

**CITY OF SAN JOSE  
SMALL BUSINESS DEVELOPMENT COMMISSION**

Synopsis (Not *Approved*)  
January 30, 2008

**SPECIAL MEETING**

200 E. Santa Clara St., Room 1446

START TIME: 6:10 pm

ADJOURNMENT: 7:44 pm

**COMMISSIONERS PRESENT:**

Thai Mai  
Rudy Rodriguez  
Joyce Puopolo  
Norman C. Nguyen  
Mary A. Zellem  
James E. Smith  
Brian Ho (arrived at 6:12)  
Minh Quoc Duong (arrived at 6:28)

**COMMISSIONERS ABSENT**

Alkesh Desai  
Daisy Chu  
Muguel Olivo  
Helen Wang  
Jordan Dancer

Council Liaison  
Jamie Borromeo

City Staff  
Dhez Woodworth

Public Present

1. CALL TO ORDER  
Called to order by Rodriguez at 6:10 pm
2. APPROVAL OF AGENDA

**Corrections:**

- None

Motion: Approval

Motion:            1) Smith            2) Mai            X app            no

### 3. APPROVAL OF SYNOPSIS

Corrections:

- Puopolo should be identified with item 4 rather than item 5

Motion: Approval

Motion:            1) Puopolo            2) Ho            X app            no

3b reAPPROVAL OF SYNOPSIS (returned to this item at 7:34 following item 6)

Corrections:

- Typos corrected
  - i. Slope to Scope
  - ii. Small amount on to small amount of
  - iii. Added sub to committees
  - iv. Changed loss of funding to lack of funding

Motion: Approval of amended synopsis

Motion:            1) Ho            2) Mihn            X app            no

### 4. ORAL PETITIONS/COMMENTS

- Business Card form
- Roster
- (Re)introductions
- Brian Ho arrived 6:12 (quorum reached)

Returned to item 2 for approval

### 5. VISIT TO SAN FRANCISCO COMMISSION – 10 MIN.

- March 10 may work better because they may have closed session
- Meetings begin at 5:00
- Rodriguez, Mai, Puopolo, Ho and Jordan (in absentia) identified themselves as interested
- Council Liaison Borromeo was also interested

**Woodworth to send e-mail regarding interest in participating**

6. DISCUSSION OF 2008 WORKPLAN (PUOPOLO) – 90 MIN
- Review of last meeting’s notes
  - Minh Quoc Duong (arrived at 6:28)
  - Important to align goals
  - Relevance is an issue that needs to be foremost for the Commission
  - City still not perceived as helping
    - i. What kind of goal to show open business and getting contracting?
  - Developing subcommittees are important
  - Goal Orders with draft deliverables:
    - i. Review and recommend revision of the ordinance to reflect the reframed mission as adopted by the Commission
      - 1. Develop ordinance change to be sent to Council
      - 2. Memo to Council (the process)
      - 3. Follow up and review Council comments
    - ii. Increase public awareness of the existence, mission and activities of the SBDC.
      - 1. Contribute to existing newsletters (could include Council newsletters, BOS website and Chamber newsletters)
      - 2. Identify alternative forms of communication to reach businesses that aren’t connected to existing City services or programs.
    - iii. Improve the use and effectiveness of city programs that assist small and disadvantaged businesses.
      - 1. Increased SBD Commission participation in various small business fairs
      - 2. Assist in City outreach regarding City business assistance fairs
      - 3. Work closely with diverse Chambers of Commerce to increase participation beyond traditional relationships
      - 4. Co-host with existing networking events for businesses to exchange opportunities
      - 5. Explore unique opportunities, and training for San Jose businesses in collaboration with Chambers of Commerce
    - iv. Increase and enhance small and disadvantage business participation in City contracts and vending opportunities.
      - 1. Continue to work with the Airport subcontracting program
      - 2. Review survey of businesses regarding experience with City procurement
      - 3. Review contracts awarded
      - 4. Continue to review DBE program(s)

**Woodworth to send report regarding local and small business participation**

Motion: Approval of goals with deliverables

Motion:            1) Duong            2) Mai            X app            No

Returned to item 3b

7. NEW AGENDA ITEMS – 5 MIN.

- VISIT TO SAN FRANCISCO COMMISSION (PUOPOLO)
- DISCUSSION OF SUBMISSION OF WORKPLAN (DUONG)
- REPORT FROM DBE (STAFF)
- REPORT ON SUNSHINE REFORM (DISHER)
- REPORT OUT ON AIRPORT SUBCONTRACTING
- APPROVAL OF ACCOMPLISHMENTS FOR 2007
- REPORT OUT ON SURVEY OF BUSINESS (ROSSMANN) - MARCH

8. ADJOURNMENT 7:44 pm

Motion: Adjourn

Motion:            1) Mai            2) Duong            X app            no