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**SMALL BUSINESS COMMISSION**  
**DRAFT MEETING MINUTES**

Monday, May 13, 2019  
5:30 P.M.  
City Hall, Room 400  
1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102

**SMALL BUSINESS COMMISSIONERS**

Stephen Adams, President  
Mark Dwight, Vice President  
Kathleen Dooley; Sharky Laguana; William Ortiz-Cartagena;  
Irene Yee Riley; Miriam Zouzounis

1. **Call to order and roll call.**

The meeting was called to order at 5:30pm.

Commissioners: Adams, Dwight, Laguana, Ortiz-Cartagena, and Zouzounis were present.

Commissioners Dooley, Yee Riley were absent.

Staff in attendance: Regina Dick-Endrizzi (Executive Director), Dominica Donovan (Senior Policy Analyst), and Richard Kurylo (Legacy Business Program Manager).

2. **General Public Comment. (Discussion Item)**

No members of the public requested to speak.

3. **Recognition of Traci Teraoka, President, Sacramento Street Merchants Association. (Discussion Item).**

Commissioners voted to continue this item to the May 29, 2019 meeting 5-0 with two absent.

4. **Approval of Legacy Business Registry Applications and Resolutions. (Discussion and Action Item)**

a) Butter Bar & Restaurant (Application No.: [LBR-2018-19-048](#))

b) California Choppers (Application No.: [LBR-2018-19-049](#))

c) Natural Resources All Families Foundation (Application No.: [LBR-2018-19-044](#))

d) Ocean Cyclery (Application No.: [LBR-2018-19-050](#))

e) Soko Hardware (Application No.: [LBR-2018-19-043](#))

Richard Kurylo (Program Manager, Legacy Business Program) informed the Commission that the above applications met the criteria for the Legacy Business Registry, and received a positive recommendations from the Historic Preservation Commission. Mr. Kurylo recommended that the SBC adopt a resolution to include the businesses listed above on the Legacy Business Registry as a Legacy Business under Administrative Code Section 2A.242.

**Public Comment:**

Vlad Kud, owner and operator of Butter Bar and Restaurant spoke in favor of his Legacy Business Application.

Jen Low, Chief of Staff of Supervisor Yee's Office, District 7, spoke in favor of Ocean Cyclery.

Phil Ashizawa, owner of Soko Hardware spoke in favor of his Legacy Business Application.

Neil Ballard, Ocean Avenue Association, spoke in favor of Ocean Cyclery.

Jeff Taliaferro, owner of Ocean Cyclery, spoke in favor of his Legacy Business Application.  
Ron Aiello, co-owner of California Choppers, spoke in favor of his Legacy Business Application.

Commissioners Dwight, Laguana, Zouzounis, and President Adams spoke positively about the applications.

Motion: Commissioner Dwight motioned to approve all five resolutions to include Butter Bar & Restaurant, California Choppers, Natural Resources: All Families Foundation, Ocean Cyclery, and Soko Hardware as Legacy Businesses under Administrative Code Section 2A.242.

2nd: Commissioner Laguana

Aye: Commissioner Adams, Dwight, Laguana, Ortiz-Cartagena, and Zouzounis

Nay: 0

Absent: 2

Motion passed: 5-0

5. **Report Back: Small Business Week and Mayor's Small Business Policy Roundtable.  
(Discussion Item)**

Director Dick-Endrizzi provided a summary of issues that were discussed during the Mayor's Small Business Policy Roundtable. Topics covered included: storefront vacancies; streamlining: permits, process, fees, fines and penalties; hiring and retaining talent, labor costs and compliance; citywide communications and outreach; and construction mitigation.

Notable feedback from the storefront vacancy discussion included: making it easier to administer pop-ups; city subsidies for tenant improvements; temporary permits allowing businesses to operate as the complete the conditional use process; and more counseling for business disruption insurance.

Notable feedback under streamlining: ensuring consistency among various city inspectors in order to avoid delays; laws and zoning changes can often occur in the middle of on-going projects, businesses need to be apprised of this and changes should have minimal impact to on-going projects; to advise the Controller's office to streamline the administration of CPI increases so that businesses know what to expect; and, that the requirement for architectural plans is costly and onerous.

Notable feedback from hiring and retaining talent, labor costs and compliance: cost of living/housing; living wages; affordable childcare; compliance assistance; assistance with Healthy SF administration; assistance with administering HR related duties; amending the definition of small business.

Notable feedback from citywide communications and outreach: Small Business Commission should have more authority; communications should be coordinated between agencies; communications should always be readily available in other languages; and social media should be targeted.

Notable feedback from construction mitigation: communication- to do so early and often; businesses need more business services; encouraging the City to hire locally and engage in a truly good faith effort. Small businesses should be a protected class. Perception is that city projects are not executed efficiently. One merchant had damage to a mural and did not seek damages because it was too complicated. Agencies should execute studies on the impact that projects have on businesses.

Commissioner Questions/Discussion:

Commissioner Dwight recommended suggested that the Commission continue the conversation at a later meeting in order to provide the Commission time to thoughtfully respond.

Commissioner Adams concurred.

Commissioner Laguana expressed interest in discussing the definition of small business and communications and outreach further. Commissioner Adams concurred that communications and outreach is an important topic to follow up on.

Public Comment:

No members of the public requested to speak.

Commissioner Adams thanked the Mayor's office and Marianne Thompson from the Office of Economic and Workforce Development for organizing the event. Commissioner Ortiz-Cartagena concurred that the event was a success.

