



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

March 23, 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 Edward Barbat | Michelle Gray Catherine Arambula Gary Peterson Justin Fortier |

| CITY STAFF |
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| Elizabeth Studebaker – Neighborhood Investment Manager Jocelyn Maggard – Business Development Specialist Rachel Maltz- Economic Development Intern |

1. Welcome & Call to Order:

Dr. Ruben Garcia, Small Business Advisory Board Chair, called the meeting to order at 9:05 a.m.

2. Approval of Minutes:

Due to a lack of quorum, the approval of the minutes from the Sept. 15, 2017, Oct. 20, 2017, Nov. 17, 2017, Jan. 19, 2018, and Feb. 16, 2018 meetings were tabled until the April 20, 2018 meeting.

3. Public Comment:

Julie Hoang, Program Coordinator with Founders First Capital Partners, LLC, stated that her organization is offering an upcoming pitch day event on April 5th at the National University Stanford Center for their small business growth accelerator program. At the upcoming pitch day individuals will experience real life application of the resources, tools and knowledge gained from participating in their program. The event will be opened to the public with complimentary admission.

Jim Schneider, Executive Director of the College Area Business District stated the history and merging of the Business Improvement District (BID) Council and BID Foundation to form the San Diego Business Improvement District Alliance as of January. Mr. Schneider is now serving as the President of the San Diego Business Improvement District Alliance.

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:**

Elizabeth Studebaker spoke about the Business Walk in North Park. The Economic Development Department coordinates the Business Walk with the Council District Office and the Local Business District Area. The Economic Development Department chooses a day where the Business Walk takes place in an isolated geographic area and gathers each businesses contact information. The representatives from the City walk door to door and check in on local businesses, and find out what the City of San Diego can do better to improve business in that specific geographic areas. The Business Walks provide local businesses with information and resources on who to contact in the City. The three primary issues that local businesses have stated as a concern in the past are parking, infrastructure, and homelessness. The North Park Business Walk was the ninth business walk implemented in last two and a half years. The next business walk will commence in East Village in May.

On April 17th, the Economic Development Department is taking revisions of the Municipal Code to the City Council to allow for quick, easy, and cheap permitting for placemaking projects in commercial and residential areas. The Municipal Code Revisions is a project Economic Development has been working on for the past three years. There are multiple community stakeholders that have desired to do nonstandard projects in the public right of way and private property such as installing benches and recycling bins. The current procedure to get a permit, and implement these projects are expensive and complicated. Economic Department is looking to simplify the process as long as stakeholders have a plan for execution and maintenance for Development Services.

5. J. Walcher Communications (JWC) - PR and Marketing Agency

Jean Walcher from J. Walcher Communications (JWC) a PR and Marketing Agency presented on the Best Social Media Platforms for Businesses. The presentation included an overview of the Best Practices and Strategies that businesses can use to attract clients and customers using various social media platforms. Information was provided on how to brand your businesses on social media, and content procedures businesses should use based on their social media platforms.

The presentation was then opened for questions and discussion.

6. San Diego 360 Tours- Google Representative

Louis Nava, a Google representative from San Diego 360 Tours presented on “How to Make a Business Stand Out” in online searches with search engine optimization (SEO), and other best practices to improve digital marketing. The presentation included an overview of the various Google platforms that allow businesses to create an identity to improve and attract customers. Information was provided on how Google ranks a business’s information based on search engine results.

The presentation was then opened for questions and discussion.

7. SBAB 2018 Meeting Schedule

No action was taken this agenda item.

8. Adjournment

The SBAB meeting was adjourned by Dr. Ruben Garcia at 10:15 a.m. The next meeting will be held on Friday, April 20th, 2018 at 9:00 A.M. at the Central Library, Mary Hollis Clark Conference Room, located at 330 Park Blvd., San Diego, CA 92101.