

CITY OF SAN JOSE  
SMALL BUSINESS DEVELOPMENT COMMISSION

Synopsis  
July 13, 2005

84 W. Santa Clara St.

START TIME: 6:10 ADJOURNMENT: 8:00

COMMISSIONERS PRESENT:

Daisy Chu  
Charles Hoffman  
James Charles  
Jordan Dancer  
Matt Kamkar  
Rudy Rodriguez  
Spencer Horowitz  
Gopi Niduvadan  
Chuck Mondave  
Kidane Haile

COMMISSIONERS ABSENT:

Brenda Jackson  
Joyce Puopolo  
Alkesh Desai

COUNCIL LIAISON:

The Vu

CITY STAFF PRESENT:

Dhez Woodworth

PUBLIC PRESENT:

Cesar Pasqual  
Dorothy Davis

1. CALL TO ORDER
  - Called to order by Kamkar at 6:10
  
2. APPROVAL OF AGENDA
  - Changes:
    - None

Motion: Stop determining time required

Motion:            1) Horowitz            2) Rodriguez    X app            no

Motion: Postpone item 11 to next month

Motion:            1) Charles            2) Horowitz    X app            no

Motion: Postpone item 11 to next month

Motion:            1) Rodriguez       2) Charles       X app            no

### 3. APPROVAL OF SYNOPSIS

Corrections:

- Correct Commissioner Rodriguez' spelling

Approval

Motion:            1) Dancer            2) Desai            X app            no

### 4. ORAL PETITIONS/COMMENTS

- Ceasar Pasqual - Set up new restaurant for local community
- Dorothy Davis – Video/CD business and software quality assurance

### 5. DBE CALCULATION METHOD

- Postpone to subsequent meeting

### 6. COMMERCIAL WAST REMOVAL FRANCHISE FEE INCREASE – ANNE LAUZON

Presentation:

- Provides consulting services to businesses interested in reducing their cost of disposal.
- New increases were added to franchise fees \$57 per 4 yard container 10 years ago. Now only \$47.
- Solid waste fees outweigh actual collection costs (110% of collection charges)
- 4.7% added to franchise fees
- 15% added to landfill fees (\$45 to \$58 per ton)
- Outreach on fee increase was inadequate
- She was the only business there on June 21
- Business sector isn't able to vote
- Small businesses are impacted disproportionately
- Santa Clara franchise fees are 20% and 10% if the business recycles
- Letter writing campaign under way to reverse the ordinance
- She would like to have the Commission take a stand on the issue

- She would like the Commission to take a role in letting the business community know about the fee increase
- Technical assistance information provided through the City is inaccurate
- “What is voted in on Tuesday can be voted out on Tuesday”

Discussion:

- Review of phone bill was undertaken previously

Motion: Invite ESD to Commission Meeting. Would like to see both sides.

Motion:            1) Rodriguez    2) Niduvadan    app            No

Action:

**Woodworth to invite ESD to meeting**

7A. COMMITTEE REPORTS - SBOP/LP DATA

- Committee began conversations with Public works

7B. INVENTORY OF CITY PROGRAMS

- Nothing to report at this time

7C. COMMUNICATIONS

Commissioner Mondave:

- Met with Angela Reed from the SJSV Chamber of Commerce.
- Discussed booth space at events and comp tickets
- Ms. Reed was to meet with Paul Krutko about potential for inclusion in contract
- COMPAC meeting poses some potential for Commission outreach though it is heavy fund raiser for the SJSV Chamber
- Went to ICSBD
- Also was presented with Blue Book of Construction

Action:

**Woodworth to investigate potential for e-mail for Commissioners**  
**Woodworth to investigate potential for phone mail Commissioners**

8. AUGUST OUTREACH

- Where possible leverage other organizations' activities

9. SPENDING REQUEST FROM COMMUNICATION COMMITTEE
  - One-time \$500 to develop web concept for City to post
  - \$100 per month for URL and updates
  - Proposal with detail should be presented to the Commission
  - What content is desired?
  
10. OPEN PURCHASE ORDER PROCESS
  - Woodworth provided information about the process for Open Purchase Orders
    - i. Generally used when there are frequent transactions of small cost.
    - ii. Renewal irregular
    - iii. Track record currently provides significant small business access and participation
  
11. STANDARDIZE FORM TO INVITE PEOPLE TO ATTEND
  - Postponed to following month
  
12. REPORT FROM STAFF
  - Council submissions
  - Business Cards (could pull from bio)
    - i. Telephone line for commission
  
13. REPORT FROM THE CHAIR
  - Small Business Task Force – Mayor’s staff indicated that representative needs to have development counter experience.
  - Minority Businesses are being purchased by large companies who continue to receive the govt. subsidies
  - Kirk Pringle – suggests that cities avoid using punitive measures and use incentives instead to encourage development
  - Councilmember Reed would like to have the Commission focus on the workplan and its outcomes. Demonstrate progress in October.

Action:

**Woodworth to inquire about Armando’s availability to discuss the Small Business Task Force**

14. EMAIL FROM WEBSITE
  - Walnut Creek bank inquired about upcoming events

15. NEW AGENDA ITEM DISCUSSION

- Review workplan
- Review Communication Committee website content compare with current site
- Discuss website development proposal
- Items 5 and 11 were deferred

Action:

**Woodworth to distribute workplan to Commision**

16. ADJOURNMENT

- Meeting adjourned at 8:00

Motion:            1) Dancer            2) Niduvadan            app            no