

**CITY OF SAN JOSE
SMALL BUSINESS DEVELOPMENT COMMISSION
JANUARY 13, 2010, 6:00 – 8:00 P.M.**

SAN JOSE CITY HALL – 200 E. SANTA CLARA ST. – TOWER 1446

- 1. CALL TO ORDER**
- 2. APPROVAL OF THE AGENDA – 1 MIN.**
- 3. APPROVAL OF DECEMBER 9, 2009 SYNOPSIS – 5 MIN.**
- 4. OPEN FORUM/ PUBLIC COMMENT / ORAL PETITION PERIOD – 2 MIN. EACH**
Any person may address the Commission on any subject not on the agenda. Speakers are asked to state their name and address for the record. Since the subject is not on the agenda, the Brown Act (State Open Meeting Law) prohibits action by Commission members or City Staff. However, Commission members and City Staff may briefly respond to statements or questions and/or provide referral to Staff. The Commission may place the item on an agenda for a future meeting.
- 5. BUSINESS ASSISTANCE ORGANIZATION(S) – 30 MIN. ORGANIZATION, INFORMATIONAL**
The SBD Commission has invited a range of business assistance organizations to discuss the challenges that they see as significant to small businesses in selling to government and other areas and what types of initiatives they are engaged in to address those.
- 6. NON-REUSABLE BAG BAN – 15 MIN. COMMISSIONERS, ACTION**
The Commissioners will continue discussions about a ban on non-reusable bags.
- 7. PUBLIC AWARENESS COMMITTEE REPORT – 15 MIN. WANG, ACTION**
The committee will report on its progress and may request further authorization from the Commission as a whole.
- 8. LOOK AT CITY/PARTNER BROCHURES – 15 MIN. COMMISSIONERS, INFO.**
Commissioners will have a look at business assistance materials distributed by the City of San Jose and partner organizations.
- 9. FUTURE MEETING LOCATIONS – 15 MIN. COMMISSIONERS, ACTION**
Commissioners will consider future meeting locations.
- 10. ANNUAL WORKPLAN REVIEW – 15 MIN. COMMISSIONERS, ACTION**

Commissioners will discuss how to approach the annual Commission workplan

11. STAFF REPORT

12. CHAIR REPORT

13. NEW AGENDA ITEMS – 5 MIN.

A. ADD VTA AS GUEST SPEAKER (SPRING)

B. AIRPORT CONCESSIONS - LOCAL PARTICIPATION

14. ADJOURNMENT

For questions regarding the agenda, please contact Dhez Woodworth at (408) 535-8181.

You may view this agenda and related documents at <http://www.sjeconomy.com/businessassistance/sbdc.asp> along with minutes, agendas and packets from previous meetings.

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Manager's Office at San Jose City Hall, 200 E. Santa Clara St., 17th Floor, San Jose, CA 95113 at the same time that the public records are distributed or made available to the legislative body.

To request an accommodation or alternative format for City-sponsored meetings, events or printed materials, please call Rosemary Maire or Dhez Woodworth of the Office of Economic Development at (408) 535-8181 or (408) 294-9337 (TTY) as soon as possible, but at least three business days before the meeting/event.

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

Synopsis (Not Approved)
December 9, 2009

Dr. Martin Luther King, Jr. Library
150 E. San Fernando St. – Room 255-257

START TIME: 6:07 pm

ADJOURNMENT 7:57 pm

COMMISSIONERS PRESENT:

Rudy Rodriguez
Robert Braunstein
Helen Wang
James E. Smith
Joyce Puopolo
D. Dallas Radcliffe
Johnny Khamis
Miguel Olivo
Thai Mai
Molly Uzoh
Brian Ho

COMMISSIONERS ABSENT

Norman C. Nguyen
Minh Quoc Duong

Council Liaison
None

City Staff

Dhez Woodworth, Commission Staff, Office of Economic Development
Joe Zientek
Skip Lacaze
Emy Mendoza

Public Present

James Duran
Kerri Hamilton
Theresa Bumb Navarro
Manny Diaz

1. CALL TO ORDER

Called to order by Rodriguez at 6:07 pm

2. APPROVAL OF AGENDA

Corrections:

- None

Motion: Approval

Motion: 1) Olivo 2) Khamis X App no

3. APPROVAL OF NOVEMBER 18, 2009 SYNOPSIS

Corrections:

- None

Motion: Approval

Motion: 1) Khamis 2) Smith X App no

4. NON-REUSABLE BAG BAN

- Joe Zientec, Deputy Director and Skip Lacaze, Zero Waste Manager from the Environmental Services Department presented information about Council direction to develop an ordinance to reduce the use of single-use bags (“bag ban”)
- Manny Diaz from the American Chemistry Council raised concerns that the ban may have unintended economic impacts, that plastic bags are more environmentally friendly than paper bags, and advocated for more plastic bag recycling at
- Members of the public spoke regarding the issue.
-

Motion: Continue discussion at January meeting

Motion: 1) Smith 2) Braunstein X App no

5. ELECTION OF VICE CHAIR

- Puopolo declined nomination

Motion: Appoint Olivo “by Acclamation”

Motion: 1) Smith 2) Khamis X App no

6. OPEN FORUM/ PUBLIC COMMENT/ ORAL PETITION PERIOD

- James Duran requested that the Commission consider the plight of vendors at the Airport who are being adversely impacted by low numbers of flyers and delays in opening terminals.

