

**CITY OF SAN JOSE  
SMALL BUSINESS DEVELOPMENT COMMISSION  
MAY 13, 2009, 6:00 – 8:00 P.M.**

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

- 1. CALL TO ORDER**
- 2. APPROVAL OF THE AGENDA – 1 MIN.**
- 3. APPROVAL OF MARCH 11, 2009 SYNOPSIS – 5 MIN.**
- 4. APPROVAL OF APRIL 8, 2009 SYNOPSIS – 5 MIN.**
- 5. APPROVAL OF APRIL 22, 2009 SYNOPSIS – 5 MIN.**
- 6. 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.
- 7. 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.
- 8. REPORT ON ENTERPRISE ZONE – 15 MIN. STAFF, INFORMATIONAL**  
Staff will present information about the Enterprise Zone and its recent expansion.
- 9. REPORT ON CED COMMITTEE PRESENTATION – 15 MIN. RODRIGUEZ, INFORMATIONAL**  
Chair Rodriguez will report on the presentation to CED Committee
- 10. REPORT ON ALTERNATIVE SERVICE MODEL – 15 MIN. RODRIGUEZ, ACTION**  
Chair Rodriguez or an substitute will discuss the meeting of a stakeholder group working on alternative models of service delivery. Formal action to assign a representative to the group may be considered.

**11. REPORT FROM SUBCOMMITTEES** – 15 MIN.      WANG, MAI AND UZOH, INFORMATIONAL  
Commissioners Wang, Mai and Uzoh or designees will report out on subcommittee activities as required.

- Public Awareness (Wang)
- Program Effectiveness (Mai)
- Participation in City Opportunities (Uzoh)

**12. STAFF REPORT**

**13. CHAIR REPORT**

**14. NEW AGENDA ITEMS** – 5 MIN.

**15. 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., 17<sup>th</sup> 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.



### 3. APPROVAL OF FEBRUARY 11, 2009 SYNOPSIS

Corrections:

- Correct spelling of Commissioner in item 10

Motion: Approval

Motion:            1) Olivo            2) Ho            X App            no

### 4. ORAL PETITIONS/COMMENTS

- Andrea Jaramillo reintroduced herself
- Commissioner Uzoh discussed the Monterey Bay International Trade Association conference on April 3

### 5. BUSINESS ASSISTANCE ORGANIZATION(S)

- Deferred until 6:30 pm to accommodate the SJSV Chamber of Commerce President and CEO Pat Dando
- Pat Dando (beginning at 6:37) spoke to the group
- She praised them for their role in encouraging small business growth
- The oldest chamber in California (135 years) and also among the largest (San Diego and Los Angeles)
- They've recently purchased a new facility at Santa Clara and Market; roughly 10 years ago the Chamber sold the site where the Fairmont annex is located
- Key factors facing small businesses currently
  - i. Credit is very tight and is a barrier to growth; the Chamber is working with the State and Federal government to maintain this ultimate economic stimulator – small businesses
  - ii. Loss of customers – ripple effect; also a matter of bad news is reducing consumer confidence; The Chamber continues to work to encourage more business to business transactions
  - iii. Downsizing is resulting to loss of identity; The Chamber helps small businesses market themselves
  - iv. Increased taxes aren't helping; The Chamber is working to advocate for lower taxes and where that isn't possible a level playing field
  - v. Affordable health care; The Chamber works especially at the National and State level to support programs that make it possible for everyone to have insurance
- The Chamber has a variety of policy committees
  - i. Development review – meets with the Department of Planning, Building and Code enforcement to encourage strategic improvements in permitting; The Department

- Director and the head of the policy committee will be visiting Los Angeles as a demonstration of what is possible
  - ii. She would encourage the Commission to look at signage because it is an area that would be supportive of business needs
  - iii. They have a variety of events to allow business connections as well as information activities (recently Lew Wolf, Access Forum, Ebby Awards and Women in Leadership)
  - iv. The placement of a stadium would be supportive of surrounding areas as an economic
  - v. Access Sacramento trip also provides access to the legislature and promotes the exchange of information between the State Legislators and Chamber members
- Membership \$495 per year
  - i. Members briefing (and free lunch)
  - ii. Classes
  - iii. Advertising
  - iv. Chamber has 2,400 members and 2,200
  - v. During tough times many businesses particularly see the value – the Chamber has been growing
- They are supportive of youth-oriented programs
  - i. Internships
  - ii. Invitation to various events, particularly the access events as well as the Women in Leadership program and Legends and Leaders event.
- They have held procurement fairs in the past; She feels that the City's outsourcing competition policy isn't working
- Failing correcting the competition policy, the RFP process should be improved to reduce the amount of expenditure required to encourage more small business participation

#### 6. REPORT ON COMMISSION FOCUS GROUPS

- The Clerk's Office is conducting focus groups to better understand the needs of the Commissions.
- Did not address the SBD Commission's memo to expand its roles
- Moved back to item 5 at 6:37

#### 7. REPORT FROM SUBCOMMITTEES

- None

#### 8. STAFF REPORT

- April Community and Economic Development Committee
- Roster

**Woodworth to provide more information regarding the competition policy**

9. CHAIR REPORT

- None

NEW AGENDA ITEMS – 5 MIN.

- Independent Contractors (May)
- Commission Annual Report and Workplan and Memo regarding SBD Commission Expansion (April)
- Enterprise Zone Expansion

10. ADJOURNMENT 7:30 PM

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

Synopsis (Not Approved)  
April 8, 2009

200 E. Santa Clara St., Room 1446

START TIME: No Start Time                      ADJOURNMENT

COMMISSIONERS PRESENT:

Rudy Rodriguez  
Joyce Puopolo  
Molly Uzoh  
Norman C. Nguyen  
James E. Smith

COMMISSIONERS ABSENT

Thai Mai  
Minh Quoc Duong  
Miguel Olivo (Unexcused)  
Helen Wang (Unexcused)  
Brian Ho (Excused)

Council Liaison  
Andria Jaramillo

City Staff  
Dhez Woodworth (Office of Economic Development)

Public Present  
Archie Moore  
Fred Azarm

**Meeting cancelled due to lack of quorum**





3. OPEN FORUM/ PUBLIC COMMENT/ ORAL PETITION PERIOD

- Archie Moore
- Miguel Olivo met with representatives of Councilmember Karla regarding the Councilmember's interest in establishing an association in his district.
- Commission Uzoh suggested that effects of Federal stimulus on small businesses be discussed/ agendized in the future.

4. COMMISSION REPORT TO CED COMMITTEE

- Chair Rodriguez introduced the materials that he'd developed.

Motion: Approval of Item 4, "Small Business Development Commission 2008 Activities and Accomplishments" and "Small Business Development Commission Workplan – 2009" for presentation to the CED Committee on April 27.

Motion:            1) Smith            2) Olivo            X App            no

5. ADJOURNMENT 6:34 PM