



SMALL BUSINESS ADVISORY BOARD

Meeting Notice and Agenda

TUESDAY, February 28, 2023

Virtual/Teleconference, 8:30 a.m.

Please click the link below to join the webinar:

<https://sandiego.zoomgov.com/j/1613852010>

Members:

Austin Evans, Brandon S. Johnson, Donna Deberry, Jason Paguio, Jim Schneider, Natasha Salgado, Sam Nejabat, Sarah Mattinson, Shadiya Hagsufi and Shane Beard.

Staff Liaison: Alex Southard and Sean Karafin.

- Item 1: Call to Order
- Item 2: Roll Call
- Item 3: Approval of January 24, 2023 Minutes (ACTION)
- Item 4: Board Administrative Items and/or Non-Agenda Comment
- Item 5: Non-Agenda Public Comment
- Item 6: Presentation on the Economic Development Strategy
Elizabeth Studebaker will present on the Economic Development Department's Focused Economic Development Strategy.
 - Elizabeth Studebaker, Assistant Deputy Director, Economic Development Department
- Item 7: Update on the Public Safety Resource Document
The Economic Development Department will provide an updated version of the Public Safety document.
 - Alex Southard, Economic Development Department, City of San Diego
- Item 8: Draft Advising Letter (ACTION)
The Board will determine if a recommendation or advising letter is needed during this meeting.
 - Austin Evans, Chair, Small Business Advisory Board
 - Natasha Salgado, Vice Chair, Small Business Advisory Board
- Item 9: Development Services Department Technical Advisory Committee Report

Item 10: Economic Development Department Staff Report

Item 11: Suggested Items for Future Meeting

Item 12: Adjournment

BOARD MEETING ACCESS AND PUBLIC COMMENT DURING COVID-19

Until further notice, the Small Business Advisory Board meeting will be conducted pursuant to the provision of California Government Code section 54953(e), as amended by Assembly Bill 361, which allows the Small Business Advisory Board to use teleconferencing and to provide the public an opportunity to address the Small Business Advisory Board via a call-in option or an internet-based service option, during a proclaimed state of emergency. On November 15, 2022, the San Diego City Council made findings under amended Assembly Bill 361 which apply to all boards, commissions, and committees of the City of San Diego. Members of the public in attendance at the Small Business Advisory Board meetings are encouraged to maintain social distancing. Additionally, we are continuing to provide alternatives to in-person attendance for participating in the Small Business Advisory Board meetings. In lieu of in-person attendance, members of the public may participate and provide comment via telephone or ZOOM, using the Small Business Advisory Board webform or via U.S. Mail of written materials, as follows:

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International numbers available: <https://sandiego.zoomgov.com/u/ab001I8imE>

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VIA VIRTUAL PLATFORM

When the Chair introduces the item you would like to comment on (or indicates it is time for Non-Agenda Public Comment), raise your hand by either tapping the “Raise Your Hand” button on your computer, tablet, or Smartphone, or by dialing *9 on your phone. You will be taken in the order in which you raised your hand. You may only speak once on a particular item. When the Chair indicates it is your turn to speak, click the unmute prompt that will appear on your computer, tablet or Smartphone, or dial *6 on your phone.

WRITTEN COMMENT

Webform: Comment on Agenda items and Non-Agenda Public Comment may be submitted using the webform indicating the agenda item number for which you wish to submit your comment. Comments received by 11:00 AM the day of the meeting will be distributed to the Small Business Advisory Board and posted online with the meeting materials. All webform comments are limited to 200 words. Comments received after the deadlines described above but before the item is called will be submitted into written

record for the relevant item. Please go to the Small Business Advisory Board website for further instructions. Written Materials: Instead of submitting written materials as an attachment to the webform, you may submit via U.S. Mail to Attn: Boards and Commissions/Small Business Advisory Board, 202 C Street, 11th Floor, San Diego, CA 92101. Materials submitted via U.S. Mail must be received the business day prior to the meeting to be distributed to the Small Business Advisory Board.

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The public may view the meetings within 24 to 48 hours of the meeting depending upon technical streaming issues.



