



# SMALL BUSINESS ADVISORY BOARD

## Meeting Notice and Agenda

TUESDAY, February 25, 2024

**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, Christian Gomez, Donna Deberry, Jenna Hanson, Juliet Terramin, Natasha Salgado, Sarah Mattinson, and Sunny Lee.

**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: Presentation from the Purchasing & Contracting Department on Contractor Selection Process

Item 4: Presentation from Engineering & Capital Projects on Contractor Selection Process

Item 5: Action: Approval of January 28, 2024 Minutes (Chair Evans)

- Item 6: Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)
- Item 7: Liaison for the Technical Advisory Ad Hoc Committee (Chair Evans)
- Item 8: Action: Draft Advising Letter (Chair Evans)
- 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, January 28, 2024

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, Jenna Hanson, Juliet Terramin, 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 8:39 AM.

Item 2: Action: Roll Call (Chair Evans)

- In attendance: Austin Evans, Brandon S. Johnson, Jenna Hanson, Juliet Terramin, Natasha Salgado, Sarah Mattinson, and Sunny Lee.
- City Staff: Sean Karafin, Alex Southard, Angel Paulino, and Viridiana Quintana.
- Members of the Public: Christian Gomez, Elisa Sabatini, and Beryl Forman.

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

- With a motion by Sarah Mattinson and a second by Jenna Hanson, the Board voted to approve the December 3, 2024 minutes.
  - Yes: Austin Evans, Brandon S. Johnson, Jenna Hanson, Juliet Terramin, Natasha Salgado, and Sarah Mattinson.
  - Abstain: Sunny Lee.
  - Absent: Ania Kaminska, Donna Deberry, and Jason Paguio.

Item 4: Update on the Technical Advisory Ad Hoc Committee (Chair Evans)

- a. Committee's January meeting [agenda](#)
  - There is an opportunity to be a liaison for the Technical Advisory Ad Hoc Committee through the Development Services Department. Meetings are quarterly on the third Wednesday of the month at 2pm.
  - Sunny Lee expressed interest in attending this committee.
  - The board will discuss further and decide at the February meeting.

- Item 5: Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)
- Alex Southard shared an update on the San Ysidro BID activities.
  - EDD has executed a services agreement with Civic.
  - The FY2026 San Ysidro BID Budget will include services agreements with Hearts & Hands and Civic Community Partners.
  - The January Advisory Committee meeting included presentations from MTS on wildcatting and from Urban Forestry on the Trees for Communities project.
  - The January Working Group meeting continued the conversation regarding the future BID Management. The group voted to recommend at the February Advisory Committee meeting to form a 501(c)3 and 501(c)6.
- Item 6: Presentation from Elisa Sabatini, Via International - Capacity Building Grant Program Recipient
- Elisa Sabatini, President of Via International, and Beryl Forman presented on the Capacity Building Grant program and how the grant is supporting their organization's efforts.
  - Information was provided regarding their "Pan y Paz" bread collective project based in Barrio Logan.
  - Capacity Building Grant funds have supported in various ways including permitting, licenses, marketing, and professional services from consultants.
- Item 7: Discussion: FY2026 Budget (Chair Evans)
- a. [Review of the Office of the Independent Budget Analyst Report](#)
- The board discussed the Independent Budget Analyst (IBA) Report and conversation followed.
  - The City is facing about a \$250 million deficit and looking for ways to generate revenue and bridge the gaps.
  - The Small Business Enhancement Program (SBEP) funds various programs including the Capacity Building Grant, Storefront Improvement Program, and more.
  - The board identified their budget priorities which include public safety, SBEP, quality of life issues, and opportunities for new and existing programs.
- Item 8: Action: Draft Advising Letter (Chair Evans)
- The Board determined an advising letter is needed. The Board chair will write a letter with the identified SBAB budget priorities for FY2026.
  - With a motion by Natasha Salgado and a second by Sunny Lee, the Board voted to approve drafting an advising letter.
    - Yes: Austin Evans, Brandon S. Johnson, Jenna Hanson, Juliet Terramin, Natasha Salgado, and Sarah Mattinson.
    - Abstain: Sunny Lee.
    - Absent: Ania Kaminska, Donna Deberry, and Jason Paguio.
- Item 9: Staff Report
- a. Economic Development Department (Liaison Southard)

- Alex Southard provided an update from the Economic Development Department.
- The Point In Time Count will take place January 25<sup>th</sup>.
- The Capacity Building Grant program awarded 19 nonprofits for a total of about \$480,000. 11 of the nonprofits are new to this program.
- The department's Small Business Engagement Unit has a new staff member. Luz Ramirez has joined the team and will be supporting assessment district programs.
- Effective Jan. 1, 2025, the City of San Diego hourly minimum wage increased from \$16.85 to \$17.25 an hour. Updated notices for posting at the workplace are available on the City's Minimum Wage Program webpage- [www.sandiego.gov/compliance/labor-standards-enforcement/minimum-wage](http://www.sandiego.gov/compliance/labor-standards-enforcement/minimum-wage). Every employer must post these notices in a conspicuous place at any workplace or job site.

