



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

Friday, October 15, 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.

[Meeting Link](#)

Call to Order and Introductions

Public Comment

Public comment may be made on any non-agenda topic in the committee's area of responsibility. Attendees will be muted during the webinar. The host will take those off mute that wish to give public comment.

1. Administrative Items

- A. Board Administrative Items and/or Non-Agenda Comment
- B. Requests for Agenda Revisions (continuances, change in order, etc.)
- C. Approval of September 17, 2021 Minutes **(ACTION)**

2. Discussion Items

3. Action Items

- A. Confirm Process, Responsibilities and Term for Chair and Vice Chair **(ACTION)**
- B. Selection of Chair and Vice Chair **(ACTION)**
- C. Development Services Technical Advisory Committee Appointment **(ACTION)**
- D. External Committee Membership and Purpose **(ACTION)**
- E. Draft Advising Letter(s) **(ACTION)**

4. Administrative Items (Continued)

- A. Development Services Department Technical Advisory Committee Report
- B. Economic Development Department Staff Report
- C. Suggested Items for Future Meetings
- D. Adjournment*

*Unfinished business shall be tabled and placed on the agenda for the next committee meeting.

THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST. To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact Economic Development Department at least five (5) working days before the meeting at (619) 236-6700 to ensure availability.



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

Friday, September 17, 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.

[Meeting Link](#)

Call to Order and Introductions: Meeting was called to order at 9:05 a.m.

Member	Present	Absent
Jeff Barger	x	
Tristan Barnum	x	
Shane Beard	x	
Donna DeBerry	x	
Austin Evans	x	
Michelle Gray	x	
Sarah Mattinson	x	
Jason Paguio		x
Natasha Salgado	x	
Jim Schneider	x	

Public Comment

Public comment may be made on any non-agenda topic in the committee's area of responsibility. Attendees will be muted during the webinar. The host will take those off mute that wish to give public comment.

1. Administrative Items

- A. Board Administrative Items and/or Non-Agenda Comment
- B. Requests for Agenda Revisions (continuances, change in order, etc.)
 - Chair requested the following items to change order, which was approved by a consensus of the board: presentation by Officer Christine Garcia to follow approval of minutes; presentation by Rosa Rosales to follow the administrative item Selection of Chair
- C. Approval of August 20, 2021 Minutes (**ACTION**)
 - With a motion by Jim Schneider and a second by Donna DeBerry, the board voted to approve the August 20, 2021 minutes. Yes; Jeff Barger, Sarah Mattinson, Austin Evans, Natasha Salgado, Michelle Gray, Shane Beard, Donna DeBerry, Tristan Barnum and Jim Schneider. No: None. Absent: Jason Paguio.

2. Discussion Items

A. Safe Place Program

Officer Christine Garcia, San Diego Police Department, City of San Diego

- Officer Christine Garcia presented the Safe Place Program, a new initiative from the San Diego Police Department that increases the ability to report hate crimes, particularly those from the LGBTQ and Asian Pacific Islander (API) communities. The program is led by Christine Garcia, the first openly transgender police officer in the SDPD.
- The SDPD provides LGBTQ and API themed stickers for businesses to place in their windows, alerting the public to consider the business a safe place for shelter while a person may be dealing with harassment. The sticker includes a QR code that links to the SDPD website to file a hate crime report.
- The program is intended to open to all types of communities and currently has police liaisons that represent racial, ethnic, and religious diversity of the region.

B. Business Tax Certificate – Data Collection Presentation

Rosa Rosales, Office of the City Treasurer, City of San Diego

- Presentation described how the Office of the City Treasurer collects business tax. Anyone doing business within the City of San Diego for greater than six days in a calendar year is liable to pay the Business Tax Certificate.

3. Administrative Items

A. Draft Advising Letter(s) (**ACTION**)

- No action was taken on this item.

B. Selection of Chair (**ACTION**)

- Michelle Gray made a motion to elect Shane Beard as the new Chair of SBAB with a second by Tristan Barnum.
- The board discussed the concern about the process for electing the new chair and want an open election as opposed to an appointment. Previously, the process has been informal. Time commitment was noted as a key qualifier for the roles.
- Michelle Gray retracted the motion to elect Shane Beard the next chair. Tristan Barnum retracted her motion as well.
- With a motion by Jim Schneider and a second by Austin Evan, the board voted for the submission of letters of interest for chair and/or vice chair and to hold an election at the October meeting. Yes; Jeff Barger, Sarah Mattinson, Austin Evans, Natasha Salgado, Michelle Gray, Shane Beard, Donna DeBerry, Tristan Barnum and Jim Schneider. No: None. Absent: Jason Paguio.

C. Calls for Letters of Interest for Vice Chair

- This item was discussed in the previous action item.

D. External Committee Membership (**ACTION**)

- No action taken at this time. The previous two meetings lacked a quorum.

4. Action Items

A. Development Services Department Technical Advisory Committee Report

- Saved for future meeting

B. Economic Development Department Staff Report

- Saved for future meeting

C. Suggested Items for Future Meetings

- The October meeting will include action items tabled and the election of chair and vice chair.

D. Adjournment*

- The meeting was adjourned at 10:36 a.m.

*Unfinished business shall be tabled and placed on the agenda for the next committee meeting.

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DRAFT



—
DATE
October 6, 2021

—
TO
Michelle Gray
Chair, San Diego Small Business Advisory Board

—
VIA
e-mail to mgray@graysourcing.com

—
SUBJECT
Letter of Interest for Chair of the San Diego Small
Business Advisory Board

Michelle,

Please accept this as my letter of interest to be the Chair of the San Diego Small Business Advisory Board for the upcoming term.

