



THE CITY OF SAN DIEGO

**SMALL BUSINESS ADVISORY BOARD  
MEETING MINUTES**

May 24, 2006

Comerica Bank Building  
600 B Street, Eighth Floor Large Conference Room  
San Diego, CA 92101

<b>BOARD MEMBERS PRESENT</b>	<b>BOARD MEMBERS ABSENT</b>
Faith Bautista Kurt Chilcott Scott Cummins Ruben Garcia Warren Simon Richard Sims	Auday Arabo Judy Preston Spencer Skeen Chi Tran

<b>CITY STAFF</b>
Steve Bal, Office of Small Business Rob Barnes, Economic Development Division Meredith Dibden Brown, Office of Small Business Ron Halbritter, Development Services Department Scott Kessler, Economic Development Division Melisa Tintocalis, Office of Small Business

<b>OTHERS PRESENT</b>
L.R. Soriano Cabais, Low-Roller.com Rick Hernandez, San Diego Gas and Electric Elizabeth Makee, Accion San Diego Gunnar Schalin, San Diego Contracting Opportunities Center Jay Turner, Business Improvement District Council

## **Introduction**

- Chair Mr. Richard Sims called the meeting to order at 8:30 a.m. A quorum was present.

## **Approval of Minutes**

- The minutes of April 26, 2006 were voted upon and unanimously approved.

## **Public Comment**

- Mr. Rick Hernandez of San Diego Gas and Electric (SDG&E) presented information on the Small Business Super Saver (SBSS) Program, a local rebate program for nonresidential customers to retrofit existing equipment with high efficiency equipment. Eligible customers are defined as any small business on a valid commercial, industrial, and agricultural rate with a monthly demand below 100 kW and/or an average monthly natural gas usage below 4,166 therms. It is a three (3) year program with \$6 million allocated each year in rebates alone for a total of \$18 million. Over 140 measures qualify for the SBSS Program. A list of participating vendors is available online, but customers may use their own. For more information, please call 1-800-644-6133 or visit [www.sdge.com/sbsupersaver](http://www.sdge.com/sbsupersaver).

## **Business Improvement District (BID) Council Report: Jay Turner, BID Council**

- Announced that he is serving as an interim Chief Executive Officer (CEO) until they find a new CEO, since Mr. Scott Kessler has resigned to accept a position with the City of San Diego. The CEO position has been advertised online and in local news publications. The deadline for resumes is May 31, 2006. An interview panel will be set up for interviewing candidates. They anticipate having a new CEO within two (2) months.
- Citations are being filed against clusters of small businesses for violating the Americans with Disabilities Act (ADA). Within the last month, approximately fifty (50) businesses in two (2) BIDs have been targeted. The BID Council is taking a three-pronged approach of education, possible legislation, and potential litigation. He stated that no one is at all ignorant of the fact that this is civil rights legislation and that people have disabilities and deserve every bit of consideration under the law. They are interested in complete compliance with ADA and Title 24. They are very concerned with the spurious lawsuits. They believe that no one should settle, but believe that people should comply to the best of their ability. It was noted that even if one settles a lawsuit, it doesn't ensure that they will not be cited again. He hasn't found any local or State loan programs to assist businesses in making access modifications, but asked members with suggestions or with knowledge of model programs to forward them to the BID Council. Mr. Sims asked Mr. Turner to keep the SBAB apprised of their progress.
- The San Ysidro pilot village is moving ahead. The BID Council's Executive Committee voted to accept the partnership agreement and the terms with the Corky McMillin Company. The full BID Council will vote on the matter tomorrow (May 25).

## **Vice-Chair Election Results: Richard Sims, SBAB**

- Mr. Sims announced that Mr. Warren Simon had been selected as the Vice-Chair. Mr. Sims congratulated Mr. Simon and thanked Dr. Ruben Garcia for his interest in the position.

