

**CITY OF SAN JOSE
SMALL BUSINESS DEVELOPMENT COMMISSION
MARCH 11, 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 FEBRUARY 11, 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. REPORT ON COMMISSION FOCUS GROUPS – 15 MIN. SMITH & RODRIGUEZ, INFO**
Commissioners Smith and Rodriguez will report back on their participation in the Clerk’s Office focus groups.
- 7. REPORT FROM SUBCOMMITTEES –30 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)
- 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., 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*)
February 11, 2009

200 E. Santa Clara St., Room 1446

START TIME: 6:05 pm ADJOURNMENT 7:57 pm

COMMISSIONERS PRESENT:

Rudy Rodriguez
Norman C. Nguyen
Joyce Puopolo
Helen Wang
Miguel Olivo
Brian Ho
James E. Smith
Molly Uzoh

COMMISSIONERS ABSENT

Minh Quoc Duong
Thai Mai

Council Liaison
Kristine Lee

City Staff
Dhez Woodworth (Office of Economic Development)
Harry Freitas (Airport)

Public Present
Joel Wyrick
James Charles

1. CALL TO ORDER
 Called to order by Rodriguez at 6:00 pm

2. APPROVAL OF AGENDA

Corrections:

- Include Introductions prior to Agenda

Motion: Approval

Motion: 1) Olivo 2) Wang X App no

3. APPROVAL OF JANUARY 14, 2009 SYNOPSIS

Corrections:

- None

Motion: Approval

Motion: 1) Nguyen 2) Olivo X App no

4. APPROVAL OF JANUARY 28, 2009 SYNOPSIS

Corrections:

- None

Motion: Approval

Motion: 1) Olivo 2) Ho X App no

5. ORAL PETITIONS/COMMENTS

- Clifford Der – Benefit Brokerage Services
 - i. Individual health plans are often more affordable for healthy individuals
 - ii. There are solutions to allow you to get access to drugs
 - iii. 2 Main issues – affordability and accessibility
 - iv. Health savings account legislation allows higher deductible and tax deferred
 - v. California law guarantees small businesses with between 2 and 50 employees access to health care (no refusal is allowed)
 - vi. He's familiar with dental programs as well

6. BUSINESS ASSISTANCE ORGANIZATION(S)

- Joel Wyrick, President and CEO of the Black Chamber of Silicon Valley spoke to the group about his organization
- The Chamber has been in existence for the past 20 years
- Formed in response to discrimination, particularly in contracting
- The Chamber is not exclusively membership based – only 2% of the local population is black
- Innovative approaches include:
 - i. Establishment of an incubator program (grant and rent funded)
 - ii. Next Gen Business Academy – teaching business literacy at 3 local high-schools promotes understanding of

entrepreneurship; long-term planning (also grant funded); includes financial literacy aspect too (banks are supportive).
– One student entered her business plans in national competition and won (out of 36K entries); students can also win local competition based on presentation and the organization also provides funding

- Approached from the perspective of being a business themselves.
- Bay Area Black Yellow pages (.com) allows cross-business exchange also is published from the Chamber

7. QUARTERLY AIRPORT CONSTRUCTION REPORT

- Harry Freitas, deputy director from the Airport, presented information on the Airport construction project designed and being built by Hensel Phelps.
- 185 subcontractors – 58 to local, 50 small and 12 both local and small.
- 52% of dollars went to certified businesses.
- These figures don't include the design-build subcontractors
- The allocation to smaller businesses is declining as the project has advance since many of the initial projects were smaller.
- All of the labor is going through the local union hall.
- Project is on schedule and under budget (economic decline is helping) – Completion by 2010.
- Contractor solicitation is declining (roughly 90% “bought out”) so there will be less change over time.
- No federal funding initially though recently baggage.
- Public parking garage may receive some funding through the federal stimulus packages.
- Mentor-Protégé relationship possible? Expenditures were approved by the City and the airline tenants and there was limited interest in any additional costs; that said, they were able to work closely with some of the less sophisticated contractors on bonding and other issues.

Freitas will do the following:

- **Research the nature of the certifications accepted**
- **Look into the certification for ASI Reprographics**
- **Connect Commissioner Wang with airline recruiting staff**

8. BUSINESS TAX & INDEPENDENT CONTRACTORS (1099)

- Defer to May

9. RETREAT FOLLOW UP

- Add mentor-protégé support under goal #4 as part of the support of the subcontracting program

Motion: Approval

Motion: Wang Smith X App no

10. REPORT FROM SUBCOMMITTEES

- None
- Commisison Uzoh will lead Participation in City opportunities subcommittee

11. ALTERNATIVE NOVEMBER MEETING

- 3rd Wednesday, November 18

Motion: Approval

Motion: 1) Olivo 2) Ho X App no

12. STAFF REPORT

- Roster 2009
- Olivo's term expires in '10 rather than '09
- Check Uzoh's expiration date as well
- Nguyen's address ends in yahoo.com

13. CHAIR REPORT

- CAABA Procurement Event 2/27

NEW AGENDA ITEMS – 5 MIN.

- Independent Contractors (May)
- Review progress on achieving goals (May)
- Report on Commission focus groups
- Pat Dando coming in March

14. ADJOURNMENT 7:57 PM