



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

Jan. 19, 2018

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

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Dr. Ruben Garcia Catherine Arambula Edward Barbat Justin Fortier Michelle Gray	Gary Peterson

CITY STAFF
Jocelyn Maggard – Business Development Specialist Daichi Pantaleon – Business Development Officer

1. Welcome & Call to Order:

Dr. Ruben Garcia, Small Business Advisory Board Chair, called the meeting to order at 9:02 a.m.

2. Approval of Minutes:

Due to a lack of quorum, the approval of the minutes from the Sept. 15, 2017 and Oct. 20, 2017 meetings was tabled until the Feb. 16, 2018 meeting.

3. Public Comment:

None

4. Administrative Items:

- A. Board Administrative Items and/or Non-Agenda Comments:** None
- B. Requests of Agenda Revisions (continuances, changes in order, etc.):** None
- C. Development Services Department Technical Advisory Committee (TAC):** None

D. Economic Development Department- Liaison Report:

Daichi Pantaleon spoke about two programs and initiatives led by the Economic Development Department: Urban Agriculture Incentive Zone and Placemaking.

The Urban Agriculture Incentive Zone program encourages San Diego property owners with vacant lots to convert them to community gardens in return for a reduction in property tax. Elizabeth Studebaker, Neighborhood Investment Manager of the City of San Diego's Economic Development Department, was not in attendance, as she was presenting a Mayor's briefing on the program.

Placemaking projects helps to create the identity of a district or block. These projects are implemented by community based and small business organizations to encourage more pedestrian traffic and commerce. Examples of Placemaking projects are intersections with murals painted on street, installation of twinkling lights on tress, installation of benches and decorative recycling bins. The placemaking projects are tentatively scheduled to begin April or May 2018.

5. Fiscal Year 2019 Economic Development Funding Programs Presentation:

Jocelyn Maggard provided a short update on the FY19 Economic Development funding program. She encouraged eligible organizations to apply for the available grants and briefly went over the changes in the application.

A workshop for technical assistance on the application was scheduled for Wednesday, Jan. 24, 2018 at the Mission Valley Library from 2:00 – 4:00 P.M.

Maggard announced the upcoming Business Walk in North Park, scheduled for February 22, 2018 at 2:00 P.M.

A brief commentary and Q&A followed the presentation.

6. Aztec Consulting Program Presentation

Talena Handley, Administrator for Aztec Consulting, gave an overview of how Aztec Consulting helps small businesses by providing free reports for small businesses with marketing research and actionable financial plans, created by undergraduate San Diego State University students throughout the course of a semester. All small businesses in San Diego are eligible to apply.

Commentary and a brief Q&A session followed the presentation.

7. New Media Rights Presentation

Art Neill, Executive Director of New Media Rights, and Shaun Spalding, Assistant Director of New Media Rights, gave an overview on how New Media Rights provides direct legal services and hosts workshops to help people understand intellectual property rights.

Their direct legal services include both transactional and preventative services. Transactional services include the writing of contracts and structuring the relationships between people in the businesses. Preventative services allow a small business owner to present a goal or project to New Media Rights, and their staff helps them understand and navigate the legal risks and liabilities associated with achieving their goal.

New Media Rights impacts the City by allowing eligible creators and small businesses to save money on legal fees so they can reinvest it in their next project, by promoting the growth of industries that are comparatively smaller in San Diego than other cities or regions, by providing a niche legal service that is often not available to smaller businesses, and by fostering innovation by helping creators and artists in San Diego. One of their former clients, a songwriter, was brought in to highlight how New Media Rights helps creators navigate unanticipated legal difficulties by forging contracts and defining working relationships.

Commentary and a Q&A session followed the presentation.

8. SBAB 2018 Meeting Schedule

Daichi Pantaleon provided a draft 2018 SBAB meeting schedule to the board members. The previous meeting discussed a rotation of meeting locations provided they are easily accessible with ample parking. Once a quarter the meetings will be held at an off-site location. The first off-site meeting is slated for February, 2018.

9. Adjournment

The SBAB meeting was adjourned by Dr. Ruben Garcia at 10:06 a.m. The next meeting will be held on Friday, Feb. 16, 2018 at 9:00 A.M. at an offsite location. Once the location is determined, Economic Development staff will inform the members of the public.