**Mentor-Protégé Program Report: Gunnar Schalin, San Diego Contracting Opportunities Center**

- There are currently four (4) active Mentor-Protégé (M-P) Programs. They are Pereira Mechanical Engineering, Wiley Construction, In-Line Fencing and Railing, and Randall's Backhoe.
- Stated that it took longer than expected to find a mentor for Pereira Mechanical Engineering, due to their specialty skill and also because of labor agreement considerations.
- The Edward Wylie-Wiley Construction Mentor-Protégé team is doing very well. He has spoken with the U.S. Navy about their progress and they would like the team to apply for a U.S. Small Business Administration (SBA) Mentor-Protégé Program and/or a Department of Defense (DoD) Mentor-Protégé Program.
- The M-P Advisory Committee will be reviewing the evaluation criteria and performance measures in June for In-Line Fence and Railing Protégé to ensure that the firm is ready for graduation.
- Randall's Backhoe was recently awarded a \$1.5 million dollar construction project.
- The M-P Advisory Committee is planning to reopen the Protégé application cycle. They have had light participation in the Program and are open to ideas on the matter.
- Associated General Contractors (AGC) have been the moving force in making the M-P Program successful, since they have been provided all the mentors and free training and other free services to the proteges. The MP Advisory Committee is considering the possibility of having other agencies providing mentors. They are moving slowly on it, because they do not want to undermine what the AGC has done. It was also noted that the M-P Advisory Committee would like to grow the number of protégés to about six (6).
- Mr. Sims asked Mr. Schalin if the M-P Advisory Committee has considered expanding into other sectors, besides the construction industry. Mr. Schalin responded that it hasn't been discussed, but that he will bring the suggestion to them. Mr. Schalin added that the SBA and DoD Programs have a broader focus than the City's Program. Mr. Sims stated that as the Board moves forward in their evaluation of different ways of how services may be contracted to businesses, it would be nice if there was a skill development program that they could share with the Mayor which would help improve performance and proficiency and would benefit the City in the long term. Mr. Sims suggested that the M-P Advisory Committee conduct research and discuss the issue with the Economic Development Division and other entities in the community.
- The DoD Program was originally limited to SBA certified 8(a) and small disadvantaged businesses under a special category. It has now been expanded, so that service disabled veteran-owned businesses are also eligible to participate in the Program. He noted that in California, they are called disabled veteran business enterprises (DVBES). The Program is also being expanded to women-owned business enterprises.
- They have two (2) upcoming events for small businesses. Operation Opportunity will be held on July 11 at the Handlery Hotel and Resort in Mission Valley. The Third Annual National Convention of Small Disabled Veteran Businesses will be held from August 9 through 11 at the Town and Country Resort in Mission Valley. The program will be of interest to all small businesses that are interested in government contracting.

## **Economic Development Division Report: Scott Kessler, Economic Development Division**

- The Board congratulated Mr. Kessler on his appointment as the new Deputy Director of the Economic Development Division. Mr. Kessler commented that he is excited to be in his new position, adding that he was selected for his creativity and entrepreneurialism, which he is used to from his former position as the past Executive Director of the BID Council. He has been under contract with the division for seventeen (17) years so he is familiar with many of the programs and individuals in the division.
- The budget for Economic Development Division has stabilized for FY 2007. He noted that in the past several years, the Board has had to rally to support the Office of Small Business (OSB) and other programs.
- They are looking at reorganizing the Economic Development Division to create more interactivity between the programs, but they do want to maintain the name recognition. They will also be looking at how their programs will interact with Redevelopment and Planning.
- Reported that Mr. Bill Anderson was selected as the new Director of the City Planning and Community Investment Department, which is comprised of Economic Development, Planning, and Redevelopment. He started in his new position this week. Mr. Kessler noted that the three (3) divisions met on Monday with Mr. Anderson.
- Ms. Meredith Dibden Brown reported that the Development Services Department, Real Estate Assets are located in the same business center as the divisions in the City Planning and Community Investments Department.
- The budgets for the different assessment districts are going to the City Council in June/July. The assessment districts are: 1.) Maintenance Assessment Districts, 2.) Business Improvement Districts, and 3.) Parking Meter Districts.

## **Development Services Department (DSD) Report: Ron Halbritter, DSD**

- Mr. Halbritter reported that the Spanish version of the “10 Key Steps to Starting a Business” had been forwarded to him from Ms. Dibden Brown of OSB. During the emailing process, the accent marks were lost. DSD staff has now gone back and put the accent marks back in and checked all the phone numbers for accuracy. They now have the Spanish version posted on the DSD website. Mr. Halbritter thanked Ms. Dibden Brown, who thanked Ms. Luz Ramirez for providing the translation.
- Ms. Faith Bautista asked if the “10 Key Steps” could be translated into another language, specifically requesting it in the Vietnamese language. Ms. Dibden Brown replied that if someone would like to translate it into another language or languages, that they would be happy to distribute it or post it on their website. Ms. Brown added that OSB could ask staff at the Union of Pan Asian Communities to translate documents for them as they have done in the past.
- Mr. Schalin commented that Ms. Michelle Butler of the Women’s Business Center is offering small businesses in Spanish, which might be a resource to mention in the document. They also provide counseling to men.
- Mr. Halbritter stated that DSD has compiled a list of their staff and the languages that they speak. He will email it to the SBAB members prior to the next meeting.

## **New Business**

- None provided.

## **Meeting Adjournment**

- The meeting was adjourned at 9:23 a.m.