



# SMALL BUSINESS ADVISORY BOARD

## Meeting Notice and Agenda

TUESDAY, September 26, 2023

**In-Person** Meeting, 8:30 a.m. – 10:00 a.m.

Location: Civic Center Plaza, 14<sup>th</sup> Floor Conference Room –  
1200 3<sup>rd</sup> Ave, San Diego, CA 92101

**Chair:** Austin Evans | **Vice Chair:** Natasha Salgado

**Board Members:** Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Jason Paguio, Natasha Salgado, Sarah Mattinson, and Shane Beard.

**Staff Liaisons:** Alex Southard and Sean Karafin.

### Public Comment

**Public Comment on an Agenda Item:** If you wish to address the Board on an item for today's agenda, please complete and submit a speaker form before the Board hears the agenda item. You will be called at the time the item is heard.

**Public Comment on Matters Not on the Agenda:** You may address the Board on any matter not listed on today's agenda. Please complete and submit a speaker form. However, California's open meeting laws do not permit the Board to discuss or take any action on the matter at today's meeting. At its discretion, the Board may add the item to a future meeting agenda or refer the matter to staff or committee. Individuals' comments are limited to three minutes per speaker. At the discretion of the Chair, if a large number of people wish to speak on the same item, comments may be limited to a set period of time per item.

Item 1: Call to Order (Chair Evans)

Item 2: Action: Roll Call (Chair Evans)

Item 3: Action: Approval of August 22, 2023 Minutes (Chair Evans)

Item 4: Presentation from Nadine Hassoun, Economic Development Department- Information on the Consolidated Plan

Item 5: Presentation from Jerry McCormick, Communications Department- Overview on the City's Accessibility Services

- Item 6: Small Business Program Portfolio Update (Liaison Southard)
- Item 7: Action: Draft Advising Letter (Chair Evans)
- Item 8: Committee Report
  - a. Development Services Department Technical Advisory (Board Member Beard)
- Item 9: Staff Report
  - a. Economic Development Department (Liaison Southard)
- Item 10: Board Member Comments
  - a. Suggested items for future meetings
- Item 11: Non-Agenda Public Comment
- Item 12: Adjournment

#### REQUESTS FOR ACCESSIBILITY MODIFICATIONS OR ACCOMMODATIONS

This information will be made available in alternative formats upon request, as required by the Americans with Disabilities Act (ADA), by contacting Sean Karafin at [sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov) or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for alternatives to observing meetings and offering public comment as noted above, may be made by contacting Sean Karafin at [sdbusiness@sandiego.gov](mailto:sdbusiness@sandiego.gov) or 619-236-6700. Requests for disability-related modifications or accommodations required to facilitate meeting participation, including requests for auxiliary aids, services or interpreters, require different lead times, ranging from five business days to two weeks. Please keep this in mind and provide as much advance notice as possible in order to ensure availability. The City is committed to resolving accessibility requests swiftly in order to maximize accessibility.



# SMALL BUSINESS ADVISORY BOARD

## Meeting Minutes

TUESDAY, August 22, 2023

8:30 a.m. – 10:00 a.m.

Location: Civic Center Plaza, 14<sup>th</sup> Floor Conference Room –  
1200 3<sup>rd</sup> Ave, San Diego, CA 92101

**Chair:** Austin Evans | **Vice Chair:** Natasha Salgado

**Board Members:** Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Jason Paguio, Natasha Salgado, Sarah Mattinson, and Shane Beard.

**Staff Liaisons:** Alex Southard and Sean Karafin.

Item 1: Call to Order (Chair Evans)

- Meeting was called to order at 8:34 a.m.

Item 2: Action: Roll Call (Chair Evans)

- In Attendance: Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Natasha Salgado, and Sarah Mattinson.
- City Staff: Alex Southard, Viridiana Quintana, Lisa Lind, Rosa Rosales, and Maharba Saldivar Baez.
- Members of the Public: Elise Baker.

