



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

April 20, 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 Michelle Gray Gary Peterson Shane Beard Edward Barbat	Catherine Arambula Justin Fortier

CITY STAFF
Elizabeth Studebaker – Neighborhood Investment Manager 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, Oct. 20, 2017, Nov. 17, 2017, Jan. 19, 2018, and Feb. 16, 2018, March 23, April 20, 2018 meetings were tabled until the May 18, 2018 meeting.

3. Public Comment:

Anthony Bernal from Aira Assistive Technology, based in UTC, discussed the use of assistive technology used by people who are blind or visually impaired.

Jennifer Nelson, a supervising attorney from the nonprofit organization San Diego Volunteer Lawyers Program discussed a new program to help microbusiness and non-profit support program which will focus on assisting low-income entrepreneurs and microbusinesses in San Diego County.

Katie Williams from the IRS, presented on the new tax law withholdings. IRS is urging small business owners with employees to check withholding calculator on the IRS website under withholding at IRS.gov.

Gary Peterson spoke about his visit to the Donovan State Correctional Facility with the nonprofit Defy Ventures. The organization provides an eight-month course that teaches prisoners entrepreneurship, how to create a resume and how to express their history to a potential employer.

Michelle Gary reminded the Board that Startup Week is occurring in June 2018. Startup Week brings together entrepreneurs to share progress, exchange resources and celebrate the thriving innovation community.

4. Administrative Items:

A. Board Administrative Items and/or Non-Agenda Comments:

Shane Beard was sworn in at City Council as a Small Business Advisory Board Member.

Elizabeth Studebaker spoke about expanding the Small Business Advisory Board membership, with a few potential new members joining the board in the next two to three months. Qualifications for board members include being knowledgeable and supportive of small businesses, such as small business owners, attorneys supporting small businesses or finance professionals.

SBAB is looking to host an offsite meeting in the southern portion of the City in Otay Mesa, focusing on manufacturing and international business.

B. Requests of Agenda Revisions (continuances, changes in order, etc.): None

C. Development Services Department Technical Advisory Committee (TAC):

Edward Barbat spoke about how the City of San Diego is working with developers who set aside a certain portion of development for low income housing and how they are allowed to have certain waivers with parking requirements or density. The City of San Diego is now proposing that developers set aside a certain portion of development for middle-income housing that will also be allowed to receive similar waivers with parking requirements or density.

D. Economic Development Department- Liaison Report:

Elizabeth Studebaker spoke about City Council approval of the Business Improvement District (BID) budgets for the upcoming Fiscal Year. The Economic Development Department is going to move forward for budgets for the Community Parking Districts and Maintenance Assessment Districts.

The City Council approved Land Development Code revisions to allow for cheap easy permitting for placemaking projects in order to enhance communities. Currently the process is at its second reading which will take place in 3 weeks, after that in 30 days the Land Development Code will be enacted as local law.

The Economic Development Department will hold a Business Walk in June in East Village. Business Walks provide local businesses with information and resources so they can have a direct line of contact in the Economic Development Department.

5. Americans with Disabilities Act (ADA)

A panel was held to learn how the American with Disabilities Act (ADA) affects small businesses and the ways employers can continue to make their workplaces and services accessible to employees, job candidates and the public. The panelists included the following individuals.

Alfred Atallah, a local San Diego attorney, discussed the issues of drive-by lawsuits, California laws, and what small business owners can do to be more proactively protecting their personal assets. Mr. Atallah also discussed how business owners should form entities, review leases and continue maintaining protocols under Certified Access Specialist program (CASp).

Tracey Delisle is the Chief Business Development Officer from Certified Access Specialist program (CASp). CASp was developed to help businesses identify violations by being proactively protecting their business, customers and employees. Certified Access Specialists identify any violations or barriers that may impact businesses.

Qamar Bradford works as a business specialist for the California Department of Rehabilitation. Mr. Bradford discussed how the ADA functions, and why it is important for businesses and business owners to accommodate populations, Mr. Bradford also provided insight to the economics of job accommodation and the impact a workforce can have on a business's turnover rate.

The presentation was then opened for questions and discussion.

6. SBAB 2018 Meeting Schedule

No action was taken for this agenda item.

7. Adjournment

The SBAB meeting was adjourned by Dr. Ruben Garcia at 10:28 a.m. The next meeting will be held on Friday, May 18, 2018 at 9:00 A.M. at the Central Library, Mary Hollis Clark Conference Room, located at 330 Park Blvd., San Diego, CA 92101.