

**CITY OF SAN JOSE
SMALL BUSINESS DEVELOPMENT COMMISSION
DECEMBER 10, 2008, 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 THE SYNOPSIS OF NOVEMBER 12, 2008 MEETING – 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 TAX FOR INDEPENDENT CONTRACTORS (1099) – 15 MIN. OLIVO, ACTION**
Commissioner Olivo would like to discuss the implications of Staff using tax records from other governmental levels to evaluate if a San Jose business should be paying the local business tax.
- 6. RETREAT (SPECIAL MEETING) – 15 MIN. COMMISSIONER RODRIGUEZ, ACTION**
Commissioner Rodriguez suggested that the group might consider convening a special meeting for the consideration of the Commission’s workplan for the coming year.
- 7. REPORT FROM SUBCOMMITTEES –30 MIN. WANG, MAI AND DANCER, INFORMATIONAL**
Commissioners Wang, Mai and Dancer or designees will report out on subcommittee activities as required.
 - Public Awareness (Wang)
 - Program Effectiveness (Mai)
 - Participation in City Opportunities (Dancer)
- 8. STAFF REPORT**
- 9. CHAIR REPORT**

10. NEW AGENDA ITEMS – 5 MIN.

- Three-Year Airport Update (January)
- Local/Small Business Participation Report (January)
- Procurement Survey Results (January)

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., 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.

3. APPROVAL OF October 8, 2008 SYNOPSIS

Corrections:

- None

Motion: Approval

Motion: 1) Dancer 2) Wang X App no

4. ORAL PETITIONS/COMMENTS

- Miguel Olivo – Concerned with Schedule C – Asked to future agenda item

5. BUSINESS ASSISTANCE ORGANIZATION(S)

- Patrick Cook from the Small Business Development Center
- 20-50 is their “sweet spot” but they use the Federal small business definition
- SBA is the main funder and determines success:
 - i. Businesses Started
 - ii. Jobs created
 - iii. Jobs retained
 - iv. Sales increased
 - v. Capital investment received
 - vi. Loans obtained
- 1200 SBDCs – 6 regions in CA
- Best performing region
- He also runs the Technology Advisory Program
- No host organization currently that matches – Probably remain the case for 18 months
- SV SBDC was underperforming and he’s working to bring it up to speed
- Experienced consultants both generalists and specialists
- Women and Minority clients represent 64% of their clients
- Educational counseling. The SBDC does not do the work

Jordan Dancer arrived at 6:20

- Wide variety of client businesses. Support for software and green industries could use some strengthening. Specialist consultants are difficult to attract given limited funding

Joyce Puopolo arrived at 6:21

- One-on-one and confidential consulting

- 5-10 hours initially and additional consulting based on achievement of milestones (“homework”)

Helen Wang arrived at 6:25

- No marketing funds
- Refocusing to provide more in-depth counseling to fewer clients
- Wide variety of training offered
- Challenges to working with Govt.:
 - i. Being “ready”
 - ii. Differences between agency processes
 - iii. Knowledge of certification requirements
 - iv. Knowing the cashflow requirement
 - v. Dealing with the bureaucracy
- They offer training to address these areas
- Bob Lane provides govt. contract counseling for them
- Would like to leverage more large business participation
- Would also be interested in working more closely with minority communities – Limited non-English support for training
- SBD Commission could be of assistance by marketing to potential clients
- Is interested in tracking the long-term success. They are limited about how much they can reveal about local area performance
- Entrepreneurs don’t have access to capital which has reduced the counter-cyclical effects typically seen.
- 2009 will show the progress from the work that they’ve been doing this year
- eCenter will be having some touch up improvements
- His priority is to have the SBD Center be more connected to its host communities including San Mateo. Working more closely with partner organizations and free calendars will help. They are working on their website
- Two full-time staff at the moment. Usually would have an additional two (may be solved through matching local funds)

6. PROCUREMENT SURVEY RESULTS

- Deferred to 12/10

7. INVITATIONS TO ASSISTANCE ORGANIZATIONS

- Reviewed listing and order
- Added
 - i. Taiwanese American Chamber of Commerce
 - ii. Korean Chamber

- iii. Association of Realtors
- Removed
 - i. Office of Cultural Affairs

8. REPORT FROM SUBCOMMITTEES

- Public Awareness
 - i. Commissioner Wang is exploring connecting to Chinese language newspapers (and others too) to promote business assistance organizations
 - ii. Festivall had most of the minority chambers represented as well as a variety of business assistance organizations in Spanish and Vietnamese
 - iii. Councilmember Nguyen could be involved
 - iv. Minh Duong; Helen Wang; Brian Ho on committee
 - v. The group will return next month with specific proposals

9. COMMISSION NOMINATIONS/ELECTIONS

- Chair Nominations
 - i. Rodriguez
- Chair Elections
 - i. Rodriguez (by acclamation 1st Olivo, 2nd Dancer)
- Vice Chair Nominations
 - i. Smith
- Vice Chair Elections
 - i. Smith (by acclamation 1st Olivo, 2nd Dancer)

10. STAFF REPORT

- December or January prior
- Vacancies will be filled in January

11. CHAIR REPORT

- Thank you for a fine year – The most productive he can recall
- The Commission is an asset to the City
- The Commissioners can be very proud of their accomplishments

NEW AGENDA ITEMS – 5 MIN.

- THREE –YEAR AIRPORT UPDATE
- BUSINESS ASSISTANCE ORGANIZATION(S) - JANUARY
- PROCUREMENT SURVEY RESULTS
- LOCAL/SMALL BUSINESS PROCUREMENT/CONTRACTING REPORT
- BUSINESS LICENSE FOR INDEPENDENT CONTRACTORS (1099)

- JANUARY RETREAT (SPECIAL MEETING)

12. ADJOURNMENT 7:36 PM