



SMALL BUSINESS COMMISSION
DRAFT MEETING MINUTES



Monday, December 18, 2015
1:00 P.M.
City Hall, Room 400
1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102

SMALL BUSINESS COMMISSIONERS

Mark Dwight, President
Stephen Adams, Vice President
Kathleen Dooley, William Ortiz-Cartagena
Irene Yee Riley, Paul Tour-Sarkissian, Miriam Zouzounis

1. Roll Call for the December 18, 2015 special meeting of the Small Business Commission

Meeting called to order at 1:14 pm. Commissioners Adams, Dooley, Dwight, Ortiz-Cartagena, Tour-Sarkissian, Yee Riley and Zouzounis.

2. General Public Comment (Discussion Item)

No member of the public provide public comment

3. Introductions of Commissioners (Discussion Item)

The Director and Small Business Commissioners welcomed new Small Business Commissioner, Miriam Zouzounis to her first meeting with the Small Business Commission. Each Commissioner took a couple minutes to provide their past and current business history in San Francisco.

4. Introduction and overview of retreat by Commission President and Executive Director. (Discussion Item)

President Dwight provided an overview of what he would like to achieve and noted that he prefers to see this as a planning session over a retreat. Commissioner requested that the Commission give consideration on how make the Commission more relevant so that small business owners will utilize the Commission. The Commission is positioned to help businesses feel heard on important issues and it is an important avenue to have their ideas and needs conveyed to the Mayor, BOS and Departments. And to have these entities come to the Commission well in advance to start a dialogue. Ultimately the goal is to help create better laws do it on the front end and not on late end. President Dwight noted that there are a number of things on the horizon that are systemic in the City whether it is the impact of large construction, large transportation projects, or the Legacy Business Program. Director Dick-Endrizzi support Commission President Dwight's recommendations.

5. Overview of organizational structure of SBC, OSB, OEWD and other CCSF Commission and Boards (Discussion Item)

Director Dick-Endrizzi provided the SBC with an overview the Small Business Commission and its Office of Small Business organizational, budget and programmatic relationship to the Office of Economic and Workforce Development.

Under consideration in agenda item 12, is setting term limits for the President and Vice-Presidents seats. Director Dick-Endrizzi provided an analysis of 9 major Commissions. The Board of Appeals, Building Inspection Commission, Commission on the Environment, Commission on the Status of Women, Entertainment Commission, Fire Commission, Planning Commission and Police Commission do not have term limits. The Mayor's Disability Counsel was the only body with specific term limitations.

6. Review of Duties and Power of the SBC (Discussion Item)

The SBC reviewed the San Francisco City Charter, Article IV, Executive Branch, SEC.4.102. Boards and Commissions- Powers and Duties; and the Administrative Code, Article XVI: 2A.240. Small Business Commission; Powers and Duties. This is done annually at a SBC retreat or planning session. In addition to this annual review the SBC reviewed the Administrative Code, Article XVI: 2A.241. Office of Small Business.

7. Planning session for SBC role and function (Discussion Item)

Todd Rufo the Director of the Office of Economic and Workforce Development was invited to review with the Commission the OEWD 5 year project plan. Director Rufo's discussion emphasized building a stronger connection between workforce development and business, economic resiliency and increase the coordination of the delivery with small business services. He also spoke about the goals and what is to be accomplished with upcoming Small Business Accelerator Team (SBAT) program.

After Director Rufo departed the meeting, the Commission discussed in greater detail the importance of becoming more relevant to the community of small business owners, as an office and as a commission. To achieve this the "OSB" should be the go-to resource for your small business informational needs. The "SBC" is the trusted advocate for all issues affecting small businesses. Commission Meetings should be source of essential and interesting information to help businesses manage their business in SF, and the forum to express their thoughts about issue affecting small business in SF.

