



# SMALL BUSINESS ADVISORY BOARD

## Meeting Notice and Agenda

TUESDAY, March 28, 2023

**In-Person** Meeting, 8:30 a.m. – 10:00 a.m.

Location: UCSD Park & Market Building, Classroom 320, Third Floor –  
1100 Market St, San Diego, CA 92101

Please click the link below to join the webinar:

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

**Chair:** Austin Evans | Vice Chair: Natasha Salgado

**Board Members:** Austin Evans, Brandon S. Johnson, Donna Deberry, Jason Paguio, Jim Schneider, Natasha Salgado, Sam Nejabat, Sarah Mattinson, and Shane Beard.

**Staff Liaisons:** Alex Southard and Sean Karafin.

### Public Comment

**Public Comment on an Agenda Item:** If you wish to address the Board on an item for today's agenda, please complete and submit a speaker form before the Board hears the agenda item. You will be called at the time the item is heard.

**Public Comment on Matters Not on the Agenda:** You may address the Board on any matter not listed on today's agenda. Please complete and submit a speaker form. However, California's open meeting laws do not permit the Board to discuss or take any action on the matter at today's meeting. At its discretion, the Board may add the item to a future meeting agenda or refer the matter to staff or committee. Individuals' comments are limited to three minutes per speaker. At the discretion of the Chair, if a large number of people wish to speak on the same item, comments may be limited to a set period of time per item.

Item 1: Call to Order (Chair Evans)

Item 2: Action: Roll Call (Chair Evans)

Item 3: Action: Approval of February 28, 2023 Minutes (Chair Evans)

Item 4: Presentation from Danea Ramos, Business For Good- Capacity Building Grant Program Recipient

Item 5: Presentation from Elizabeth Studebaker- Update on The Focused Economic Development Strategy

Item 6: Action: Draft Advising Letter (Chair Evans)

Item 7: Committee Report

a. Development Services Department Technical Advisory (Board Member Beard)

Item 8: Staff Report

a. Economic Development Department (Liaison Southard)

Item 9: Board Member Comments

Item 10: Non-Agenda Public Comment

Item 11: Adjournment

#### REQUESTS FOR ACCESSIBILITY MODIFICATIONS OR ACCOMMODATIONS

This information will be made available in alternative formats upon request, as required by the Americans with Disabilities Act (ADA), by contacting Sean Karafin at [sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov) or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above, may be made by contacting Sean Karafin at [sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov) or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for auxiliary aids, services or interpreters, require different lead times, ranging from five business days to two weeks. Please keep this in mind and provide as much advance notice as possible in order to ensure availability. The City is committed to resolving accessibility requests swiftly in order to maximize accessibility.



# 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](http://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](http://www.sandiego.gov/environmental-services/recycling/pf-ban)
- Return to in-person meetings will be taking place starting March 1<sup>st</sup>.

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.

## 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:

**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

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

**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, 11<sup>th</sup> 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.

**WATCH THE MEETING**

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