze Triangle CDC.
 - Visit our website – www.sbditc.org for program information.
- Bob Mulz, Chairman of National Elite SDVOB Network:
 - The organization started in San Diego ten/twelve years ago and incorporated into a 501C-19.
 - Mission is to help veterans help themselves.
 - Recognized on a nation level in forty-two states, including the Territory of Puerto Rico.
 - Meetings are now located at the Veteran's Memorial Center at the Balboa Hospital in the Balboa Chapel, on Park Boulevard.
 - We are all volunteers and maintain monies for the use of legislation, printing, etc to get information out to the media to help serve the disabled veteran grow businesses. There are currently about 180 members in San Diego.
 - Visit our website – <http://www.elitesdvo.org/>

- AJ Wilson, Vice-Chairman of Elite SDVOB Network:
 - The Stimulus Plan/Recovery Act monies are going to be spent throughout the country and a reminder that we have qualified veteran business owners, who can do some of this work.

4. Administrative Items

- a. Board Administrative Items and/or Non-Agenda Comments - None
- b. Conflict of Interest Declarations - None
- c. Requests of Agenda Revisions (continuances, changes in order, etc.) - None
- d. Subcommittee Reports
 - Internal: None
 - External: Michelle Gray reported we did have a small group that attended the Subcommittee meeting and requested another External Subcommittee meeting be set to review the SLBE program document, in more detail, before presenting recommendation to the Board Members. Date to be determined and noticed within a few weeks.
 - Michelle reported on the External Subcommittee Meeting of May 14, 2009 and draft meeting minutes were provided to Board Members.
 - Michelle attended an outreach program, for the SLBE Program, at one of the construction agencies.
 - Michelle reported that there is 85 to 90 percent interest in having this small business program from the survey return results.
 - Dr. Garcia stated his previous recommendation that Michelle head the preparation of a feedback report and present to the SBAB members.
 - Dr. Garcia stated that this item is tabled until the next Board Meeting.
 - Meredith provided a handout giving a general overview of businesses registered with the City of San Diego, as of May 2009.
- e. **(1) Economic Development Division/Office of Small Business**
 - Meredith Dibden Brown announced we have a new staff person, Joyce Cerin, filling Steve Bal's vacant position. Joyce will assist with the EDTS, MAD's and PBID's.
 - Meredith reported the Office of Small Business (OSB) continues working through the budget process. Most of the BID's are complete, at City Council; the East Village BID ordinance was introduced at Council and should be in effect September 1, 2009; Tourism Market District \$25M budget was approved; Community Parking District (CPD) and Maintenance Assessment District (MAD) will be going to Council in July.
 - The City is rolling out a new accounting system July 1st and staff has been in training this month.
 - A draft for Business Matters Newsletter is underway. The Public Information position was eliminated. Alissa Gabriel and Meredith have been working on a draft, which is now with the Mayor's office for review. The plan is to do a onetime mailing to all businesses. It will start going out as it is updated, with the business tax certificate mailings, quarterly.

- Also, with the department reorganization last year, we are now in the process of updating our Program Guide and website with the changes.
- Meredith stated that we were awarded \$95k from the Federal Government for the Virtual Small Business Resource Center. She will prepare a Resolution for Council to accept the funding and file the formal application for the funding. This was applied for approximately two years ago.

e. (2) Development Services Department (DSD)

- Meredith stated that Karen Bucey was the last incumbent filling the role of Small Business liaison for Development Services Department. Her position was eliminated along with other positions and no one has been assigned this role to assist Small Businesses. Meredith invited Kelly Broughton of Development Services to speak at a future SBAB meeting.

5. Water Department – Guest Speaker, Chris Robbins

- Dr. Garcia introduced Chris Robbins, City of San Diego Water Department, Water Conservation section.
 - Chris Robbins gave a PowerPoint presentation and a handout “No time to waste No water to waste” referencing permanent water-use restrictions effective January 2009, along with other handouts. He highlighted that the City’s conservation section was established in 1985. The amount of water savings from participation by residents and businesses is over thirty thousand (30k) acre feet per year. Most of San Diego’s water is imported from the Colorado River and Northern California.
 - Question and Answer:
 - Faith Bautista suggested the conservation media be translated into foreign languages and put into ethnic news papers, for example Somalia, Pilipino, Vietnamese, and Korean. Chris stated that the City does advertise water conservation in different languages and the City website items are written in languages that you would tend to see in San Diego.
 - Rick Hernandez, SDG&E asked if there is an outreach to restaurants. Chris Robbins stated that he has met with the Restaurant Association to get the information out, but not all restaurants are members.
 - Dr. Garcia asked about enforcement issues. Chris stated that the City has added additional code compliance officers. A majority of the complaints will be handled by letters being mailed out to the property owners to resolve an issue(s), if that doesn’t resolve it, a representative is sent out to talk with the owner(s) and last, a citation will be issued.
 - Bob Mulz, Elite SDVOB asked if there was an issue of water for farmers or someone who has a large piece of property growing their own fruits and vegetables, actually producing crops. Chris Robbins stated that the Municipal Code does not address that and thinks the Municipal Code needs to be modified to address that issue. They have already received feedback on the issue and started developing a “laundry” list of items that

the Municipal Code doesn't say and so it doesn't leave staff with different interpretations.