Item 3: Action: Approval of July 25, 2023 Minutes (Chair Evans)

- With a motion by Shane Beard and a second by Jason Paguio, the board voted to approve the July 25, 2023 minutes.
  - Yes: Ania Kaminska, Austin Evans, Brandon S. Johnson, Donna Deberry, Natasha Salgado, and Sarah Mattinson.
  - Abstain: None.
  - Absent: Jason Paguio and Shane Beard.

Item 4: Presentation from Rosa Rosales, Office of the City Treasurer- Overview on the Business Tax Certificate Program

- Rosa Rosales and Maharba Saldivar Baez presented an overview on Business Taxes Programs.
- Information was provided regarding Business Tax, Rental Unit Business Tax, Cannabis Business Tax, Sidewalk Vending Permits, and Police Regulated Business Permits.

- More information available on the Office of the City Treasurer's website-  
[www.sandiego.gov/treasurer](http://www.sandiego.gov/treasurer).
  - Board members asked questions and conversation followed.
- Item 5: Small Business Program Portfolio (Liaison Southard)
- Alex Southard presented a list of direct small business programs offered by the City.
  - Board members asked questions and conversation followed.
- Item 6: Action: Draft Advising Letter (Chair Evans)
- Austin Evans, Chair, Small Business Advisory Board
  - Natasha Salgado, Vice Chair, Small Business Advisory Board
  - None.
- Item 7: Committee Report
- Development Services Department Technical Advisory (Board Member Beard)
  - None.
- Item 8: Staff Report
- Economic Development Department (Liaison Southard)
  - Economic Development staff will have the Safety Resource Toolkit for Small Businesses postcards soon.
- Item 9: Board Member Comments
- None.
- Item 10: Non-Agenda Public Comment
- None
- Item 11: Adjournment
- The meeting was adjourned at 10:08 a.m.

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A background image showing three people in a meeting. A woman in a pink cardigan is smiling and gesturing while holding a white coffee cup. Two other people are partially visible, one in a blue hoodie and another in a white shirt. The image is overlaid with a blue tint.

City of San Diego

# STAKEHOLDER FORUM — 2025-2029 CONSOLIDATED PLAN

SEPTEMBER 26, 2023



Denver, Colorado 80220  
970.880.1415 x 102  
[hello@rootpolicy.com](mailto:hello@rootpolicy.com)

# DISCUSSION TOPICS

- Consolidated Plan Overview
- Community Engagement Overview
- Activity: Identifying Economic Development Needs
- Call to Action

# PROJECT TEAM





# CONSOLIDATED PLAN OVERVIEW



# WHAT IS A CONSOLIDATED PLAN?

A Consolidated Plan is a planning document required by the U.S. Department of Housing and Urban Development (HUD)

It uses a combination of data and community outreach to determine the top housing needs, community development concerns, and gaps in supportive services for low- and moderate-income populations

The document is produced every 5 years as a condition of receiving federal housing and community development entitlement grants

