

**CITY OF SAN JOSE  
SMALL BUSINESS DEVELOPMENT COMMISSION  
APRIL 22, 2009, 6:00 – 6:30 P.M.**

**SPECIAL MEETING**

**SAN JOSE CITY HALL - 200 E. SANTA CLARA STREET –TOWER 1446**

**1. CALL TO ORDER**

**2. APPROVAL OF THE AGENDA – 1 MIN.**

**3. 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.

**4. COMMISSION REPORT TO CED COMMITTEE – 25 MIN.**

**RODRIGUEZ, ACTION**

Commissioner Rodriguez will present a draft of materials to be presented to the Community and Economic Development Committee on April 27.

**5. ADJOURNMENT**



## **Small Business Development Commission 2008 Activities & Accomplishments**

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### **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**

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- 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.

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## **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.



<b><u>2009 Goals &amp; Deliverables</u></b>	<b><u>Accomplishments</u></b> (To be completed at end of 2009)
<p><b>GOAL #1 – Review and recommend revision of the ordinance to reflect the reframed mission as adopted by the Commission</b></p> <ol style="list-style-type: none"> <li>1. Develop ordinance change to be sent to Council</li> <li>2. Memo to Council (the process)</li> <li>3. Follow up and review Council comments</li> </ol>	
<p><b>GOAL #2 – Increase public awareness of the existence, mission and activities of the SBDC.</b></p> <ol style="list-style-type: none"> <li>1. Contribute to existing newsletters (could include Council newsletters, BOS website and Chamber newsletters)</li> <li>2. Identify alternative forms of communication to reach businesses that aren't connected to existing City services or programs.</li> </ol>	
<p><b>GOAL #3 – Improve the use and effectiveness of city programs that assist small and disadvantaged businesses.</b></p> <ol style="list-style-type: none"> <li>1. Increased SBD Commission participation in various small business fairs</li> <li>2. Assist in City outreach regarding City business assistance fairs</li> <li>3. Work closely with diverse Chambers of Commerce to increase participation beyond traditional relationships</li> <li>4. Co-host with existing networking events for businesses to exchange opportunities</li> <li>5. Explore unique opportunities, and training for San Jose businesses in collaboration with Chambers of Commerce</li> </ol>	
<p><b>GOAL #4 – Increase and enhance small and disadvantaged business participation in City contracts and vending opportunities.</b></p> <ol style="list-style-type: none"> <li>1. Continue to work with the Airport subcontracting program</li> <li>2. Review survey of businesses regarding experience with City procurement</li> <li>3. Review contracts awarded</li> <li>4. Continue to review DBE program(s)</li> </ol>	