7. NEW AGENDA ITEMS

- Future Meeting Locations
- Non-reusable Bag Ban
- Add VTA as guest speaker (Spring)
- Look at City/partner brochures
- Innovation Center
- Workplan

8. ADJOURNMENT 7:57 PM



Memorandum

TO: SMALL BUSINESS
DEVELOPMENT COMMISSION

FROM: Dhez Woodworth

SUBJECT: BUSINESS ASSISTANCE
ORGANIZATION PRESENTATION

DATE: January 7, 2010

Richard Keit, Director at the San Jose Redevelopment Agency, will provide a verbal presentation regarding the City's new Innovation Center.

DHEZ WOODWORTH
Economic Development Officer

For questions please contact Dhez Woodworth at (408) 535-8230.

Item 10a **Small Business Development Commission
2008 Activities & Accomplishments**

1. Increase and enhance small and disadvantaged business participation in city contracts and vending opportunities.

- 1.1. Heard presentations from Public Works and Hensel Phelps Construction Company regarding the Airport Subcontracting Program. Hensel Phelps was awarded the design/build contract to build the next phase of airport improvements. The SBDC provided feedback on recommendations to optimize small business sub-contract opportunities.
- 1.2. Completed a survey and reviewed results to local small businesses on the procurement and bidding process with the city.
- 1.3. Commission continued to monitor City performance with respect to annual DBE goals.
- 1.4. Commission continued to review city contracting requirement for “experience with like entities” and the possible reduction in vendor pools that might result from the unnecessary use of such requirements.
- 1.5. Accepted and reviewed input from local small businesses (public) regarding issues related to this goal.

2. Improve the use of and effectiveness of city programs that assist small and disadvantaged businesses.

- 2.1. Researched and reviewed outreach (M/WBE/DBE) and bonding assistance, focusing on the self-insured surety bond pool and a bond and financial assistance program.
- 2.2. Reviewed the Community & Economic Development (CED) Committee report and provided recommendations to help the committee be more effective.
- 2.3. Reviewed and provided recommendations on the new and revised RFP (Request for Proposals) manual from the Finance Department.

The Small Business Development Commission studies, reviews, and makes recommendations to the City Council regarding the City's efforts on behalf of disadvantaged and small business to encourage greater participation in City contracts and to increase greater overall economic vitality for businesses.

Small Business Development Commission 2008 Activities & Accomplishments

- 2.4. Participated and represented the SBD commission on the E-Center Advisory Board.
- 3. Increase public awareness of the existence, mission and activities of the SBDC.**
- 3.1. Invited and heard from small business community partners and stakeholders at each commission meeting to leverage any relationship opportunities.
 - 3.2. Completed a visit to the San Francisco Small Business Commission to learn about ways to support the goal to increase public awareness. The SF SBC recognized the SBDC at the meeting as an excellent gesture to increase Bay Area small business relationship opportunities.
 - 3.3. Reviewed and updated/amended the SBD commission By-Laws. Completed and approved at the 1/08 commission meeting.

The Small Business Development Commission studies, reviews, and makes recommendations to the City Council regarding the City's efforts on behalf of disadvantaged and small business to encourage greater participation in City contracts and to increase greater overall economic vitality for businesses.

Small Business Development Commission Workplan – 2009

A. Increase and enhance small and disadvantage business participation in city contracts and vending opportunities.

- a) Review, evaluate and monitor the effectiveness of the local and small business preference ordinance and SBOP.
- b) Monitor city performance with respect to annual DBE goals. Identify & recommend ways to improve city performance with respect to goals.
- c) Identify way to make city contracts more accessible to local / small / disadvantaged vendors & contractors.
- d) Identify and promote city opportunities for local / small / disadvantaged participation (i.e. Airport construction and concessions) and document progress.
- e) Review and clarify the Nondiscrimination/Nonpreferential Treatment Program and Policy identified in the charter.

B. Improve the use and effectiveness of city programs that assist small and disadvantaged businesses.

- a) Identify city programs (and associated budgets) that serve small/disadvantaged business.
- b) Review and evaluate performance of existing city programs; review and comment on proposed city programs.
- c) Identify gaps in city programs / procedures for encouraging, promoting and retaining small/disadvantaged businesses; prioritize needs and recommend changes.

C. Increase public awareness of the existence, mission and activities of the SBDC.

- a) Maintain outreach to the community through personal meetings / networking with local business people, local business organizations and multi-cultural chambers of commerce.
- b) Inform stakeholders and the community of SBDC goals and activities through public communications, website, newsletters, etc.

NOTE: In all cases, where the term “disadvantaged” business is used, it refers to disadvantaged businesses generally, and where DBE is used, it refers to those businesses that are formally registered and recognized as “disadvantaged business enterprises” according to state and federal rules.