# FUNDING SOURCES

**CDBG:** Community Development Block Grant

**HOME:** HOME Investment Partnerships Program

**ESG:** Emergency Solutions Grant Program

**HOPWA:** Housing Opportunities for Persons with AIDS (administered by San Diego County)

# HOW MUCH DOES THE CITY RECEIVE FROM HUD?

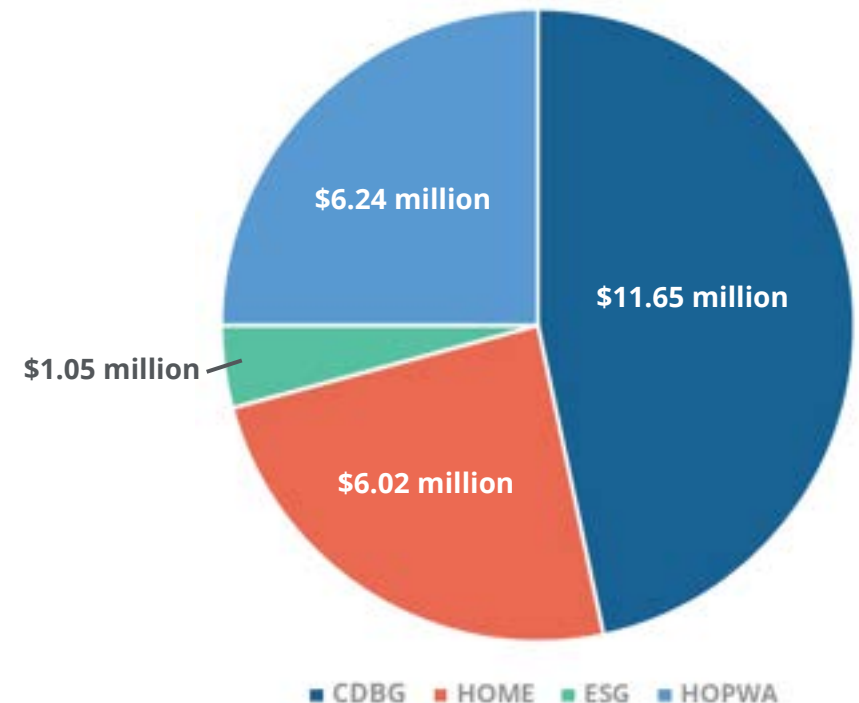
**CDBG: \$11.65 million/year**

**HOME: \$6.02 million/year**

**ESG: \$1.05 million/year**

**HOPWA: \$6.24 million/year**

FY 2023 Total Allocation:  
\$24,950,633



The City anticipates **\$40 million** in CDBG program income during the five-year cycle.

# HOW IS FEDERAL FUNDING USED?

**Community Development:** Investment in public facilities, critical infrastructure, and nonprofit facility improvements.

**Public/Community Services:** Investment in programs that support meal delivery, food banks, educational advocacy, health care services, senior services, etc.

**Economic Development:** Investment in employment and workforce development programs, inclusive economic growth initiatives that develop and strengthen small businesses, and improved access to job opportunities.

**Housing:** Investment in increasing and preserving affordable rental and homeowner housing for San Diego residents; meeting the needs of persons with HIV/AIDS through provision of housing, health, and support services; and Fair Housing Program activities.

# COMMUNITY ENGAGEMENT

# CONSOLIDATED PLAN WEBSITE

<https://www.sandiego.gov/cdbg/general/consolidatedplanmaterials>

**Visit the website and sign-up for email updates!**

The website/email updates will provide information on:

- Public forums
- Community survey
- Public hearings
- Draft and Final Consolidated Plan



# PUBLIC FORUMS

Public Forum Area	Date/Time	Location
City Heights	Mon., October 2   6 - 7:30 p.m.	City Heights Library 3795 Fairmount Avenue, San Diego CA 92105
Skyline	Tues., October 3   5:30 - 7 p.m.	Skyline Library 7900 Paradise Valley Rd, San Diego CA 92139
Linda Vista	Wed., October 4   6 - 7:30 p.m.	Bayside Community Center 2002 Comstock St, San Diego CA 92139
Valencia Park	Thurs., October 5   1 - 2:30 p.m.	Malcolm X Library, Performing Arts Ctr. and Multi-Purpose Room 5148 Market Street, San Diego, CA 92114
Downtown	Mon., October 9   6 - 7:30 p.m.	Central Library, Shiley Room 330 Park Blvd., San Diego, CA 92101
Logan Heights	Tues., October 10   6 - 7:30 p.m.	Logan Heights Library 567 S. 28th Street, San Diego, CA 92113
San Ysidro	Thurs., October 12   6 - 7:30 p.m.	San Ysidro Civic Center 212 W. Park Avenue, San Ysidro, CA 92173



# COMMUNITY SURVEY

The Consolidated Plan survey is live now!

Link: **[bit.ly/sdconsolidatedplansurvey](https://bit.ly/sdconsolidatedplansurvey)**

Survey available in English, Spanish, Mandarin Chinese (traditional and simplified), Tagalog, Arabic, Dari, Pashto, Korean, Somali, and Vietnamese.



