

## **SMALL BUSINESS ADVISORY BOARD (SBAB)**

Ninety-four percent of businesses with a valid City of San Diego Business Tax Certificate have 12 or fewer employees, classifying them as small businesses. Growing small businesses, helping entrepreneurs thrive and promoting our diverse economy are essential to the prosperity and quality of life for all San Diegans.

The City's Small Business Advisory Board is charged with advising the Mayor and City Council on matters that promote the success of small businesses in San Diego, such as the formulation of laws, policies or procedures that affect the management, operation or financial stability of small businesses.

Established in July 1982, when small businesses were largely absent from economic development plans, the SBAB created a cooperative, supportive relationship between the independent business community and the City of San Diego. By supporting SBAB, City leaders signaled their understanding of the vital role small businesses play in job development.

SBAB is comprised of 11 unpaid board members who are appointed by the Mayor and confirmed by City Council. The members are often representatives of key small business organizations, such as the Small Business Administration (SBA) as well as leaders in the small business community. The City's Economic Development Department staff coordinating topical monthly meetings, performing outreach, inviting guest speakers and panel experts, and carrying out specific projects.

### **SBAB Members**

**Catherine Arambula**

*Financial Advisor Northwestern  
 Mutual Financial Network*

**Shane Beard**

*Small Business Owner  
 Owner, FASTSIGNS*

**Michelle Gray**

*Small Business Owner  
 President, Gray Systems*

**Edward Barbat**

*Legal Expertise  
 Attorney at Law*

**Ruben R. Garcia, Ph.D.**

*District Director  
 Small Business Administration*

**Gary Peterson**

*Advocate of Small Business Interests  
 President, Gap Intelligence*

**Tristan Barnum**

*Small Business Owner  
 Co-founder, Chief Marketing Officer,  
 Tellient*

**Justin Fortier**

*Small Business Owner  
 Founder/CEO, FYC Labs*

**Viviane Windmiller (Pourazary)**

*Legal Expertise  
 Associate Director, General Practice,  
 Employment and Compliance  
 Attorney, Illumina, Inc.*

### **Meeting Topics & Locations 2018**

The Small Business Advisory Board typically meets the third Friday of every and any member of the public is invited to attend. Meetings convene at 9:00 a.m. at the Downtown Central Library. Meetings held at alternate locations are noted with \* below. Each meeting guest speakers attend to provide education to the attendees. Below is a list of the topics discussed in 2018.

January

The January meeting focused on local nonprofits that provide technical assistance to small business. Aztec Consulting Program at San Diego State University presented their program that helps local business owners

with technical assistance in areas such as advertising and promotions, benchmark and competitor analysis and business expansion and revenue growth. New Media Rights at California Western School of Law presented on their program that assists internet users, creators and entrepreneurs with legal services and education surrounding intellectual property, privacy and media law.

#### February

The February meeting focused on strategies for achieving success in the food and beverage industry. Panel speakers included representatives from the Brown Law Group, California Restaurant Association, City of San Diego Development Services Department, Food & Beverage Association of San Diego, San Diego Brewers Guild and Snake Oil Cocktail Company. Opening remarks were provided by Councilmember Chris Cate.

\*Location - HIVE San Diego (4428 Convoy St., Suite 100 San Diego, Ca 92111)

#### March

The March meeting focused on social media strategies for small business. J. Walcher Communications presented on the latest in social media strategies and what the best social media platforms are for different types of businesses. San Diego 360 Tours presented on how to make businesses stand out in online searches with search engine optimization (SEO) and other best practices to improve digital marketing.

#### April

The April meeting April focused on the American Disabilities Act's effect on small business and the ways employers can continue to make their workplaces and services accessible to employees, job candidates and the public. Accessibility experts include representatives from Certified Access Services, State of California Department of Rehabilitation and The Atallah Group.

#### May

The May meeting focused on bicycles and bicycle-shares impact small business and the economy. Panel speakers included Cody Hooven, Chief Sustainability Officer, City of San Diego; Zack Bartlett, San Diego General Manager, LimeBike; Paul Vidal, General Manager, Ofo and Andy Hanshaw, Executive Director, San Diego County Bicycle Coalition. Opening remarks were provided by Lee Friedman, Office of Mayor Kevin L. Faulconer.

#### June

The June meeting focused on expanding business in international markets. Panel speakers included CASAS International Brokerage, General Dynamics-NASSCO, ITA/U.S. Commercial Service, Rough Draft Brewing Company, San Diego Center for International Trade Development and World Trade Center San Diego. Opening remarks provided by Vivian Moreno, Council District 8 representative.

\*Location – Southwestern College Higher Education Center Otay Mesa (8100 Gigantic St. San Diego, Ca 92154)

July – No meeting

August – No meeting

#### September

The September meeting focused on how organizations help train and connect individuals re-entering the workforce with local employers. Workforce development experts presented on the latest programs and



services available in San Diego. Panel speakers included Deb Furlong, Director of Adult Programs, Second Chance; Andrew Glazier, President and CEO, Defy Ventures; Katrina Meredith, Manager Project Launch/Career Coach, Kitchens for Good and Karmin Noar, Director of Programs, San Diego Workforce Partnership.

#### October

The October meeting focused on the future of unmanned aircraft systems (UAS)/drones and how they're changing the way companies do business. San Diego stakeholders discussed the evolving industry, opportunities as innovators explore new applications, and programs designed to expand UAS activities in the region. Panel speakers included Councilmember Mark Kersey, Council District 5, City of San Diego; Jesse Gipe, Sr. Manager of Economic Development, San Diego Regional Economic Development Corp.; Alfredo Ramirez, Vice President, Research, Technology and Engineering, Northrop Grumman Corp.; Dave Twining, Planck Aerosystems and John Valencia, City of San Diego Office of Homeland Security.

\*Location - North San Diego Business Chamber (10875 Rancho Bernardo Road, Suite 104, San Diego, CA 92127)

November - No meeting

December - No meeting