



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

June 16, 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 Michelle Gray Joseph Fox Justin Fortier Guy Hanford (Absent for Vote)	Dr. Ruben Garcia

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

1. Welcome & Call to Order:

Michelle Gray, acting as Chair of the Small Business Advisory Board, called the meeting to order at 8:45 A.M.

2. Approval of Minutes:

A motion was made by Catherine Arambula to approve the April 21, 2017 Minutes. There was a second by Joseph Fox for the approval of the minutes from the March 17, 2017 meeting. Yes: 7, No: 0, Abstain: 0, Absent: 2

A motion was made by Joseph Fox to approve the May 19, 2017 Minutes. There was a second by Gary Peterson for the approval of the minutes from the May 19, 2017 Minutes. Catherine Arambula and Antonio Barbosa abstained from the vote, as they were not present for the May 19 meeting. Yes: 5, No: 0, Abstain: 2, Absent: 2

3. Public Comment:

Sudershan Shaunak, Director with the Small Business Development Center (SBDC) stated that his organization is now offering a loan program geared toward the arts, media and entertainment sectors. SBA Community Advantage Program. Elizabeth Studebaker

suggested that the SBA Community Advantage Program be added to the City of San Diego's website under "Business Resources".

4. Administrative Items:

- A. **Board Administrative Items and/or Non-Agenda Comments:** Catherine Arambula stated that Councilmember David Alvarez is creating a Small Business Resource Fair. No set date, aiming for mid-July; the resource fair would be available for business owners City-wide. An update was also given on Dr. Ruben Garcia's health; he is back at work on a part-time basis.
- 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. Edward Barbat noted that the TAC has made strides in streamlining the process for in-fill projects. He also noted that the City of San Diego is making an effort to come in compliance with the California Building Code 2016 at the next TAC meeting.
- D. **Economic Development Department- Liaison Report:** Elizabeth Studebaker spoke about the Department's recent workshops with TAC, in an effort to clarify Placemaking Projects within the City of San Diego Municipal Code. The efforts has received support from the Smart Growth & Land Use Committee. Planning Commission in August and full City Council on September 12th.

In the new Fiscal Year, funds will be made available for Placemaking loans, a revolving loan fund with repayment within 3 years up to \$100,000; there is currently have \$400,000 for this program. Placemaking Activation Grants will also be made available, maximum of \$10,000, primarily to cover permit fees.

SBAB members were notified about a planned Business Walk within the East Village Business Improvement District on Thursday, October 12th. An additional Business Walk is tentatively scheduled for the 2nd-3rd week of August in the Moreno Business District.

Also noted was that the June 16th Small Business Advisory Board Meeting would be the last for City Staff member Tina Hines. Daichi Pantaleon will now assume the role.

5. San Diego Startup Week June 19th- June 23rd Presentation:

Neal Bloom, Southern California Market Expansion Lead for HIRED, Inc. and Startup San Diego Board Member spoke about the upcoming event.

The intent of San Diego Startup Week is to provide businesses, poised to grow exponentially larger, the foundation and mentorship to do so. As the event has grown, new content has continually been added, targeting the different types of employees within small businesses. Cybersecurity, Future Tech, Cross-Border and Cannabis tracks are some of the recent additions to the event.

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

6. Big Data for Small Businesses Presentation:

Gary Peterson, President of GAP Intelligence gave an overview of data tools accessible to small businesses to improve their operation.

The presentation centered on the uses of “big data” and how prevalent it is in the marketplace. Big data companies have been able to combine several sets of data in order to gauge an individual’s preference of a certain product.

While a smaller firm might not have the pool of resources the big data companies do, doing basic background work on customers can prove just as effective. By measuring this information, small businesses can more effectively market to current and potential customers. The SBA also provides free data for small business owners, such as census information.

7. Adjournment

The SBAB meeting was adjourned by Michelle Gray at 10:04 AM. The next meeting will be held on Friday, August 18, 2017 at 8:45 a.m. at the Central Library, Mary Hollis Clark Conference Room, located at 330 Park Blvd., San Diego, CA 92101.