# PUBLIC HEARINGS/MEETINGS

Body	Meeting Type	Meeting Focus	Date	Location
<b>Economic Development and Intergovernmental Relations (EDIR) Committee Meeting</b>	Public Hearing	Needs Assessment, Community Engagement Findings, Draft Goals	November 1, 2023	City Administration Building, 202 C Street, 12th Floor, Council Committee Room
<b>Consolidated Plan Advisory Board (CPAB) Meeting</b>	Meeting	Needs Assessment, Community Engagement Findings, Draft Goals	November 8, 2023	525 B Street, Ground Floor, Multi-Purpose Room
<b>City Council Meeting</b>	Public Hearing	Needs Assessment, Community Engagement Findings, Draft Goals	November 14, 2023	City Administration Building, 202 C Street, 12th Floor, Council Chambers
<b>Economic Development and Intergovernmental Relations (EDIR) Committee Meeting</b>	Public Hearing	Draft Consolidated Plan and Annual Action Plan	Spring 2024	City Administration Building, 202 C Street, 12th Floor, Council Committee Room
<b>Consolidated Plan Advisory Board (CPAB) Meeting</b>	Meeting	Draft Consolidated Plan and Annual Action Plan	Spring 2024	525 B Street, Ground Floor, Multi-Purpose Room (tentative)
<b>City Council Meeting</b>	Public Hearing	Draft Consolidated Plan and Annual Action Plan	Spring 2024	City Administration Building, 202 C Street, 12th Floor, Council Chambers

# YOUR INPUT ON NEEDS, CHALLENGES, AND SOLUTIONS

WHAT ARE THE GREATEST UNMET  
**ECONOMIC DEVELOPMENT NEEDS**  
IN THE CITY?

WHERE IN THE CITY ARE THESE  
NEEDS MOST PROMINENT?

# PRIORITY OUTCOMES

# EXAMPLES

- ☐ People with disabilities have more accessible housing options
- ☐ People have access to more housing choice vouchers/rental subsidies
- ☐ Vulnerable populations (e.g., low-income residents and families, persons experiencing homelessness) have more affordable rental housing options
- ☐ First-time home buyers, young adults, low- to moderate -income residents, and/or large households have more opportunities to buy an affordable home
- ☐ Residents can afford to purchase a home (e.g., ADUs/granny flats; duplex/triplex, townhome, condo; single-family home (attached/detached)
- ☐ Seniors/persons with disabilities are able to live independently
- ☐ Seniors have several housing options to downsize
- ☐ There is increased shelter capacity to support persons experiencing homelessness
- ☐ People experiencing homelessness/ housing instability have more non-congregate shelter options
- ☐ People experiencing homelessness/ housing instability have more permanent housing options
- ☐ Owner occupied housing/rental housing is in better condition
- ☐ Residents have more resources to resolve housing discrimination/better awareness of fair housing rights
- ☐ Residents have more resources to avoid displacement



WHAT **ECONOMIC DEVELOPMENT**  
OUTCOMES WOULD YOU MOST  
LIKE TO SEE?

# EXAMPLES

- ❑ More Job training programs or job training centers
- ❑ Revitalization of neighborhood businesses/commercial areas
- ❑ More opportunities for start-up businesses, businesses looking to expand, or businesses looking to relocate
- ❑ More economic development programs that develop and strengthen small businesses
- ❑ Improving access to job opportunities

# WRAP-UP AND NEXT STEPS

# NEXT STEPS

- **Late August 2023** | Survey released
- **October 2 through 12, 2023** | Public Forums
- **Early November 2023** | Needs Assessment findings and draft Consolidated Plan Goals presented for approval
- **March / April 2024** | Draft Consolidated Plan available for public comment

# CALL TO ACTION

<https://www.sandiego.gov/cdbg/general/consolidatedplanmaterials>

- Attend the [Community Forums](#) in October and take the [Consolidated Plan Survey](#)
- Share the community forum information and the survey link with the individuals you serve and within your professional networks
- Consider hosting a community forum
- Join the [CDBG/Consolidated Plan mailing list](#) to receive future updates



# THANK YOU!

**City of San Diego**  
**Economic Development Department**  
Community Development Division



## EMAIL

[cdbg@sandiego.gov](mailto:cdbg@sandiego.gov)



## PHONE

(619) 236-6700



## WEBSITE

[www.sandiego.gov/CDBG](http://www.sandiego.gov/CDBG)

Root Policy contact: [frankie@rootpolicy.com](mailto:frankie@rootpolicy.com) | 970-880-1415

DPD contact: [dpd@dpd-solutions.com](mailto:dpd@dpd-solutions.com) | 575-642-4053

# QUESTIONS?

# Community Forums: October 2023



## CALLING ALL SAN DIEGANS!

How would you spend \$135 million in your community over the next five years? Join us for a community forum series and share your insights! Every five years, the City creates the “Consolidated Plan” document to identify community needs and priorities.