6. **Fiscal Year 2019-2020 Policy Priorities, continued discussion from April 22, 2019 retreat. (Discussion Item).**

Director Dick-Endrizzi re-reviewed some of the top policy priorities from the April 22, 2019 retreat, including: CRV: California Redemption Value and the California Beverage Container Recycling and Litter Reduction Act; AB-161, Ting's Skip the Slip bill; large refuse generators; tobacco related legislation; amending the Planning Code with regard to massage; Point of Sale Systems; Small Business communication strategy; construction mitigation; fees and permits costs; soft story analysis; formula retail for on-line retailers; parklets; and, economic impact of navigation centers.

Commissioner Adams suggested prioritizing construction mitigation, particularly around soft story. Commissioner Ortiz-Cartagena supports this, especially with regard to projects in the Mission District. A particular issue is where landlords do not inform their leasees of soft-story work. This is especially problematic where small businesses are put at risk for closure without mitigation measures in place.

Public Comment:

No members of the public requested to speak.

7. **Small Business Report Card, continued discussion from April 22, 2019 retreat. (Discussion Item).**

Director Dick-Endrizzi re-reviewed some of the indicators that she reviewed during small business week, particularly with regard to a drop in sole proprietors. She stressed that beyond DataSF, the report card would depend a lot on a positive relationship with TTX.

Commissioner Dwight suggested that the report card should highlight new and lost business registrations, including registration renewals. Those measures should be separate.

Commissioner Laguana inquired as to whether the city captures NAICS code information. Director Dick-Endrizzi shared that the city does but that its not always represented. Commissioner Laguana shared that it may be interesting to include as a measure that it reported on. This could shed light on the diversity and health of businesses in the city.

Commissioner Laguana suggested that the report back be limited to 3-5 bigger categories.

Director Dick-Endrizzi asked the Commissioners whether a small business survey would be relevant/helpful to this effort.

Commissioner Dwight shared that a survey would be helpful but that responses would need to be parsed out because anecdotal information could be misleading. Commissioner Laguana concurred. Commissioner Diwght shared it might be helpful to outsource this project, maybe via an intern.

Commissioner Laguana asked how the card would be "scored" and suggested that maybe we have single letters for each vital sign. i.e. "A, B, C...". Commissioner Dwight concurred.

Director Dick-Endrizzi also shared that employee data for small businesses would also be useful to analyze as well as legislation.

Public Comment:

No members of the public requested to speak.

Commissioner Adams expressed enthusiasm for this initiative.

Director Dick-Endrizzi noted that would be available in the early Fall.

8. **Approval of Draft Meeting Minutes. (Action Item)**

Motion: Commissioner Dwight motioned to approve the March 25, 2019 draft Meeting Minutes with the following corrections to Item 4: Commissioner Ortiz-Cartagena had discussed DE9 forms, not EIN.

2nd: Commissioner Zouzounis.

Aye: 5

Nay: 0

Absent: 2

Motion passed: 5-0

9. **Director's Report. (Discussion Item)**

Director Dick-Endrizzi thanked all of the Commissioners for their participation during Small Business Week. She also thanked President Adams and the Golden Gate Business Association for honoring her work on behalf of Small Businesses. She also especially thanked the Department of Public Works for the sidewalk sales permits and the Office of Economic Development and Workforce staff.

Director Dick-Endrizzi also provided an update on BOS File No. 190312. Commissioner Dwight confirmed that Supervisors can also suggest amendments to legislation.

Public Comment: No members of the public requested to speak.

Commissioner Adams shared that not only did the Golden Gate Business association get to honor Director Dick-Endrizzi but also Adam Strauss. Director Dick-Endrizzi shared that Adam is planning to move to DC and that perhaps the Commission could honor him at the next meeting. Commissioner Adams agreed.

10. **Commissioners' Reports. (Discussion Item)**

Commissioner Adams thanked all the Commissioners for their participation during Small Business Week. He also shared that he would be at the SFCDMA gala that week.

Commissioner Dwight concurred that Small Business Week was a success.

Commissioner Laguana shared that he attended the Mayor's Small Business Awards and enjoyed the event.

Commissioner Ortiz-Cartagena thanked the Commission, Office of Small Business Staff, the community organizations, and all others who made Small Business week possible.

Commissioner Adams also thanked all from the Office of Economic and Workforce Development and the Office of Small Business who made Small Business Week possible. He extended a special thanks to Mayor Breed and her office for their participation.

Public Comment:

No members of the public requested to speak.

11. **New Business (Discussion Item)**

Commissioner Laguana discussed his participation on a working group he participates on with the city District Attorney's Crimes Strategies Unit that addresses auto burglaries. He shared that the group would like to present to the Commission. Commissioners Adams and Ortiz-Cartagena concurred that such a presentation would be appropriate.

Commissioner Ortiz-Cartagena suggested that the Commission discuss the health of Community Benefit Districts (CBDs) as it relates to quality of life concerns. Commissioner Adams concurred and would like to explore how the CBDs are in fact benefitting the district. Commissioner Dwight concurred. Director Dick-Endrizzi suggested that Public Works' street cleaning program should also present.

Commissioner Zouzounis suggested that the Commission should also inquire with regard to how the cigarette litter abatement fee is being utilized and expended, especially with regard to street cleaning. She also asked whether for Small Business Week next year if the management and operations would be RFP'd. Director Dick-Endrizzi concurred that it would and Commissioner Adams suggested that that topic be continued for discussion after a Small Business Week debrief be administered. She also inquired with regard to the anticipated IPO tax and wanting to glean more information regarding how this could potentially positively impact small business development in San Francisco.

Public Comment:

No members of the public requested to speak.

12. **Adjournment. (Action Item)**

Motion: Commissioner Dwight motioned to adjourn the meeting.

2nd: Commissioner Laguana

Aye: 5

Nay: 0

Absent: 2

Motion passed: 5-0

Meeting was adjourned at 7:02pm