



SMALL BUSINESS ADVISORY BOARD (SBAB) MEETING AGENDA

Friday, March 23, 2018 at 9:00 a.m.

Downtown Central Library
Mary Hollis Clark Conference Center
330 Park Blvd. San Diego, CA 92101

1. Call to Order and Introductions

2. **Approval of Minutes** – Approval of Sept. 15, 2017, Oct. 20, 2017, Nov. 17, 2017, Jan. 19, 2018 and Feb. 16, 2018 Meeting Minutes

3. Public Comment

Public comment may be made on any non-agenda topic in the Board's area of responsibility. Presenters have three (3) minutes to address the Board.

4. Administrative Items:

- A. Board Administrative Items and/or Non-Agenda Comment
- B. Requests for Agenda Revisions (continuances, change in order, etc.)
- C. Development Services Department Technical Advisory Committee – Representative(s) Report
- D. Economic Development Department Liaison Report - Elizabeth Studebaker

5. Information Items/Discussion:

- A. **J. Walcher Communications:** Learn about the latest in social media strategies and what the best social media platforms are for your type of business.
- B. **San Diego 360 Tours:** Find out how to make your business stand out in online searches with search engine optimization (SEO) and other best practices to improve your digital marketing.

6. Action Items/Discussion:

- A. **SBAB 2018 Meeting Schedule** – Elizabeth Studebaker

7. **Adjournment** – Unfinished business shall be tabled and placed on the agenda for the next Board meeting. Unless noted as an Information Item, the Small Business Advisory Board may take action on any agenda item.

Location/Parking:

The Central Library is located in Downtown San Diego's East Village on Park Blvd. at 11th Ave., near Petco Park. Underground parking is available and parking is free for two (2) hours with validation. Parking validation is available in the 1st Floor Lobby. Thereafter, parking fee is \$3.75 per hour. Parking information: <http://www.sandiego.gov/public-library/locations/centralparking.shtml>

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 the Meeting Coordinator in the Economic Development Department at least five (5) working days before the meeting at (619) 236-6700 to ensure availability.