President Dwight proposed that to start this messaging a Public Service Announcement slide is done at the start and finish of each Commission meeting. In addition the Commission discussed that it proactively explore big topics such as:

- Infrastructure: Re-designing the public experience of big infrastructure projects: turning disruption into entertainment
- Affordability: housing and transportation for service sector workforce, rents for businesses.
- Homelessness
- Long Term Commercial Vacancies /Commercial Ownership (TIC/Condo, land trust models, funding and financing structures)
- New Development: (inventory of commercial space, development of existing mix use)

Utilize key platforms to promote OSB and SBC.

- Assistance Center (our in-person interface)- all departments, NEDO's direct new businesses to OSB
- Legacy Business Registry and Fund
- Small Business Week: (rethinking the BOS awards ceremony)
- Shop & Dine the 49 (Year Round)+ Shop Local + Shop Small (AMEX partnership)
- Small Business Portal (on-line interface)
- Newsletter/Blog (re-launch)
- Small Business Owner Email List (build/create? our email list, along with re-launching the newsletter and on-line new business registration through the portal)
- Monthly Small Business Recognition Program (relaunch)
- Small Business Acceleration

Hearings and presentations the Commission Meetings:

1. Legislation: Current/Upcoming/Ongoing legislative issues that need immediate attention, such as: Formula Retail, Sales Tax Increase, and Persistent Vacancies
2. Resources: Help for small business owners (City agencies & programs, other organizations).
 - **OLSE**
 - Minimum Wage
 - Health Care Security Ordinance
 - Paid Sick Leave Ordinance:
 - Family Friendly Workplace Ordinance
 - Fair Chance Ordinance

 - **Department of Environment**
 - Commuter Benefits
 - Extended Bag Reduction Ordinance
 - Food Service Waste Reduction Ordinance
 - Green Business Program
 - Energy Efficiency Programs

 - **OEWD**
 - Invest In Neighborhood
 - City's Loan Programs
 - Revolving Loan Program
 - Emerging Business Loan Fund
 - Subsidized CASp Program
 - Invest In Neighborhood – 25 neighborhood program update
 - Review of grants awarded
 - SF Shines – Façade improvement program
 - Healthy Retail SF
 - StorefrontSF
 - Biz Fit SF
 - Reports from the City Economic Development Organizations
 - Community Benefits Districts
 - Shop and Dine in the 49 (Buy Local)

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REGINA DICK-ENDRIZZI, EXECUTIVE DIRECTOR

- Development – Presentation on upcoming development projects
- Workforce Development – Presentation on all Programs.
- **OTHER**
- CB3P- Community Business Processing Program – annually or semi-annual update
- Limited Live Performance
- **PROCUREMENT**
- Contracting with the City Program
- LBE/SBE Program
- Proposition Q
- **POLICY INITIATIVES:**
- CRV
- Department Regulatory Programs: Updates legislation that has been implemented.

3. Education: "Need To Know", "Myth Busters", Best Practices, Sector-Specific Topics
 - Small Business Owner Tutorials/"Refreshers": "Things You Need to Know as an SF Small Business Owner" (Where/How to Start a business in SF, Minimum Wage and Overtime rules, Sick Leave and PTO, Gross Receipts Tax, Commuter Benefits, Plastic Bags, all the categories of taxes you need to know about, building signage, other rules and regulations)
 - Time presentations with annual changes in regulatory fees
 - Have departments come and present any proposed fee changes during the budget process.
 - General Best Practices & Interesting Topics & Trends: using social media, signing/renewing your lease, the current state of pop-up retail, alternative payment systems (Paypal, Square, ApplePay, etc).
 - Have NEDO's present on their training programs for small businesses.
 - Small Business category specific topics: general merchandise retailers (merchants), grocery, restaurants & bars, liquor retail, manufacturing (PDR), professional services, etc.
 - Who/What/Why Presentations from other departments ("counters") that small business owners interact with (and refreshing our relationships with them as well)
4. Events: Events for small business owners (especially Small Business Week, Small Business Saturday, etc.)
5. Getting Involved: How YOU can be involved and help advocate for yourself and others
 - Invite Merchant Associations and Business Organization to present to the Commission on projects and initiatives.

