



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

Tuesday, June 28, 2022 from 8:30 to 10:00 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.

Call to Order and Introductions: Meeting was called to order at 8:31 a.m.

Member	Present	Absent
Tristan Barnum		X
Shane Beard	X	
Donna DeBerry		X
Austin Evans	X	
Sarah Mattinson	X	
Sam Nejabat	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.

A. None

1. Administrative Items

- A. Board Administrative Items and/or Non-Agenda Comment
 - None
- B. Requests for Agenda Revisions (continuances, change in order, etc.)
 - None
- C. Approval of May 24, 2022 Minutes (**ACTION**)
 - With a motion by Shane Beard and a second by Sarah Mattinson, the board voted to approve the May 24, 2022 minutes. Yes: Shane Beard, Natasha Salgado, Sarah Mattinson, Jason Paguio, Sam Nejabat, and Austin Evans. Abstain: Jim Schneider. Absent: Tristan Barnum, Donna DeBerry.

2. Discussion Items

- A. Sidewalk Vending Ordinance
 - Alex Southard, Small Business Engagement Specialist, Economic Development, City of San Diego

Alexis Villanueva, Director of Economic Development, City Heights CDC

Michael Ruiz, Chief Park Ranger, Parks and Recreation, City of San Diego

Natasha Salgado, Community Engagement & Small Business Manager, Logan Heights CDC

Ricardo Ramos, Deputy Director Business Operations, Office of the City Treasurer, City of San Diego

- The City of San Diego's Sidewalk Vending Ordinance took effect on June 22, 2022.
- Multiple City Departments are involved in the implementation of the ordinance including Parks & Recreation, Office of the City Treasurer, and Development Services.
- Economic Development has contracted with the Logan Heights CDC and City Heights CDC to provide outreach, education, and technical assistance services to vendors.
- The Parks and Recreation Department reported on the success of their enforcement efforts in Balboa Park and referring vendors to community partners for technical assistance.
- Aspects of the Sidewalk Vending Ordinance will need to receive approval from the California Coastal Commission before they can be fully implemented. However, Parks and Recreation will be able to enforce elements of the ordinance such as leaving items on beaches overnight and blocking the public right of way.
- The Office of the City Treasurer is responsible for processing applications and issuing sidewalk vending permits. All vendors will also be required to have a City of San Diego Business Tax Certificate, Photo ID, as well as a State of California Seller's Permit.
- Vendors selling food items will also be required to have a Food Handler's Card and Health Permit issued by the County of San Diego.
- City Heights will engage with over 100 vendors in Council Districts 1,2, and 9 over the next two weeks with resources and workshops in collaboration with the Cook Alliance and Promotorias.

B. LGBTQ+ Businesses in San Diego

Eddie Reynoso, Executive Director, Equality Business Alliance

- June 28, 2022 marks the 53rd Anniversary of the Stonewall Rights that started the LGBTQ+ Civil Rights Movement.
- The Equality Business Alliance is one of the fastest growing LGBTQ+ organizations in the country, and the largest in San Diego County with over 600 members.
- Eddie Reynoso highlighted the challenges facing LGBTQ+ business owners including 1/3 of LGBTQ+ business owners reporting they have lost 50% of their business due to the pandemic. Additionally, 35% of LGBTQ+ small business owners reported not being able to access COVID small business relief programs.
- Despite challenges related to the pandemic, Eddie Reynoso highlighted a number of successes the Equality Business Alliance has had including: becoming a founding member of the California LGBTQ Chamber of Commerce Alliance, planning a San Diego LGBTQ Economic Business Summit, and working to establish a bi-national regional chamber of commerce.
- Eddie Reynoso also covered the underinvestment by Federal agencies in minority businesses including LGBTQ+ owned businesses.
- Eddie Reynoso advocated for the City of San Diego recognizing LGBTQ+ business enterprise certification from the National LGBT Chamber in procurement decisions and creating a plan to pass Proposition 209 standards in order to increase LGBTQ+ contract procurements at the municipal level.

3. Administrative Items

A. Development Services Department Technical Advisory Committee Report

- No report.

B. Economic Development Department Staff Report

- BID/MAD/PBIDs budgets have all been approved by Council ahead of the next fiscal year. This is an improvement from previous years when these budgets have not all been approved until after the new fiscal year has started.

- BID budgets were approved by Council on May 23. EDD be working on the 4th amendments and back up documents by July 1.
- This year EDD received an additional \$180k with a focus on those MAD administrators serving underserved communities. This will allow those MAD administrators to address the challenges that get in the way of providing mad services, such as excessive litter and health and safety issues.
- The North Park Special Enhancement District formation went to Economic Development and Intergovernmental Relations Committee on May 18. Ballots will be counted at Council on August 1 at 2:00 p.m. and will then take a vote on the approval of the formation.
- The Small Business Enhancement Program (SBEP) has been fully funded at \$2M for FY23, which is a substantial increase from previous years. This is the requirement of Council Policy 900-12.

4. Action Items

A. Drafting Advising Letter (**ACTION**)

- With a motion by Shane Beard and a second by Jim Schneider, the board voted to include language in the procurement advising letter that emphasizes LGBTQ+ business procurement. Yes: Shane Beard, Jim Schneider, Natasha Salgado, Sam Nejabat, Sarah Mattinson, and Austin Evans. Abstain: Absent: Jason Paguio, Tristan Barnum, Donna DeBerry.

B. Suggested Items for Future Meetings

- No Additional Items.

C. Adjournment*

- The meeting was adjourned at 9:48 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.