



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

Friday, July 16, 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: <https://sandiego.zoom.gov/j/1601457294>

Call to Order and Introductions: Meeting was called to order at 9:02 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.

- No public comment

1. Administrative Items

- A. Board Administrative Items and/or Non-Agenda Comment: None
- B. No revision requests to the Agenda: None

2. Discussion Items

- A. Small Business and Restaurant Assistance (SBRA) Program
Chris Larson, Development Project Manager III, Development Services Department, City of San Diego
 - Chris Larson gave information on a new program launched by the Development Services Department to assign project managers to small business owners navigating project during recovery from the pandemic. Potential users can book an appointment online and meet with a staff member to assess their project needs.
- B. 10 Key Steps to Starting a Business
Sean Karafin, Program Manager, Economic Development Department, City of San Diego
 - Sean Karafin presented a document the department uses to direct new business owners to resources to get started. He asked for feedback and comments to assist with

the refresh of this document. The External Committee will do further analysis and provide additional recommendations.

3. Administrative Items

- A. Approval of June 18, 2021 Minutes (ACTION)
 - With a motion by Jim Schneider and a second by Sarah Mattinson, the board voted to approve the June 18, 2021 minutes. Yes; Jeff Barger, Sarah Mattinson, Austin Evans, Natasha Salgado, Michelle Gray, Shane Beard, and Jim Schneider. No: None. Absent: Donna DeBerry. Abstain: Tristan Barnum and Jason Paguio.
- B. Development Services Department Technical Advisory Committee Report: Vice Chair Shane Beard provided a report describing DSD's efforts to transition to more online permitting and services while also reopening for in-person services. The focus of the agenda has been this topic for several months.
- C. Economic Development Department Staff Report
 - Sean Karafin, Neighborhood Investment Manager, provided the staff update which highlighted information regarding business improvement district and maintenance assessment district agreements. Sean noted that there is an open seat on this board. Additionally, there might be an opportunity to host this meeting in-person. Temporary Outdoor Business Operations will see renewed compliance enforcement on August 2, 2021.

4. Action Items

- A. External Committee Appointments
 - i. These actions were taken in June and this item was skipped.
- B. Development Services Department Technical Advisory Committee Appointments
 - i. These actions were taken in June and this item was skipped.
- C. Draft Advising Letter(s) (**ACTION**)
 - i. The board deferred to the External Committee for an in-dept review of the 10 Key Steps document.
 - ii. The board deferred to the External Committee to determine the appropriate recommendation on the definition of small businesses as it relates to the Small Business and Restaurant Assistance (SBRA) program.
 - iii. Tristan Barnum committed to drafting the advising letter to include:
 - 1. Spaces as Places to include other store front businesses
 - 2. Parking regulations for commercial property owners
 - 3. Definition of small businesses as it relates to the Small Business and Restaurant Assistance (SBRA) program
- D. Suggested Items for Future Meetings:
 - 1. Meeting in person
 - 2. Recommendations from the sitting members of the Board regarding the background needed by candidates for the appointment in order to provide a breadth of representation reflective of the small business community in the City
 - 3. City Treasurer's presentation on BTC data collection

5. Adjournment: The meeting was adjourned at 10:35 a.m.

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.