

**CITY OF SAN JOSE  
SMALL BUSINESS DEVELOPMENT COMMISSION  
JULY 8, 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 JUNE 10, 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. CONTINUATION OF CITY OPPORTUNITIES COMMITTEE – 10 MIN. UZOH, ACTION**  
Commissioner Uzoh would like the Commission to reconsider dissolving the City Opportunities Committee.
- 7. DISCUSSION OF PUBLIC AWARENESS SUBCOMMITTEE – 20 MIN.COMMISSIONERS, ACTION**  
Commissioners will plan subcommittee workplan and assign committee members.
- 8. STAFF REPORT**
- 9. CHAIR REPORT**

**10. NEW AGENDA ITEMS – 5 MIN.**

**11. 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 MARCH 11, 2009 SYNOPSIS

Corrections:

- None

Motion: Approval

Motion:            1) Nguyen            2) Wang            X App            no

### 4. OPEN FORUM/ PUBLIC COMMENT/ ORAL PETITION PERIOD

- Introductions of Commissioners

### 5. BUSINESS ASSISTANCE ORGANIZATION(S)

- Joe Hedges, International Programs Manager for the Office of Economic Development discussed the City's incubators, and the Foreign Trade Zone
- The incubators have generated 3,500 new jobs and VC investment of \$1.5 billion from an initial investment of \$30 million.
- Non-profits funded through the San Jose State University Research Foundation
- Incubators encourage local job growth and foster the expansion of industries in San Jose
- City (through Agency) pays for building lease which reduces the cost to tenants
- All located within the Enterprise Zone
- Business and commercialization assistance offered
- Software Business Cluster – Est. 1994 - [www.sjsbc.org](http://www.sjsbc.org)
  - i. Acknowledged 2 years ago as a national model
  - ii. Focused on developing software companies
- Environmental Business Cluster – Est. 1994 - [www.environmentalcluster.org](http://www.environmentalcluster.org)
  - i. 75 graduates
- BioCenter – Est. 2004 - [www.sjbiocenter.com](http://www.sjbiocenter.com)
  - i. Only public incubator facility in the US (non-academic)
  - ii. Wet and dry labs as well as offices and common spaces
  - iii. 75% of employees have Ph.D.s
- US Market Access Center - Est. 1996 - [www.usmarketaccess.com](http://www.usmarketaccess.com)
  - i. More than 30 companies from every continent (except Antarctica)
  - ii. Some larger businesses establishing a presence in the U.S.
- Software Development Forum – Est. in 1993 (Not an incubator) [www.sdforum.org](http://www.sdforum.org)
  - i. 1,800 professional member
  - ii. Sponsored by major software platforms

- iii. Major event provides introductions between VC community and software developers
- iv. Over 300 events per year
- Foreign Trade Zone (Federal program established in 1932) - [www.sjeconomy.com/ftz/default.asp](http://www.sjeconomy.com/ftz/default.asp)
  - i. 18<sup>th</sup> foreign trade zone; 1974
  - ii. Considered to be outside of the US customs territory
  - iii. While the produce is in the zone it is considered to be outside the US
  - iv. Allows companies to defer, decrease or avoid tariffs
  - v. Zone extends beyond San Jose's boundaries to other surrounding counties (90 minutes driving)
  - vi. Damaged goods can be destroyed to avoid tariffs
  - vii. Quota goods can enter without restriction to wait for lifting of the quota level
  - viii. Subzones (as opposed to a general purpose zone) are allowed for specific companies at their location – Nummi was an example
  - ix. San Jose Distribution Services is the operator of the City's general purpose zone
  - x. \$101 million in activity recently; has gone as high as \$300K
  - xi. FTZ doesn't require a specific location unlike the Enterprise Zone
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6. SUBCOMMITTEES ROLE IN WORKPLAN

- Considering whether the current subcommittees are furthering the workplan
- Balancing formal committees with more flexible ad-hoc meetings
- Interest was expressed in retaining the public outreach

Motion: Dissolve the Program Effectiveness and Participation in City Opportunities subcommittees

Motion:                    1) Smith                    2) Olivo                    X App                    no

7. CONSIDERATION OF ALTERNATIVE MEETING LOCATIONS

- BioCenter
- US Market Center
- eCenter
- Beginning on August 12 in the order above
- No specific period between meetings

8. STAFF REPORT

- Dhez Woodworth out of the office from June 19 to July 8
- Rosemary Maire will be supportive (535-8181)

9. CHAIR REPORT

- He'll plan a meeting with Councilmember Nguyen

NEW AGENDA ITEMS – 5 MIN.

- Work to Future apprentice training (OJT – August?)
- Appointment of Public Awareness Committee members

10. ADJOURNMENT 7:45 PM