- Audience comments – are restaurants making water available only on request; is the department working on any new building starts; what about two tier water systems, potable water and a gray water system installation. Chris Robbins responded that the County Water Authority is the lead on the water table tent cards for restaurants and that California's code on gray water is difficult and there are a lot of restrictions on how gray water is used.
- Chris Robbins email address: cdrobbins@sandiego.gov

6. Revise SBAB Meeting Schedule

- Dr. Garcia stated that a revised meeting schedule was emailed to everyone and noted that July 22nd is a dark month; August 26th meeting will be at our regular location and the September 23rd meeting location, to be determined.
- **A motion was made by Warren Simon to approve the revised SBAB Meeting Schedule. There was a second from Faith Bautista and the Board Members voted unanimously to approve.**

7. FY2010 SBEP

- Meredith commented that last year we were instructed to hold the SBEP application because there was concern about funding at that time. We have not been advised that we can't send it out but will be checking because it depends on the budget. Looking for language that gives more detail and quantifiable benefits within the application. We've been asked to consider changing the guidelines, to allow for more than one application, per organization, but each application would have to be for completely separate programs or projects.
- Requested suggested changes to the FY2010 SBEP guidelines and application within a week.
- Meredith distributed recommendations received by email from Faith Bautista regarding the FY2010 SBEP application and guidelines.
- Michelle Gray asked about the review process for the panel. Meredith stated that the panel meets and reviews each application. There is no applicant interview, by the panel. Dr. Garcia suggested that the applications be prescreened and to get with the agencies to see if there are items on the applications they don't understand.
- Chi Tran commented on a couple issues that she heard from organization applicants and panel judges. There are inconsistencies on how the applications are rated and SBEP and EDTs applicants are also volunteering on the panel, which is a conflict of interest.
- The board members discussed and agreed that there needs to be consistency in the application guidelines and be aware of conflict of interest issues.
- Meredith requested comments for the FY2010 SBEP guidelines and application by Monday July 6th. We would like to send out the applications in two weeks and the deadline for the return is Monday, August 10th, panel convenes the week of August 17th. Panel members are Chi Tran, Warren Simon, Michelle Gray and Dr. Garcia.

8. Small Local Business Enterprise (SLBE) Program

- See item 4. Section D, item 2 for details.

9. BID Council Monthly Report

- Warren Simon introduced Tiffany Shearer, the new Executive Director for the BID Council.
- Tiffany stated that she had received feedback from business owners about the American Recovery Capital (ARC) loans and many local banks don't want to participate.
- Warren reported that seventy-eight trees were planted this fiscal year and there are plans for another tree planting in the next fiscal year.
- The Micro District applications were reviewed and awards will be confirmed June 25th.
- Next BID Council meeting is June 25th. The BID Council meets on the fourth Thursday of each month, at 7:30 a.m., at Executive Complex 1010 Second Avenue, basement level.
- Dr. Garcia will address the ARC loan issue in item 11.

10. EDTS – Panel Funding Recommendations

- Meredith stated that the recommendations went to budget and finance committee the end of May and there were no questions presented at that meeting. The recommendations are in the budget but the City Council still needs to approve the City's budget.
- There was discussion on the whether or not the Board approved the funding recommendations. Meredith will look into the matter and respond at the next Board Meeting.

11. Review of Stimulus Plan/Recovery Act

- Dr. Garcia commented on the American Recovery Capital (ARC loan).
- At the national level, only seventy-two ARC loans for \$2.4M have been completed.
- Dr. Garcia highlighted on the some of the criteria of the ARC loan. The SBA in San Diego had approximately eighteen to twenty banks interested the program. He stated that many withdrew because of lengthy application and only a 2% over the Wall Street Journal prime. Banks are saying is it not worth doing a \$35k loan.
- Currently there are seven banks that are still in the program and they are listed on the SBA website.
- The ARC loan program is voluntary.

12. Next Meeting Date

- The next meeting will be held on August 26, 2009.

13. Meeting Adjournment

- The meeting was adjourned at 10:28 a.m.