



THE CITY OF SAN DIEGO

SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING MINUTES

December 17, 2010

War Memorial Building – Room 2
3325 Zoo Drive
San Diego, CA 92101

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Scott Cummins Dr. Ruben Garcia Michelle Gray William Lynch – arrived at 8:55 a.m. James Schneider Chi Kim Tran – arrived at 8:55 a.m. Tom Woolway	Edward Barbat Faith Bautista Warren Simon Matthew Spencer

CITY STAFF
Lisa Gordon, Small Business Ambassador & SBAB Liaison Alicia Martinez-Higgs, Community Development Specialist

OTHERS PRESENT
See December 17, 2010 Attendance Sheet

1. Call to Order

- Dr. Ruben Garcia, Chairman called the meeting to order at 8:50 a.m.

2. Approval of Minutes – 8:56 a.m.

- A motion was made by Jim Schneider to approve the October 15, 2010 Minutes. There was a second by Chi Kim Tran. Yes 7, No 0, Absent 4.

3. Public Comment – 8:50 a.m.

- Ken Clark of the Small Business Development Center & Center for International Trade & Development at Southwestern College provided an update on the Small Business Development Center's programs. Through the support of various grants and City funding, the Center has been able to expand training programs, technical assistance and counseling services for 1-day sessions and workshops to business associations and other groups in the county. The Center is also partnering with SCORE & the San Diego Contracting Opportunities Center to provide a 1-day workshop in Santee. In addition, funding from other entities is supporting the Center's new training and counseling program for service disabled veterans.

4. Administrative Items

- a. Board Administrative Items and/or Non-Agenda Comments – None
- b. Requests of Agenda Revisions (continuances, changes in order, etc.) – None
- c. Internal Committee: No Report
- d. External Committee: No Report
- e. Economic Development Division/Office of Small Business – No Report
- f. Equal Opportunity Contracting/Purchasing – Lisa Gordon reported on behalf of Debra Fischle-Faulk that the entire application process for the City's Small Local Business Enterprise Program will soon be available online. The EOC Department is planning for the online application process to be available mid January 2011.

5. Presentation on SDSU Small Business Consulting Center – SBEP Grant Recipient

- **Small Business Consulting Center – San Diego State University** – Don Sciglimpaglia, Ph.D. Professor of Marketing, SDSU School of Business Administration
On behalf of San Diego State University, Dr. Sciglimpaglia thanked the Board and the City of San Diego for the Small Business Enhancement Program (SBEP) grant that was awarded to support the Small Business Consulting Center.
- Dr. Sciglimpaglia presented on the programs and services offered by the Small Business Consulting Center which provides free consulting and technical assistance services for women-owned, minority-owned, and other small businesses. The Small Business Consulting Center has served over 1,000 small-medium sized businesses throughout San Diego County since its inception. Through the support of the SBEP grant, they are able to expand their program to specifically serve small businesses in the City of San Diego, and work with the City's Business Improvement Districts to identify clients. Dr. Sciglimpaglia also provided recent examples of businesses served, and highlighted the range of consulting services provided. In the past, senior level and MBA graduate students have consulted on and served program participants by creating innovative marketing ideas, solutions, and strategies, identifying promotional and seasonal peak sales opportunities, providing strategic market research, and offering creative and effective website redesign.

- Dr. Sciglimpaglia also responded to questions by Board members regarding client intake, outreach, marketing, branding, data gathering, client follow up and results, possible growth strategies, and working with other resource partners. Several Board members also suggested future presentations on the Small Business Consulting Center to other organizations.

6. Small Business Development Pilot Study & Program Presentation – City of San Diego

- **Small Business Development Pilot Study & Program** – Lisa Gordon, Small Business Ambassador for the City of San Diego, and Trisha Ferrand, Senior Procurement Specialist of the San Diego Contracting Opportunities Center, provided a presentation and preliminary results of the Pilot Study & Program launched in March 2010 to identify readiness levels and barriers local small businesses face in pursuing City contracts, and increase participation of local small business enterprises on City contracts. The pilot program offered an in-depth understanding of the City’s procurement processes and new Small Local Business Enterprise program, and also provided program orientations, one-on-one technical assistance and counseling sessions, tailored training and workshops, and a “Meet the Buyers” Networking Event with City procurement and contracting specialists.
- Preliminary results of the program include the award of \$285,000 in City contracts, certification of 10 businesses in the City’s Small Local Business Enterprise program, and the inclusion of two small businesses on the City, County & Port Consultant Rotation List.
- As a result of the success of the initial 2010 pilot program, a 2011 program will be offered to reach more and a broader array of small businesses.
- Lisa Gordon and Trisha Ferrand responded to comments and questions from Board members regarding continued efforts, future participants, and outreach.

7. Economic Development Tourism Support Grant Program

- On behalf of EDTS Program Manager Luis Ojeda, Alicia Martinez-Higgs discussed Board members’ opportunity to serve on the FY 2012 Economic Development Tourism Support Program Review Panel, and provided a brief overview of the schedule. Up to five SBAB volunteer panelists can participate.
- Board members Michelle Gray, Chi Kim Tran, and Scott Cummins volunteered to serve on the panel. Luis Ojeda will follow up with other Board members not in attendance to see if they can participate.

8. BID Council Monthly Report

- No report at this time - Mr. Warren Simon out of town.

9. Planning & Discussion on 2011 Board Meeting Calendar & Topics – Action Item

- Dr. Garcia and Board Liaison Lisa Gordon helped open the Board’s discussion on ideas, topics and initiatives of interest for 2011 Small Business Advisory Board Meetings. Ms. Gordon provided “A Year In Review” handout of the Board’s 2010 Meetings which included a summary of last year’s topics, highlights of the Board’s activities, and the Board’s 2010 schedule. Ms. Gordon also provided a proposed Draft 2011 Meeting Schedule & Topics (including dates and locations) with ideas on possible guest speakers and participants.
- Dr. Garcia asked for the Board’s review of the 2011 Meeting Schedule & Topics, and any additional input, ideas, and recommendations. Board Member Michelle Gray discussed ways to boost public attendance at Board meetings and wondered about voicemail blasts or attendance at other City events to promote meetings. Ms. Gordon mentioned that in addition to building the Small Business Advisory Board Distribution List that receives the Board agenda and other announcements, she would look into additional avenues to promote Small Business Advisory Board meetings.
- **A motion was made by Jim Schneider to approve the Draft 2011 Meeting Schedule & Topics as a guide, and directed staff to proceed with planning. There was a second by Michelle Gray. Yes 7, No 0, Absent 4.**
- There was also a recommendation by Jim Schneider to consider scheduling External & Internal Subcommittee meetings of the Board on a regular basis as opposed to an as needed basis.

10. Next Meeting Date

- **Next Meeting Date and Location** – February 18, 2011 at the Sheila R. Hardin Downtown Information Center in Horton Plaza above the CVS Pharmacy. Three-hour validated (free) parking is available. Horton Plaza is located between Broadway and G Street, and First and Fourth Avenues in downtown San Diego.

Directions:

The Down Information Center is located at 193 Horton Plaza, San Diego, CA 92101 on the East side of Horton Plaza. Enter the Horton Plaza Parking Garage at Fourth Avenue & F Street. Park on the **4th Floor Avocado Level** for easiest route/walk to the Downtown Information Center.

10. Meeting Adjournment

- The meeting was adjourned by Chairman Ruben Garcia without objection at 10:08 a.m.