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, January 24, 2023

[Meeting Recording](#)

Members:

Austin Evans, Brandon S. Johnson, Donna Deberry, Jason Paguio, Jim Schneider, Natasha Salgado, Sam Nejabat, Sarah Mattinson, Shadiya Hagsufi, and Shane Beard.

Staff Liaison: Alex Southard and Sean Karafin.

Item 1: Call to Order

- Meeting was called to order at 8:31 a.m.

Item 2: Roll Call

- Present: Austin Evans, Donna Deberry, Jim Schneider, Natasha Salgado, Sarah Mattinson, and Shadiya Hagsufi.
- City Staff: Sean Karafin, Alex Southard, and Viridiana Quintana.
- Members of the Public: Benjamin Nicholls, Janine Drake, Natallie Rocha, and Tiffany Ho.

Item 3: Approval of December 5, 2022 Minutes (ACTION)

- With a motion by Jim Schneider and a second by Sarah Mattinson, the board voted to approve the December 5, 2022 minutes.
- Yes: Sarah Mattinson, Donna Deberry, Jim Schneider, Natasha Salgado, Shadiya Hagsufi, and Austin Evans.
- Abstain: None.
- Absent: Brandon S. Johnson, Jason Paguio, Sam Nejabat, and Shane Beard.

Item 4: Board Administrative Items and/or Non-Agenda Comment

- None

Item 5: Non-Agenda Public Comment

- None

Item 6: Brown Act Review and Updates

The Economic Development Department will review resources for the Brown Act and updates regarding in-person meetings.

- Sean Karafin, Economic Development Department, City of San Diego
- Alex Southard, Economic Development Department, City of San Diego
- Workshop on January 26th will review the Brown Act and Roberts Rules of Order.
- Due to an update in the Brown Act, in-person meetings will begin February 10th.

- Hybrid may be an option but there are specific requirements including having an in-person quorum. Board members may call in virtually but need a qualifying justification and is only allowed twice a year.

Item 7: Update on the Public Safety Resource Document

The Economic Development Department will provide an updated version of the Public Safety document.

- Alex Southard, Economic Development Department, City of San Diego
- Alex Southard shared a draft of the Safety Resource Toolkit for Small Businesses document. The board shared their feedback.

Item 8: FY2024 Budget Discussion

The Board will review and discuss Council Budget Priority Letters for the upcoming Fiscal Year 2024.

- Austin Evans, Chair, Small Business Advisory Board
- Natasha Salgado, Vice Chair, Small Business Advisory Board
- Board members reviewed each Councilmember's Budget Priority Memos for FY24 prior to the advisory board meeting. The board shared feedback and insight.

Item 9: Draft Advising Letter (ACTION)

The Board will determine if a recommendation or advising letter is needed during this meeting.

- Austin Evans, Chair, Small Business Advisory Board
- Natasha Salgado, Vice Chair, Small Business Advisory Board
- With a motion by Jim Schneider and a second by Sarah Mattinson, the board voted to draft an advising letter. The letter would address priority issues and include recommendations for the FY24 Budget.
- Yes: Donna Deberry, Jim Schneider, Natasha Salgado, Shadiya Hagisufi, Sarah Mattinson, and Austin Evans.
- Abstain: None.
- Absent: Brandon S. Johnson, Jason Paguio, Sam Nejabat, and Shane Beard.

Item 10: Development Services Department Technical Advisory Committee Report

- None

Item 11: Economic Development Department Staff Report

- Alex Southard announced that the Capacity Build Grant program, dedicated to support nonprofits working with under resourced business communities, will send award letters in the coming days.
- The ED Funding program information for FY24 will be available in the coming months.
- EDD staff will conduct 4 Business Walks in City Heights throughout 2023.
- There is 1 vacancy on the board, here is the webpage with more information- <https://onboard.sandiego.gov/board/3397>.

Item 12: Suggested Items for Future Meeting

- Presentation from the Strategic Alliance highlighting success stories from underrepresented businesses for the next meeting.
- March meeting featuring a womxn-owned business.

Item 13: Adjournment

- The meeting was adjourned at 9:50 a.m.

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