



SMALL BUSINESS ADVISORY BOARD

Meeting Minutes

TUESDAY, March 25, 2025

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, Christian Gomez, Donna Deberry, 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 8:25 AM.

Item 2: Action: Roll Call (Chair Evans)

- In attendance: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Natasha Salgado, and Sarah Mattinson.
- City Staff: Maria Quiroz, Christie Marcella, Sean Karafin, Alex Southard, and Viridiana Quintana.
- Members of the Public: Juliana Sprenger and Elissa Hill.
- Guests: Council President Joe LaCava and Abbey Reuter.

Item 3: Conversation with Council President Joe LaCava

- Council President LaCava shared information regarding his priorities.
- Highlighted the importance of walkable communities and its connection to storefront businesses.
- Council President has past experience in working with a business community facing raising rent prices. Interested in hearing recommendations from the board on regulations regarding commercial rent.
- Increase in permit fees largely affecting bigger scale operators but smaller operators are also impacted.
- Currently working through a responsible banking ordinance to have financial institutions reinvest in under resourced neighborhoods.
- Quality of life issues continue to be a priority.
- Conversation continued and questions followed.

- Discussion regarding the annual business diversity report outcomes for construction against goods and services. There may be opportunities to target specific projects for smaller businesses.
- The proposed minimum wage increase for tourism workers will return to committee.
- Emphasized the importance of working with a community outreach representative if there is a large construction project in a community.
- Members can highlight to Council the importance of SBEP, why it is significant and the metrics behind the program.
- Utility programs exist for electricity and gas but none for water program, Council would have to explore this with the state.

Item 4: Action: Approval of February 25, 2025 Minutes (Chair Evans)

- With a motion by Sarah Mattinson and a second by Natasha Salgado, the Board voted to approve the February 25, 2025 minutes.
 - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Natasha Salgado, and Sarah Mattinson.
 - Abstain: None.
 - Absent: Ania Kaminska, Juliet Terramin, and Sunny Lee.

Item 5: Action: Request to Reschedule the April Meeting (Chair Evans)

- With a motion by Jenna Hanson and a second by Donna Deberry, the Board voted to reschedule the April 22, 2025 to April 29, 2025.
 - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, and Natasha Salgado.
 - Abstain: Sarah Mattinson.
 - Absent: Ania Kaminska, Juliet Terramin, and Sunny Lee.

Item 6: Discussion: San Ysidro Business Improvement District Advisory Committee (Liaison Southard)

- Alex Southard shared an update on the San Ysidro BID activities.
- At the March Updates Meeting, the group heard from SDPD's Community Liaison Manager, Lyndsay Winkley. Civic announced they will conduct outreach in the district, specifically sharing about the Storefront Improvement Program.
- The March Working Meeting will primarily be a discussion regarding the creation of a mission statement, board positions, and outlining other organizational details. The board is still exploring legal counsel options.
- The FY2026 San Ysidro BID Budget was presented to the board. The budget allocates \$58,078 in carry forward and \$141,922 in assessments.

Item 7: Action: Draft Advising Letter (Chair Evans)

- With a motion by Sarah Mattinson and a second by Christian Gomez, the Board voted to draft two (2) advising letters.
 - An advising letter regarding the impacts to small businesses of the proposed minimum wage increase for tourism workers.

- An advising letter regarding the negative impacts of large constructions projects to small businesses and recommendations for better outreach, communication, and accountability.
 - Yes: Austin Evans, Brandon S. Johnson, Christian Gomez, Donna Deberry, Jenna Hanson, Natasha Salgado, and Sarah Mattinson.
 - Abstain: None.
 - Absent: Ania Kaminska, Juliet Terramin, and Sunny Lee.

Item 8: Staff Report

- a. Economic Development Department (Liaison Southard)
 - Alex Southard provided an update from the Economic Development Department.
 - Starting May 1, 2025, the City of San Diego will increase the transient occupancy tax (TOT). This was approved by voters as Measure C in 2020. The additional revenue will go to various City needs such as street repairs and improving the San Diego Convention Center.
 - On March 3, 2025, City council voted to increase certain fees and services such as event permits. Increases will likely take place in the coming months.
 - The U.S. Small Business Administration (SBA) has a new Administrator who announced a series of reforms including relocation of some regional offices. You can stay updated by visiting their website - <https://www.sba.gov/about-sba/sba-locations>

Item 9: Board Member Comments

- a. Suggested items for future meetings
 - Councilmember Foster is scheduled for the May 27th meeting.
 - Opportunities to explore commercial rent regulations, vacant property accountability, responsible banking, and utility programs.

Item 10: Non-Agenda Public Comment

- Juliana Sprenger, a small business owner, described her experience as a sidewalk vendor. She explained there are several challenges with the current ordinance and the difficulties in identifying locations where vending is permitted. She described the value of having dynamic options such as sidewalk vendors for tourists and local communities.

Item 11: Adjournment

- The meeting was adjourned at 9:49 AM.

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