



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

April 21, 2017

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

BOARD MEMBERS PRESENT	BOARD MEMBERS ABSENT
Catherine Arambula Antonio Barbosa Edward Barbat Gary Peterson	Justin Fortier Joseph Fox Dr. Ruben Garcia Michelle Gray Guy Hanford

CITY STAFF
Elizabeth Studebaker – Neighborhood Investment Manager Tina Hines – Business Development Specialist

1. Welcome & Call to Order:

Antonio Barbosa, acting as Chair of the Small Business Advisory Board, called the meeting to order at 8:54 A.M.

2. Approval of Minutes:

Due to a lack of a quorum, the approval of the minutes from the March 17, 2017 was tabled until the May 19th meeting.

3. Public Comment:

Sudershan Shaunak, Director with the Small Business Development Center (SBDC) stated that his organization is one of the largest federal government programs. SBDC provides counseling and training to assist entrepreneurs with starting and growing businesses.

Sudershan also shared information regarding two upcoming events being held during National Small Business week. There will be a Small Business Awards Luncheon on Thursday, May 4, 2017 from 11:30AM to 1:30 PM at the La Jolla Marriot.

Furthermore on Friday, May 5, 2017 in partnership with the California Department of General Services, SBDC will host a California Procurement event from 8:30 AM to 2:30 PM at the SDG&E Innovation Center.

4. Administrative Items:

- A. Board Administrative Items and/or Non-Agenda Comments:** Elizabeth Studebaker indicated that the revisions to the City of San Diego Municipal Code Section governing the Small Business Advisory Board are being vetted by the Office of the City Attorney and are on hold until an evaluation of all City of San Diego boards and commissions has been concluded.
- B. Requests of Agenda Revisions (continuances, changes in order, etc.):** There were no requests.
- C. Development Services Department Technical Advisory Committee (TAC):** Edward Barbat noted that the TAC is focusing on issues such as the development of in-fill housing that is transit oriented and the City of San Diego's Climate Action Plan.
- D. Economic Development Department- Liaison Report:** Elizabeth Studebaker spoke about two new online tools implemented by the City of San Diego to assist small business owners. The tools are called Open Counter and the Business Resource Matcher.

The Open Counter portal allows business owners to enter a business location to confirm zoning and required permits from the City of San Diego. The Business Resource Matcher provides a search option for various resources available to small business owners.

SBAB members were also reminded about the upcoming Business Walk within the El Cajon Boulevard Business Improvement District on Wednesday, April 26th from 2:00 to 5:00 PM. The starting point for the Business Walk will be at the international food market called Fair@44 located at 4305 El Cajon Blvd.

5. San Diego Workforce Partnership Business Services Presentation:

Myriam Sanchez, Business Outreach Coordinator with the San Diego Workforce partnership expressed that in addition to assisting job seekers with employment, her organization offers resources to employers.

One resource is the National Career Readiness Certificate (NCRC), a portable credential that measures the skill sets of job seekers to confirm work readiness. This credential is offered to job seekers through America's Job Centers overseen by the San Diego Workforce Partnership. Job seekers take a series of assessment tests at a job center to receive a NCRC credential and can provide links to their scores for potential employers to review.

Another resource available to employers is Hiring at Happy Hour events. Each event is focused on a specific employment sector. Job seekers and employers interact in a less formal environment. Employers that would like more information about Hiring at Happy Hour events may contact Myriam Sanchez by email at myriamsanchez@workforce.org.

The final resource presented was an HR Hotline offered to employers in San Diego County. This hotline is staffed by the San Diego Employers Association Monday through Friday from 8 AM to 5 PM. Employers may call (866) 441-9399 to have questions about HR matters answered by a representative. The first fifteen minutes of the telephone consultation are free, however an employer may be directed to a fee-for-service line if the call extends beyond fifteen minutes.

6. Discussion of Proposed Draft Amendments to San Diego Municipal Code regarding Placemaking:

Elizabeth Studebaker specified that the Economic Development Department along with the Development Services Dept., Planning Dept., and the Commission for Arts and Culture have generated proposed draft amendments to the City of San Diego's Land Development Code for Placemaking activities.

Placemaking activities include projects such as pedestrian plazas, intersection murals, and decorative lighting implemented within a community to improve local business viability. The purpose of the amendments is to clarify and streamline the permitting process for these nontraditional projects submitted by community organizations.

7. Adjournment

The SBAB meeting was adjourned by Antonio Barbosa at 9:57 AM. The next meeting will be held on Friday, May 19, 2017 at 8:45 a.m. at the Central Library, Mary Hollis Clark Conference Room, located at 330 Park Blvd., San Diego, CA 92101.