



THE CITY OF SAN DIEGO


TODD GLORIA

MAYOR

M E M O R A N D U M

DATE: February 19, 2021

TO: Honorable Council President Jennifer Campbell
Honorable Councilmembers

FROM: Mayor Todd Gloria 

SUBJECT: Appointments to the Small Business Advisory Board

It is my pleasure to Appoint Sarah Mattinson, Jason Paguio, Natasha Salgado, and Donna DeBerry each to the Small Business Advisory Board to terms ending July 1, 2021

Jason Paguio is President and CEO of Asian Business Association San Diego (ABASD) and the Strategic Partnerships Director for the California Asian Pacific Chamber of Commerce. Focusing on economic equity for the region's underserved communities, Jason led ABASD's Small Business Development Center through the pandemic by assisting thousands of minority owned small businesses, helping them receive no-cost technical assistance and tens-of-millions of dollars in COVID-19 disaster relief capital. Jason's background also includes over 14 years as a small business owner.

Sarah Mattinson is a small business owner of Olive Café and Bakery in Mission Beach. She has also served the community as a member of the Mission Beach Town Council and Mission Beach Women's Club. Sarah's background includes a bachelors in Business Administration from the University of San Diego.

Donna DeBerry serves as the President and Chief Executive Officer of the Central San Diego Black Chamber of Commerce. In this role, she strives daily to invest and build stronger capacity in her membership companies while simultaneously advancing generational wealth. She also eliminates barriers to capital and advocates for public and private contracting opportunities. She understands that economic growth occurs when every business has the opportunity to thrive.

Natasha Salgado Natasha serves as the Community Engagement Coordinator for Logan Heights Community Development Corporation primarily focused around socio-economic justice for community members and small businesses in the Logan Heights, Historic Barrio District, and San Diego Promise Zone region. Her work at Logan Heights CDC also revolves around building space for community empowerment and building equitable and racially just solutions that are for and by the community.

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I am confident that these individuals will bring their invaluable experiences and expertise to the Small Business Advisory Board, and I thank them for their willingness to serve in this capacity.

MTG:mg

cc: Honorable Mara Elliott, City Attorney
Liz Maland, City Clerk
Andrea Tevlin, Independent Budget Analyst