

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

Minutes Synopsis (Not *Approved*)
December 12, 2007

200 E. Santa Clara St., Room 1446

START TIME: 6:08 pm

ADJOURNMENT: 7:35

COMMISSIONERS PRESENT:

Jordan Dancer
Helen Wang
Spencer Horowitz
Rudy Rodriguez
Joyce Puopolo
James Charles
Norman C. Nguyen
James E. Smith

COMMISSIONERS ABSENT

Daisy Chu
Gopi Niduvadan
Alkesh Desai

Council Liaison
Jamie Borromeo

City Staff
Dhez Woodworth

Public Present
Ed Rast

1. CALL TO ORDER

Called to order by Charles at 6:08 pm

2. APPROVAL OF AGENDA

Motion: Approval

Motion 1.) Rodriguez 2.) Dancer X app no

3. APPROVAL OF THE SYNOPSIS

Motion: Approval

Motion 1.) Horowitz 2.) Dancer X app no

4. ORAL PETITIONS/COMMENTS

- Horowitz introduced Ed Rast
- Ed Rast is a community representative
 - i. He views the City's financial situation as critical. Some key deferred maintenance issues include the WPCP and transportation infrastructure
 - ii. Jobs housing imbalance represents a problem
 - iii. Retail leakage
 - iv. Fees and charges are larger
 - v. Community priorities were identified
 - vi. Growing the base (jobs) may offer solution
 - vii. Involvement of the Community is critical
 - viii. The SBD Commission can play a role
 - ix. City and Chamber need to do more to retain business
 - x. Remove the barriers to small business
 - xi. A vibrant SB Commission would raise all boats
 - xii. Leveraging outside groups wisely could be good
 - xiii. Economic Impact of some projects should be evaluated
- A joint Neighborhood Commission and SBD Commission meeting might be of use
- Cross-polenization with other Commissions may strengthen all

5. REVIEW AND RECAP OF 2007 – 10 MIN.

- The previous version may serve as a model for an update
- The existing workplan would also help
- Need to keep an eye on other items such as the Flea Market
- Greater review of the workplan elements may be warranted. For instance, some type of Commission memo/review of the effectiveness of the local preference ordinance would supplement Staff work
- The workplan should recognize the Commission's limited work capacity

Woodworth to provide send link of synopses to Commission

6. PLANNING SESSION 2008 – 10 MIN

- One approach would be to focus on fewer items to have a larger impact
- It may also be necessary to revise the scope of the Commission
- Revising the scope has been undertaken previously; "other functions" has allowed wider influence. The Commission has simply ignored the ordinance in the past
- Some kind of marketing plan might be of use.
- Begin at 6:00 on 1/9/08
- Additional meeting in January (16th)

Woodworth to ask for Eva Klinger about participation; inquire with new Commissioners regarding availability.

7. STAFF REPORT (STAFF) – 5 MIN.

- Gave thank you pins

8. REPORT FROM THE CHAIR (CHARLES) – 5 MIN.

- Thanks for the good times

9. NEW AGENDA ITEMS – 5 MIN.

- REPORT FROM DBE (STAFF) - February
- REPORT ON SUNSHINE REFORM (DISHER) - February
- SF SBD COMMISSION FIELD TRIP (PUOPOLO) - January

Woodworth, find out when the Small Business Commission (Mayor's Office) meets

10. ADJOURNMENT 7:35 pm

Motion Approved 1.) Rodriguez 2.) Horowitz X app no