As a small-business owner and a legal counsel to small business in the San Diego region, I believe I offer a unique perspective that would be relevant to both the Board's monthly discussions and advancing our advisory role to our city officials. Given your note about Shane and the current need for someone to fill that role, I'm looking to be the one to step up.

I am also available for the time commitment this role will take, and I additionally will look to expand the role to include interaction with our city leaders, including the Economic Development and Intergovernmental Relations Committee, the City Council, the Mayor's office and other stakeholders as relevant. In fact, I have already attended some EDIRC meetings under Chair Campillo, and would look to build upon those relationships and interactions to fulfill our key advisory role.

Furthermore, for what it's worth, I have exhaustive experience leading meetings in formal parliamentary procedure, but would look forward to leading the informal, collaborative discussions that the Board has enjoyed for years.

I am anxious and excited to see what this Board will do in the coming year, and I am more than eager to facilitate that work in a critical time for San Diego's small businesses. Please accept my interest in this position, and I'm looking forward to discussing this more with the Board in due time.

With great thanks,
s/ Austin J. Evans, Esq.

AUSTIN J. EVANS, ESQ.

+1 619.535.1856
aevans@lifelawpartners.com

4075 Park Blvd., Suite 102-401
San Diego, California 92103

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ADMITTED
California

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WWW.LLP2.COM

Natasha T. Salgado
3040 Imperial Ave.
San Diego, CA 92102
(619) 799-0249

September 24, 2021

Good morning Small Business Advisory Board Leadership & City Staff,

Based on the Small Business Advisory Board's previous conversation around soliciting Chair & Vice-Chair letters of interest, I would like to notify you of my interest for the Vice-Chair position and my confirmation of time commitment to the responsibilities of this role as far as the commitment to the monthly Friday meetings, monthly prep meetings with City support staff, and periodic involvement as needed. I would be willing to put my interest in for chair but at this time I would prefer someone who is a current small business owner/manager to serve in this role.

My interest in serving as Vice-Chair on this board is centered around advocating for equitable funding and resource opportunities for BIPOC (Black, Indigenous and people of color) small business owners in our historically underinvested communities in the City of San Diego. As a representative of a community-based organization focused on empowering our small businesses and entrepreneurs in the Greater Logan Heights and Barrio Logan neighborhoods of District 8, I bring a grassroots perspective around the inequitable realities our minority-owned small business owners undergo in their attempt to enter the City of San Diego local economy. Through my involvement as Co-Chair in the SDPZ Economic Activities working group, participation in the City Heights Economic Development Coalition, and my small business budget advocacy experience with the City of San Diego's budgetary process, I believe I bring to this position a well-rounded background around community organizing, small business outreach, lobbying, and prioritizing small business engagement when it comes to policy and/or programs.

Please let me know if you need anything further from me! Thank you for your time and consideration.

Best Regards,

Natasha T. Salgado



To Whom It May Concern:

I am submitting my Letter of Interest for the Chair/Vice Chair position for the San Diego Small Business Committee.

I am excited about the opportunity and am committed to a monthly Friday meeting inclusive of monthly prep meetings with the City support staff and periodic involvement as needed. I am passionate about all small businesses. Their success and growth is the economic engine of San Diego County.

I've provided a voice and advocacy for support for small businesses by partnering with the Mayor's office. During COVID-19 shutdown, the Central San Diego Black Chamber was selected to participate on the Mayor's Reopening Task Force. We continue to provide advocacy, data and recommendations for reopening of small businesses.

My vision for the Committee is as follows:

1. Add more business owners to the committee
2. Add more investors, business developers, etc. to committee
3. Create a strategic plan and playbook for San Diego businesses inclusive of a plan for underserved businesses
4. Create a survey to determine the needs of small business owners
5. Develop partnership to provide business owners tools and resources
6. Leverage data to provide a roadmap for the City to engage with small businesses
7. Create a communication/outreach plan to connect with small businesses in SD
8. Link workforce development to small business growth plan

I am a business owner of 2 current businesses and 3 former businesses.

Here is a synopsis of my experience and credentials as it relates to leading and chairing committees related to small businesses:

I formerly served as Chair or Vice Chair or in other capacities for the following organizations/committees:

- a. United States Conference of Mayors - small business committee
- b. City of Austin - Consultant for Mayor and City Manager - Small Business Committee
- c. CEO of Central San Diego Black Chamber of Commerce
 - I. Provided 1 Million Dollars in Grants and technical assistance for any small business in the City of San Diego/San Diego County) –
 - II. Providing business development for underrepresented businesses in San Diego
 - III. Partnering with SDBC in providing 12M dollars and technical assistants in grants to small businesses
 - IV. Created the Urban Business Resource Center - support all of San Diego County small businesses with development, mentors and financial assistance and grants
- d. Former Board member on the National - Women Business Enterprise National Council (WBENC)
- e. Former Board member on National Minority Supplier Diversity Council (NMSDC)
- f. Co-founder of the Community Investment Fund - San Diego Foundation - providing grants inclusive for organizations that support small businesses
- g. Collaborative partner with Asian Business Alliance and the Hispanic Chamber of Commerce for San Diego County - Strategic Alliance
- h. Serve on the grant committee for the San Diego Foundation
- i. Serve on the EDC board
- j. Collecting data analytics on small businesses in San Diego

300 West Beech St. . Unit 503* San Diego, CA 92101* 214-335-1508 *
donnadiversity@gmail.com