



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, September 24, 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, and Sunny Lee.

Staff Liaisons: Alex Southard and Sean Karafin.

Item 1: Call to Order (Chair Evans)

- Meeting was called to order at 8:33 AM.

Item 2: Action: Roll Call (Chair Evans)

- In attendance: Austin Evans, Brandon S. Johnson, Donna Deberry, Jenna Hanson, Sarah Mattinson, and Sunny Lee.
- City Staff: Chris Larson, Sarah Brenha, Maria Quiroz, Sean Karafin, Elizabeth Studebaker, Alex Southard, and Viridiana Quintana.
- Members of the Public: Eric Christiansen.

Item 3: Action: Approval of August 27, 2024 Minutes (Chair Evans)

- With a motion by Sarah Mattinson and a second by Jenna Hanson, the Board voted to approve the August 27, 2024 minutes.
 - Yes: Austin Evans, Brandon S. Johnson, Donna Deberry, Jenna Hanson, Sarah Mattinson, and Sunny Lee.
 - Abstain: None.
 - Absent: Ania Kaminska, Jason Paguio, and Natasha Salgado.

Item 4: Discussion: San Ysidro Business Improvement District Advisory Committee (Member Lee)

- Sunny Lee shared an update on the San Ysidro BID activities including the monthly Advisory Committee meetings being held.
- The Board voted to appoint Jose Alfredo Ripa, Marni Levy Wilton, Silvana Alaniz to the San Ysidro BID Advisory Committee.

- Item 5: Presentation from Chris Larson, Development Services Department- Update on the Spaces as Places Program
- Chris Larson from the City’s Development Services Department gave an update on the Spaces as Places Program.
 - Began accepting applications for permanent structures during the summer of 2022. About 200 applications to date, 11 permits issued, and 3 pending permit fee payment.
 - Permits renewal every 2 years to ensure platforms being maintained and no new issues encountered.
 - In 2022 first letter notification sent to business owners and second letter sent 45 days later. Winter of 2023 City staff sent follow up emails to assist applicants with permits.
 - Ability to extend application for 180 days and another 180 days from the extension (12 months total).
 - The coastal zone requires replacement parking in certain locations.
 - The Outdoor Business Grant is available to help businesses with the cost- <https://www.sandiego.gov/economic-development/business/tobogrant>
 - The board asked questions and conversation followed.
- Item 6: Presentation from Sarah Brenha, Economic Development Department- Overview on City Corporate Partnerships
- Sarah Brenha presented on the City’s Corporate Partnerships Program.
 - The board asked questions and conversation followed.
- Item 7: Action: Draft Advising Letter (Chair Evans)
- None.
- Item 8: Staff Report
- a. Economic Development Department (Liaison Southard)
 - Alex Southard provided an update from the Economic Development Department.
 - EDD’s Capacity Building Grant Program is launching soon. Visit the website for more information- www.sandiego.gov/capacity-building-grant.
 - SBAB will have an appointment soon. There is still one vacancy. Visit the website for more information including the application page- [www.sandiego.gov/economic-development/ business/starting/advisory](http://www.sandiego.gov/economic-development/business/starting/advisory).
- Item 9: Board Member Comments
- a. Suggested items for future meetings
 - None.
- Item 10: Non-Agenda Public Comment

Item 11: Adjournment

- The meeting was adjourned at 10:00 AM.

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Economic Development

Small Business Advisory Board (SBAB) Meeting

September 24, 2024

Corporate Partnerships Program

Corporate Partnerships & Development

- Program launched 25 years ago
- Generated > \$27 million in cash and in-kind support
- Regional, national, and international corporate organizations
- Departmental moves/consolidation
- Benchmarking results

Corporate Partnerships & Development

Why Partnerships?

- Engage public/city employees
- Enhance city programs/offset costs
- Strengthen general fund
- Create brand awareness/good will
- Coordination of donations/donation reporting



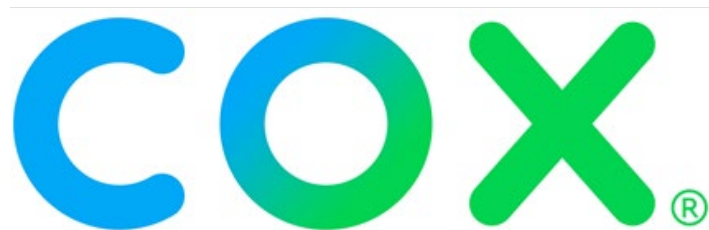
Corporate Partnerships & Development

Corporate Partners



Corporate Partnerships & Development

Limited Licensing & Trade Agreements



Corporate Partnerships & Development

Toyota

- Junior Lifeguards/Drowning Prevention Foundation sponsorships



Corporate Partnerships & Development

California Coast Credit Union

- San Diego Habitat for Humanity
- Depositing Empowerment Through Outreach and Urban Redevelopment (DETOUR)
- Leah's Pantry
- Outdoor Outreach
- Project New Village
- San Diego Parks Foundation
- San Diego Futures Foundation
- Logan Heights Community Development Corporation



Corporate Partnerships & Development

IKE + Downtown San Diego Partnership

Features of the Kiosks:

- Transit information
- Wayfinding
- Local business directories
- Free Wi-Fi hotspot
- Accessible features
- Local events listing
- Job listings
- Social services
- Official government communication



Corporate Partnerships & Development

IKE + Downtown San Diego Partnership

- Public content management
- Maintenance/cleaning of kiosks
- Respond to maintenance/safety requests
- Community outreach