We need your help determining how best to spend federal funds to invest in San Diego communities. Together, we can prioritize key areas such as affordable housing, sustainability, homeless shelters, infrastructure and job opportunities.

### Upcoming Community Forums:

- City Heights Library: Oct. 2, 6 p.m. - 7:30 p.m.
- Skyline Library: Oct. 3, 5:30 p.m. - 7 p.m.
- Bayside Community Center: Oct. 4, 6 p.m. - 7:30 p.m.
- Malcom X Library: Oct. 5, 1 p.m. - 2:30 p.m.
- Central Library: Oct. 9, 6 p.m. - 7:30 p.m.
- Logan Heights Library: Oct. 10, 6 p.m. - 7:30 p.m.
- San Ysidro Civic Center: Oct. 12, 6 p.m. - 7:30 p.m.

**Children welcome!** Activities and refreshments will be available.



For addresses, registration, and additional information, please scan the QR code or visit **[Bit.ly/sdconsolidatedplan](https://bit.ly/sdconsolidatedplan)**

#### Can't make the forums?

Share your perspective by completing the survey available on the information page!

Requests for disability-related accommodations and interpretation can be made by emailing **[cdbg@sandiego.gov](mailto:cdbg@sandiego.gov)** at least 5 business days prior to the event.





# Foros Comunitarios: Octubre 2023



## ¡ATENCIÓN A TODOS LOS SANDIEGUINOS!

¿Usted como gastaría \$135 millones en su comunidad en los próximos cinco años? ¡Únase a nosotros en una serie de foros comunitarios y comparta sus ideas! Cada cinco años, la Ciudad crea el documento del "Plan Consolidado" para identificar las necesidades y prioridades de la comunidad.

Necesitamos su ayuda para determinar la mejor manera de gastar los fondos federales para invertir en las comunidades de San Diego Juntos, nosotros podemos priorizar áreas clave tales como vivienda accesible, sostenibilidad, refugios para personas sin hogar, la infraestructura y oportunidades laborales.

### Próximos Foros Comunitarios:

- Biblioteca City Heights Library: Oct. 2, 6 p.m. - 7:30 p.m.
- Biblioteca Skyline Library: Oct. 3, 5:30 p.m. - 7 p.m.
- Centro Comunitario Bayside Community Center: Oct. 4, 6 p.m. - 7:30 p.m.
- Biblioteca Malcom X Library: Oct. 5, 1 p.m. - 2:30 p.m.
- Biblioteca Central Library: Oct. 9, 6 p.m. - 7:30 p.m.
- Biblioteca Logan Heights Library: Oct. 10, 6 p.m. - 7:30 p.m.
- Centro Cívico de San Ysidro: Oct. 12, 6 p.m. - 7:30 p.m.

**¡Los niños son bienvenidos!** Habrá actividades y refrigerios disponibles.



Para obtener direcciones, inscripción e información adicional, escanee el código QR o visite **Bit.ly/sdconsolidatedplan**

#### ¿No puede asistir a los foros?

¡Comparta su perspectiva al completar la encuesta disponible en la página de información!

Las solicitudes de adaptaciones e interpretación relacionadas con la discapacidad se pueden realizar enviando un correo electrónico **cdbg@sandiego.gov** al menos 5 días hábiles antes del evento.



Communications Department

# Translation Services

## What We Offer:

- Document translation (**send document in its original format to PIO, include deadline and target languages**).
- Over-the-phone instant translations (including three-way phone calls).
- Live interpreters at events, scheduled video interpreters and scheduled three-way phone calls (**contact Ombretta Di Dio**).





