



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

Friday, September 17, 2021 from 9:00 to 10:30 A.M.

To attend the meeting, use the Zoom Webinar login information below. Members of the public will be muted during the webinar; however, the public will be able to communicate with the host via the chat function.

[Meeting Link](#)

Call to Order and Introductions: Meeting was called to order at 9:05 a.m.

Member	Present	Absent
Jeff Barger	x	
Tristan Barnum	x	
Shane Beard	x	
Donna DeBerry	x	
Austin Evans	x	
Michelle Gray	x	
Sarah Mattinson	x	
Jason Paguio		x
Natasha Salgado	x	
Jim Schneider	x	

Public Comment

Public comment may be made on any non-agenda topic in the committee's area of responsibility. Attendees will be muted during the webinar. The host will take those off mute that wish to give public comment.

1. Administrative Items

- A. Board Administrative Items and/or Non-Agenda Comment
- B. Requests for Agenda Revisions (continuances, change in order, etc.)
 - Chair requested the following items to change order, which was approved by a consensus of the board: presentation by Officer Christine Garcia to follow approval of minutes; presentation by Rosa Rosales to follow the administrative item Selection of Chair
- C. Approval of August 20, 2021 Minutes (**ACTION**)
 - With a motion by Jim Schneider and a second by Donna DeBerry, the board voted to approve the August 20, 2021 minutes. Yes; Jeff Barger, Sarah Mattinson, Austin Evans, Natasha Salgado, Michelle Gray, Shane Beard, Donna DeBerry, Tristan Barnum and Jim Schneider. No: None. Absent: Jason Paguio.

2. Discussion Items

A. Safe Place Program

Officer Christine Garcia, San Diego Police Department, City of San Diego

- Officer Christine Garcia presented the Safe Place Program, a new initiative from the San Diego Police Department that increases the ability to report hate crimes, particularly those from the LGBTQ and Asian Pacific Islander (API) communities. The program is led by Christine Garcia, the first openly transgender police officer in the SDPD.
- The SDPD provides LGBTQ and API themed stickers for businesses to place in their windows, alerting the public to consider the business a safe place for shelter while a person may be dealing with harassment. The sticker includes a QR code that links to the SDPD website to file a hate crime report.
- The program is intended to open to all types of communities and currently has police liaisons that represent racial, ethnic, and religious diversity of the region.

B. Business Tax Certificate – Data Collection Presentation

Rosa Rosales, Office of the City Treasurer, City of San Diego

- Presentation described how the Office of the City Treasurer collects business tax. Anyone doing business within the City of San Diego for greater than six days in a calendar year is liable to pay the Business Tax Certificate.

3. Administrative Items

A. Draft Advising Letter(s) **(ACTION)**

- No action was taken on this item.

B. Selection of Chair **(ACTION)**

- Michelle Gray made a motion to elect Shane Beard as the new Chair of SBAB with a second by Tristan Barnum.
- The board discussed the concern about the process for electing the new chair and want an open election as opposed to an appointment. Previously, the process has been informal. Time commitment was noted as a key qualifier for the roles.
- Michelle Gray retracted the motion to elect Shane Beard the next chair. Tristan Barnum retracted her motion as well.
- With a motion by Jim Schneider and a second by Austin Evan, the board voted for the submission of letters of interest for chair and/or vice chair and to hold an election at the October meeting. Yes: Jeff Barger, Sarah Mattinson, Austin Evans, Natasha Salgado, Michelle Gray, Shane Beard, Donna DeBerry, Tristan Barnum and Jim Schneider. No: None. Absent: Jason Paguio.

C. Calls for Letters of Interest for Vice Chair

- This item was discussed in the previous action item.

D. External Committee Membership **(ACTION)**

- No action taken at this time. The previous two meetings lacked a quorum.

4. Action Items

A. Development Services Department Technical Advisory Committee Report

- Saved for future meeting

B. Economic Development Department Staff Report

- Saved for future meeting

C. Suggested Items for Future Meetings

- The October meeting will include action items tabled and the election of chair and vice chair.

D. Adjournment*

- The meeting was adjourned at 10:36 a.m.

*Unfinished business shall be tabled and placed on the agenda for the next committee meeting.

THIS INFORMATION IS AVAILABLE IN ALTERNATIVE FORMATS UPON REQUEST. To request an alternative format or to request a sign language or oral interpreter for the meeting, please contact Economic Development Department at least five (5) working days before the meeting at (619) 236-6700 to ensure availability.