Item 10: Board Member Comments

- a. Suggested items for future meetings
  - a. Councilmember Foster will attend the May 27<sup>th</sup> meeting.

Item 11: Non-Agenda Public Comment

Item 12: Adjournment

- The meeting was adjourned at 9:56 AM.

## 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 Development,  
Pan y Paz Collective &  
Community Building

A yellow L-shaped graphic element, consisting of a vertical line and a horizontal line, is located in the bottom right corner of the slide.



## 50 Years of Community and Leadership Development

- Nutrition and Micro Finance ~ Baja Mexico
- Small Business / Food Security ~ Logan, SD
- Cultural Heritage ~ Youth Leaders, SD
- Immersive Travel ~ SD, Mexico, Guatemala, Costa Rica, Sri Lanka

---

Bread & Salt

Via Headquarters



## HISTORY & SIGNIFICANCE

**The Bread & Salt building was once a 100-year-old, commercial bakery that employed many white-coated bakers.**



# Pan y Paz Mission & Vision Development



The Pan y Paz team was united during Winter of 2021 when we came together to host holiday bread sale pop-ups at Mujeres Brewhouse at Bread & Salt to launch the concept of a women owned bakers co-op located in Barrio Logan within Bread & Salt.

## FOUNDING COLLECTIVE MEMBERS

### MISSION

A cooperative effort of bakers and artisans elevating the well being of our local communities by providing quality products, education and strengthening female entrepreneurial leaderships.

### VISION

The first woman owned baker's cooperative in San Diego, sharing the power of breaking bread, while contributing a positive impact on our well-being, local economy and environment.

# Collective Catering



—  
Branding

Pan



Paz

COLLECTIVE

---

# Bakery Design



# Business Planning

	2024	2025	2026	2027
<b>INCOME</b>				
Bakery Sales				
<b>Total bakery Sales</b>	<b>23,765</b>	<b>366,111</b>	<b>515,254</b>	<b>612,113</b>
<b>Total Resale Grocery Sales</b>	<b>2,485</b>	<b>72,553</b>	<b>105,594</b>	<b>125,704</b>
<b>Total Income</b>	<b>26,250</b>	<b>438,664</b>	<b>620,848</b>	<b>737,817</b>
<b>COST OF GOODS SOLD</b>				
Bakery COGS				
Ingredients COGS	4,753	73,222	103,051	122,423
Direct Labor	6,933	123,240	164,320	205,920
Packaging and Supplies	475	7,322	10,305	12,242
<b>Total Bakery COGS</b>	<b>12,162</b>	<b>203,784</b>	<b>277,676</b>	<b>340,585</b>
<b>Bakery Margin</b>	<b>49%</b>	<b>44%</b>	<b>46%</b>	<b>44%</b>
<b>Resale Grocery COGS</b>	<b>660</b>	<b>19,273</b>	<b>28,050</b>	<b>33,392</b>
<b>Resale Margin</b>	<b>73%</b>	<b>73%</b>	<b>73%</b>	<b>73%</b>
<b>Total Costs of Goods Sold</b>	<b>12,346</b>	<b>215,735</b>	<b>295,421</b>	<b>361,735</b>
<b>GROSS PROFIT</b>	<b>13,904</b>	<b>222,929</b>	<b>325,427</b>	<b>376,083</b>
<b>Gross Margin</b>	<b>53%</b>	<b>51%</b>	<b>52%</b>	<b>51%</b>

---

# Culinary Training: Sherman Cocina Baking 101 Workshop



---

# Sherman Cocina Graduation: 15 Food Handler Certificates



---

# New Collective Members





# Aztlan Libre

## Small Business Workshops:

10 Businesses received marketing, permit and promotion support



---

# Small Business Workshops & Investment



# Commercial Kitchen & Logan Loaf Launch



# Thank you for your interest!

---

Elisa Sabatini

Via International

[elisa@viainternational.org](mailto:elisa@viainternational.org)



Beryl Forman

Pan y Paz

[formanberyl@gmail.com](mailto:formanberyl@gmail.com)

