



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, April 23, 2024

8:30 a.m. – 10:00 a.m.

Location: Civic Center Plaza, 14th Floor Conference Room –
1200 3rd 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, Jenna Hanson, Natasha Salgado, Sarah Mattinson, Shane Beard, Sunny Lee, and Valery Belloso.

Staff Liaisons: Alex Southard and Sean Karafin.

Item 1: Call to Order (Chair Evans)

- Meeting was called to order at 8:30 am

Item 2: Action: Roll Call (Chair Evans)

- In attendance: Austin Evans, Sunny Lee, Ania Kaminska, Sarah Mattinson, Natasha Salgado, Brandon S. Johnson, Jenna Hanson, Jason Paguio, and Donna Deberry.
- City Staff: Alex Southard and Sean Karafin

Item 3: Action: Approval of March 26, 2024 Minutes (Chair Evans)

- With a motion by Natasha Salgado and a second by Sarah Mattinson, the board voted to approve the March 26, 2024 minutes.
 - Yes: Austin Evans, Sunny Lee, Jason Paguio, Jenna Hanson, Ania Kaminska, Sarah Mattinson, Natasha Salgado, Brandon S. Johnson, , and Donna Deberry.
 - Abstain: None.
 - Absent: Valery Belloso and Shane Beard.

Item 4: Presentation: World Design Capital San Diego Tijuana 2024 by Jonathon Glus, Executive Director, Commission for Arts & Culture

- San Diego and Tijuana received the World Design Capital designation for the calendar year 2024. This is the first binational designation and the first U.S. city and second Mexico City to receive the designation.

- Designation is focused on highlighting placemaking, the urban environment, and centering the human experience.
- The designation provides an opportunity to create signature events and other programming throughout the year. The goal is to have a long-term impact on how a community thinks about placemaking and the influence that could have on the City's first culture plan. Business districts are important players in these discussions and events.

Item 5: Conversation with Councilmember Kent Lee

- Councilmember Kent Lee was invited to attend the board meeting and discuss his small business priorities.
- Councilmember Lee led a conversation around the challenges businesses and business districts face. He discussed the importance of the Small Business Enhancement Program and the desire to fully fund it but acknowledged this was a particularly difficult budget year.
- He would like this group to help spread the word about updated programs across the City that aim to streamline and support businesses.

Item 6: Discussion: San Ysidro Business Improvement District Advisory Board

- Sean Karafin provided an update on the role this Board might play in advising the San Ysidro BID. The council was receptive to the idea of appointing SBAB as a temporary advisory board to assist with budget recommendations.
- State law requires an appointment of an advisory board to a business improvement district.
- The Board continued discussing how to support the San Ysidro business community during this transitional period between BID managers.
- With a motion by Natasha Salgado and a second by Jenna Hanson, the board voted to appoint a co-chair from SBAB (Sunny Lee) to the San Ysidro Advisory Sub-Committee with an additional co-chair being an assessment payer. Natasha Salgado will be Sunny Lee's alternate as an SBAB co-chair. Additionally, the board voted to send out a communication through the Economic Development Department to assessment payers about the changes and encourage participation.
 - Yes: Austin Evans, Sunny Lee, Jason Paguio, Jenna Hanson, Ania Kaminska, Sarah Mattinson, Natasha Salgado, Brandon S. Johnson, , and Donna Deberry.
 - Abstain: None.
 - Absent: Shane Beard, and Valery Belloso.

Item 7: Action: Draft Advising Letter

- No action was taken on this item.

Item 8: Committee Report

- Development Services Department Technical Advisory (Board Member Beard)
- None.

Item 9: Staff Report

- Economic Development Department (Liaison Southard)
 - Sean Karafin has been appointed as the Interim Deputy Director of Economic Development, overseeing the Business Expansion, Attraction, and Retention Division and the Community Development Division.
 - Staff continues to make awards and process payments for the Emergency Response Grant. Most funding goes to businesses and nonprofits in high-impact flooding areas in under-resourced neighborhoods.
 - Board elections for chair and vice chair will be held in May. Please submit a letter of interest by email.

Item 10: Board Member Comments

- None.

Item 11: Non-Agenda Public Comment

- None.

Item 13: Adjournment

- The meeting was adjourned at 10:11 a.m.

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