8. Review department budget, and current project plan (Discussion Item)

Director Dick-Endrizzi, reviewed the 2015-2016 year budget and proposed additions and changes to the 2016-2017 budget. The key changes to the budget consist of the addition of the Legacy Business Program.

The Small Business Commission adjourned for 15 minute recess at 4:00 pm.

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REGINA DICK-ENDRIZZI, EXECUTIVE DIRECTOR

The Small Business Commission reconvened from recess at 4:16 pm.

Director Dick-Endrizzi reviewed the department's 2016 project list, with a key focus on the upcoming hire Commission Policy Analyst/Commission Secretary, new logo, Legacy Business Registry and Preservation Fund, the Small Business Accelerator position, Supervisor Tang Accessible Entryway legislation, continue to support the SF Biz Portal enhancements, continue to support the small business leaders that meet quarterly with the Mayor, work with DOE on CRV solutions, relaunch the ebulletin, and the annual Small Business Week.

The Commission asked if mobile retail is still on the radar of program or permit to develop and Director Dick-Endrizzi.

9. Discussion on the Legacy Business Preservation Fund Administrative Guidelines (Discussion Item)

Director Dick-Endrizzi reviewed the changes to the Legacy Business Program as a result of the Passage of Proposition J in November 2015. She reviewed the grant program. The Commission had an extensive discussion on the criteria of what establishes a Legacy Business and contents of the application and hearing process.

10. Discussion and development of a 5 year plan. (Discussion Item)

Due to the extent of time taken with the discussion for item #7 and #9, the Commission suggested continuing this item to the regular meetings.

11. Amend the Rules of Order (Discussion and Possible Action Item)

The Small Business Commission reviewed and discussed the 16 proposed changes to the current Small Business Commission's rules of order:

1. Amend certain language to conform to Charter and ordinance references. (Article I, Section 2)
2. Specify officers must be elected from among Commission members. (Article II, Section 1)
3. Specify President and Vice President must be two separate individuals. (Article II, Section 1)
4. Institute a two-term limit for offices of President and Vice President. (Article II, Section 2)
5. Specify that the Election of Officers shall occur at the second meeting in January. (Article II, Section 3)
6. Clarify that the outgoing Officers shall preside for the remainder of the meeting when elections are conducted. (Article II, Section 3)
7. Incorporate procedures for the Election of Officers. (Article II, Section 3; new Appendix A)
8. Remove reference to "Executive Director" in favor of "Director." (Article II, Section 4; Article V, Section 1)
9. Restate duties of the President. (Article II, Section 4)
10. Restate duties of the Vice President. (Article II, Section 5)
11. Empower the President to reorganize the agenda during a meeting without a motion. (Article III, Section 5)
12. Require a roll call vote when a voice vote is not unanimous. (Article III, Section 8)
13. Clarify language pertaining to excused/unexcused absences. (Article III, Section 10)
14. Set an established Commission Retreat date. (Article III, Section 11)
15. Restate provisions pertaining to special and standing committees (Article V, Sections 1 and 2)
16. Fix various typographical errors.

Director Dick-Endrizzi, recommended that the SBC strike #4 due to the findings presented in item #5. Commissioner Dwight recommended that it is unnecessary for the Rules of Order to establish a retreat date or time period. That the Director and the Commission President can set these annually.

Motion: Commissioner Adams made a motion to strike items 4 and 14, and approve the remained of the proposed changes to the Small Business Commission Rules of Order.

2nd: Commissioner Tour-Sarkissian.

Aye: Commissioners Adams, Dooley, Dwight, Ortiz-Cartagena, Tour-Sarkissian, Yee Riley and Zouzounis.

Nay: None.

Motion passed, 7-0

12. New Business (Discussion Item)

No new business items were presented.

13. Adjournment (Action Item)

Motion: Commissioner Tour-Sarkissian motioned to adjourn the meeting.

2nd: Commissioner Adams.

Aye: All in favor.

Nay: None.

Motion passed, 7-0

The meeting was adjourned at 5:33 PM.