## How To Request Over-The-Phone Instant Interpreters:

- Dial +1 530-292-7374 2.
- Input your PIN number: 84461092.
- State the language required for interpretation (see language list for reference).
- You will be connected to an operator to answer some pre-call questions.
- State your First Name.
- State your Last Name.
- State your Department name.

### LANGUAGES

Albanian	Greek	Pashto
Amharic	Gujarati	Persian
Arabic	Haitian Creole	Polish
Armenian	Hebrew	Portugese
Bengali	Hindi	Punjabi
Bosnian	Hmong	Romanian
Bulgarian	Iqbo	Russian
Burmese	Indonesian	Samoan
Cambodian (Khmer)	Italian	Serbian
Chin	Japanese	Serbo-Croatian
Chin (Hakachin)	Karen	Somali
Chin (Tedim)	Karenni (Kayah)	Spanish
Chinese (Cantonese)	Kinyarwanda	Swahili
Chinese (Hakka)	Kirundi	Tagalog
Chinese (Mandarin)	Korean	Tamil
Croatian	Kurdish	Thai
Czech	Lao	Tibetan
Dari	Lithuanian	Tigrinya
Farsi	Mai Mai	Tongan
Filipino	Malayalam	Turkish
French	Mandinka	Twi
French - Canadian	Marshallese	Ukranian
Fulani	Mongolian	Urdu
Georgian	Nepali	Vietnamese
German	Oromo	Yoruba
		All other languages





- To repeat the process, press 0.

### Three-way calls:

- 1<sup>st</sup> scenario: Ask the interpreter to place the call and provide corresponding phone number needed to be dialed.
- 2<sup>nd</sup> scenario: City staff places customer on hold, calls Avantpage, gets connected to an interpreter and adds customer back to the call.
- If you are having issues with the interpreter phone menu or if you want to speak to an Avantpage representative, please call 530.750.2040 extension 110.

### LANGUAGES

Albanian	Greek	Pashto
Amharic	Gujarati	Persian
Arabic	Haitian Creole	Polish
Armenian	Hebrew	Portuguese
Bengali	Hindi	Punjabi
Bosnian	Hmong	Romanian
Bulgarian	Igbo	Russian
Burmese	Indonesian	Samoan
Cambodian (Khmer)	Italian	Serbian
Chin	Japanese	Serbo-Croatian
Chin (Hakachin)	Karen	Somali
Chin (Tedim)	Karenni (Kayah)	Spanish
Chinese (Cantonese)	Kinyarwanda	Swahili
Chinese (Hakka)	Kirundi	Tagalog
Chinese (Mandarin)	Korean	Tamil
Croatian	Kurdish	Thai
Czech	Lao	Tibetan
Dari	Lithuanian	Tigrinya
Farsi	Mai Mai	Tongan
Filipino	Malayalam	Turkish
French	Mandinka	Twi
French - Canadian	Marshallese	Ukrainian
Fulani	Mongolian	Urdu
Georgian	Nepali	Vietnamese
German	Oromo	Yoruba
		All other languages

# Questions?

Ombretta Di Dio – Community Engagement Program Coordinator

[didioo@saniego.gov](mailto:didioo@saniego.gov)

A. Economic Development Department

a. Business Grant Programs

i. [Storefront Improvement Program](#) - English

a. Promise Zone: Awards participants an additional 30% above their approved reimbursement amount.

ii. [Outdoor Business Grant](#) - English

a. Promise Zone: Businesses are eligible for a larger grant amount (Category B) to help with the initial costs of permitting a Spaces As Places project.

b. Business Assistance

i. [One-on-one Business Assistance](#) – English, Spanish

a. Technical startup support

b. Permitting/zoning support

ii. [Business Walk Program](#) – English, Spanish, Vietnamese, Somali, Khmer, Arabic

c. [Neighborhood Business Districts](#)

i. BIDs

ii. MADs

iii. PBIDs

iv. Banner Districts Program

d. Nonprofit Grant Programs

i. [Capacity Building Grant](#) – English

a. Promise Zone: This program is dedicated to nonprofit organizations that serve small businesses within the San Diego Promise Zone, Opportunity Zones, and/or otherwise under-resourced communities.

ii. [ED Funding](#) - English



