

**CITY OF SAN JOSE  
SMALL BUSINESS DEVELOPMENT COMMISSION  
MINUTES/SYNOPSIS  
JULY 14, 2004**

**84 W. Santa Clara St.**

**START TIME: 6:25            ADJOURNMENT: 8:50**

**COMMISSIONERS PRESENT:**

Arturo Rivera  
Brenda Jackson  
Charles Hoffman  
Chuck Mondave  
James Charles  
Jason Loia  
Joyce Puopolo  
Kidane Haile  
Matt Kamkar  
Spencer Horowitz

**COMMISSIONERS ABSENT:**

Brendan Nwachukwu  
Daisy Chu  
Gopi Niduvadan

**COUNCIL LIAISON:**

None

**CITY STAFF PRESENT:**

Dhez Woodworth

**PUBLIC PRESENT:**

Charles Jones  
Ernie Andrade  
Dorothy Davis

**1. CALL TO ORDER**

- 6:25 by Chair Kamkar

**2. APPROVAL OF AGENDA**

Corrections:

- Postpone Item 7
- Remove Item 10

Motion:                    1) Horowitz            2) Loia                    X app                    no

**3. APPROVAL OF SYNOPSIS**

Corrections:

- None

Motion:                    1) Loia                    2) Horowitz            X app                    no

#### **4. DISCUSSION OF THE ECENTER AND SBA BY MARK QUINN**

- Presentation on background on SBA and services.
- Presentation of contracting related programs.
- Presentation of the evolution of Small Business commissions.
- Discussion of the size of small business: some larger than 35 will face similar issues; some businesses who are “small” still wouldn’t be able to compete despite supports; some “medium” businesses still need help to compete with large companies.
- Discussion of preference programs: they need to be targeted to achieve goals.
- What does the SBA do to help companies in these times. Emphasis on providing tools: financing, marketing training and management training; certification and positioning with public sector partners.
- Proposal to be more closely tied: meet here at the eCenter – good synergies. Could have a City staff person here.
- Discussion of how to encourage “subs”: SBA holds matching meetings – encourage the large “prime” to look to small businesses for some of the work. Could use requirements or rewards.
- Discussion of minority programs: minority businesses are often smaller and preferences targeted at small businesses will support minority businesses; federal monies change proposition 209.

Action(s): Dhez to look into getting eCenter Calendars for all new business tax registers

#### **5. WORKPLAN**

- Want to get up/down vote on activities. 2005 objectives may take longer
- Inventory City Programs (2005)
  - i. Audit a program and evaluate its achievements; work/study students could staff
  - ii. Subcommittee: Loia, Puopolo, Horowitz
- Review City RFPs (2004)
  - i. Looking for poor or good and examples; could have an “award”
  - ii. Could consider doing a more positive approach.
  - iii. Subcommittee: Horowitz, Loia, Puopolo
- Inventory of minority business opportunities (2004)
  - i. Looking for more activity at the Airport to achieve goals and set higher
  - ii. What about Housing (HUD) monies, roads, airports

- iii. What is different between the Mexican Heritage Plaza and current activities.
  - iv. Investigate the additional avenues to recruit and advertise
  - v. Subcommittee: Charles, Kamkar, Rivera
- Look at the SBOP (2004)
    - i. Review process improvements to evaluate how things are working
    - ii. How did the Civic Center contracts work out? Old style or reflecting new City objectives
    - iii. Subcommittee: Kamkar, Charles
  - Outreach and Communication efforts (2005)
    - i. Want to make sure that small businesses know more about what is going on.
    - ii. Rivera, Modave, Haile
  - Coordinate more closely with the local chambers of commerce (2005)
  - Build more effective SBD Commission (2004 – 2005 - ongoing)
    - i. Attend more meetings including City Council meetings
  - Become more visible in the community (2004-2005)
  - Look at other Commissions to see how they function (2004)

Motion: Approve work plan as the initial basis and approval creation of subcommittees (*shown above*) to begin working on all of these items.

Motion:                    1) Rivera            2) Charles            X app                    No

Action(s): Dhez to work to support the Commission ability choose another Commission to visit.

Commissioner Jackson left at 8:00

Motion: Commissioner Mondave to contact Councilmember Reed regarding additional staffing for the Commission.

Motion:                    1) Charles            2) Rivera                    X app                    no

## **6. COMMUNITY OUTREACH EVENT ON AUGUST 25**

- Presentation of plan
- Partnered with the SJSV Chamber of Commerce
- In addition to the August 11 meeting
- City Staff will use a single presentation rather than individually

Commissioner Rivera left 8:07  
Commissioner Rivera returned 8:14  
Commissioner Haile left 8:14  
Commissioner Haile returned 8:17

Action(s): Dhez to provide Commission with organization chart of City officials

## **7. OUTLINE OF ORGANIZATION CHART**

- Postponed

## **8. REPORT FROM STAFF**

- Notice of opportunity with Intel's She Business program
- Tracking of SBOP/LP underway
- Commission mission expansion expected to be reviewed by Council in August

Commissioner Rivera left at 8:19

## **9. REPORT FROM CHAIR**

- Channel 15 has agreed to run a notice on the August 25 event.
- Notice regarding City meeting with SJSV Chamber of Commerce re: reevaluation of RFP.

## **10. COMMISSION ANNUAL REPORT**

- Removed

## **11. E-MAIL FROM WEBSITE**

- None

## **12. ORAL PETITIONS/COMMENTS**

- Charles Jones was supportive of the work the Commission has undertaken. Local Preference ordinance and the City's Civic Center contracting.
- Dorothy Davis interested in working with the Committee. Also was looking for assistance in locating an office.

## **13. NEW AGENDA ITEM DISCUSSION**

- Review City RFPs
- Inventory of Minority Business
- SBOP
- August 25 Meeting Last minute preparation

## **14. ADJOURNMENT (8:50)**

Motion:                    1) Charles            2) Horowitz            X app                    no