



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

**November 18, 2016**

Central Library/Mary Hollis Clark Conference Center  
330 Park Blvd.  
San Diego, CA 92101

<b>BOARD MEMBERS PRESENT</b>	<b>BOARD MEMBERS ABSENT</b>
Catherine Arambula Edward Barbat Joseph Fox Dr. Ruben Garcia Michelle Gray Gary Peterson	Antonio Barbosa Guy Hanford

<b>CITY STAFF</b>
Elizabeth Studebaker – Neighborhood Investment Manager Tina Hines – Business Development Specialist

**1. Welcome & Call to Order**

- Dr. Ruben Garcia, Chairman of the Small Business Advisory Board, called the meeting to order at 8:45 a.m. Dr. Garcia acknowledged the recent death of long time Small Business Advisory Board Member Warren Simon and his invaluable service to the business community.

**2. Approval of Minutes:**

- A motion was made by Joseph Fox to approve the September 16, 2016 Minutes. There was a second by Gary Peterson. Yes: 6, No: 0, Abstain: 0, Absent: 2

**3. Public Comment:**

- Sudershan Shaunak Director with the Small Business Development Center located in North County stated that in July of 2016 a Veterans Business Outreach Center (VBOC) funded by the Small Business Administration was launched at Mira Costa College. The service area for this center includes all nine southern counties in California.

The mission of the VBOC is to help Veterans become successful as small business owners by providing assistance with the certification to bid on government contracts, business plans, financial forecasts, marketing plans, and small business loans.

#### **4. Administrative Items:**

- A. Board Administrative Items and/or Non-Agenda Comments:** Elizabeth Studebaker mentioned that she has submitted resumes for two potential candidates to be vetted by Mayoral staff for future appointment in 2017.

Additionally revision was made to the 2017 SBAB Meeting Calendar. The SBAB will not meet in July 2017, but instead will meet in August 2017.

- B. Requests of Agenda Revisions (continuances, changes in order, etc.):** No requests.
- C. Development Services Department Technical Advisory Committee:** No report due to canceled meetings.
- D. Economic Development Department- Liaison Report:** Elizabeth Studebaker announced the City of San Diego's launch of the new Open Counter application on November 21st. This online portal will enable users to navigate and understand the requirements for starting a business in San Diego.

#### **5. Information Items/Discussion:**

- **Google Street View Virtual Tours Presentation:** Louis Nava, Owner of San Diego 360 Tours mentioned that he assists small businesses with obtaining an online presence. Louis stated that Google constantly makes changes to its search engine and that business owners are often not aware of these updates.

Additionally he made reference to the importance of business owners creating a Google business profile and of registering with multiple social media platforms.

Furthermore he stated that business owners should make sure that their company's contact information is consistently listed on the internet because Google collects this information to create a Knowledge Graph. A Knowledge Graph organizes gathered data for presentation about the queried business.

Louis concluded his presentation by encouraging business owners to consider Google's virtual reality application to showcase their businesses to potential customers.

#### **6. Small Business Advisory Board Annual Outreach Meeting Recap:**

- Elizabeth Studebaker stated that positive feedback was received regarding guest speakers and topics. However the attendance of the event was lower than anticipated contrary to the number of RSVPs received.

It was suggested that perhaps the SBAB could consider holding the event at a different time and venue.

## **7. Small Business Saturday Update**

- This item was tabled due to adjournment of the SBAB meeting.

## **8. Adjournment**

- The SBAB meeting was adjourned by Dr. Ruben Garcia at 9:55 a.m.

The next meeting will be held on Friday January 20, 2017 at 8:45 a.m. at the Central Library, Mary Hollis Clark Conference Room, located at 330 Park Blvd., San Diego, CA 92101.