



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, February 28, 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
- In Attendance: Austin Evans, Donna DeBerry, Natasha Salgado, Jim Schneider, Sam Nejabat, Shadiya Hagsufi, and Brandon S. Johnson.
 - City Staff: Alex Southard and Elizabeth Studebaker.
- Item 3: Approval of January 24, 2023 Minutes (ACTION)
- With a motion by Jim Schneider and a second by Brandon S. Johnson, the board voted to approve the January 24, 2023 minutes.
 - Yes: Natasha Salgado, Donna DeBerry, Shadiya Hagsufi, Jim Schneider, Sam Nejabat, Brandon S. Johnson, and Austin Evans.
 - Abstain: None.
 - Absent: Jason Paguio, Sarah Mattinson, and Shane Beard.
- Item 4: Board Administrative Items and/or Non-Agenda Comment
- Donna DeBerry shared San Diego Business Journal's Top 50 Black Leaders award event taking place 2/28/23.
- Item 5: Non-Agenda Public Comment
- None
- Item 6: Presentation on the Economic Development Strategy
- Elizabeth Studebaker will present on the Economic Development Department's Focused Economic Development Strategy.
- Elizabeth Studebaker, Economic Development Department, City of San Diego
 - Elizabeth Studebaker shared a presentation and gave an update on the proposed strategy.
 - The Economic Development Department is nearing the completion of an updated Focused Economic Development Strategy.

- The strategy will further define the goals, objectives, and tactics for the Economic Development Department and serve as the guiding document to help the City build a more prosperous and equitable economy.

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 final draft of the Safety Resource Toolkit for Small Businesses document. The board shared their feedback.

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
- Austin Evans shared the draft advising letter with the board. The letter highlights priority issues and recommendations for the FY24 Budget.
- With a motion by Jim Schneider and a second by Shane Beard, the board voted to approve the draft advising letter.
 - Yes: Brandon S. Johnson, Donna DeBerry, Shadiya Hagsufi, Jim Schneider, Shane Beard, Sam Nejabat, and Austin Evans.
 - Abstain: None.
 - Absent: Jason Paguio and Sarah Mattinson.

Item 9: Development Services Department Technical Advisory Committee Report

- Next meeting is taking place late March.

Item 10: Economic Development Department Staff Report

- The Outdoor Business Grant program supports businesses working to create outdoor dining spaces that contribute to the enjoyment of the public environment (grants up to \$20,000). Visit the webpage for more information- www.sandiego.gov/economic-development/business/tobogrant
- The Single-Use Plastics Ordinance goes into effect April 1, 2023. For more information and to learn about upcoming workshops, please visit- www.sandiego.gov/environmental-services/recycling/pf-ban
- Return to in-person meetings will be taking place starting March 1st.

Item 11: Suggested Items for Future Meeting

- Donna DeBerry suggested getting a womxn business owner to present.

Item 12: Adjournment

- The meeting was adjourned at 9:39 a.m.

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:

THE LINK TO JOIN THE WEBINAR BY COMPUTER, TABLET, OR SMARTPHONE IS:

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

TO JOIN BY USING IPHONE ONE-TAP:

US: +16692545252,,1613852010# or +14154494000,,1613852010#

TO JOIN BY TELEPHONE:

Dial(for higher quality, dial a number based on your current location):

US: +1 669 254 5252 or +1 415 449 4000 or +1 669 216 1590 or +1 551 285 1373 or +1 646 828 7666 or +1 646 964 1167 or 833 568 8864 (Toll Free)

Webinar ID: 161 385 2010

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HOW TO SPEAK TO A PARTICULAR ITEM OR DURING NON-AGENDA PUBLIC COMMENT:

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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