

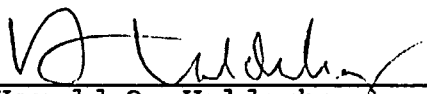
(R-87-634)

RESOLUTION NUMBER R- 266760

ADOPTED ON OCT 13 1986

BE IT RESOLVED, by the Council of The City of San Diego, that the annual report of the Small Business Advisory Board, a copy of which report is attached hereto and incorporated herein, is hereby accepted and this Council hereby expresses appreciation for the dedication, efforts and achievements of the Board.

APPROVED: JOHN W. WITT, City Attorney

By   
\_\_\_\_\_  
Harold O. Valderhaug  
Deputy City Attorney

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THE CITY OF  
**SAN DIEGO**

Security Pacific Plaza, 1200 Third Avenue, Suite 1620, San Diego, CA 92101  
Telephone: (619) 236-6039

***SMALL BUSINESS ADVISORY BOARD***

DATE: October 10, 1986  
TO: Honorable Mayor and City Council  
FROM: Chairman, Small Business Advisory Board  
SUBJECT: Annual Report

I am pleased to present this report from your Small Business Advisory Board covering our activities during the last year. Major emphasis was placed on familiarizing the Small Business Community with the Board's role and providing businesses the opportunity to use the Board's services. A Speakers Bureau and press releases covering Board activities proved beneficial. In addition, two of our monthly meetings were held outside of the City Administration Building. These meetings, which were held in Southeast San Diego and Mid-City, were arranged with the enthusiastic assistance of Councilmembers Jones and McColl, and were well attended by local businesses. More frequent community meetings are planned.

The Board was presented several opportunities to advise the City Council and City staff on matters important to the Small Business Community. The following is a brief summary of subjects addressed, the circumstances which enabled the Board's participation, and Board action.

Business Improvement Districts. The Board worked closely with the staff of the City's Economic Development Division in developing Council Policy 900-07 and implementing regulations. The Board recognizes the major benefits that can result from carefully structured business improvement districts, and also is sensitive to the importance of the participatory involvement of affected businesses. To this end, the Council Policy and related regulations were designed to achieve effective communications between sponsors and the business community, and support of a majority of affected business owners.

Sign Regulations. In September, 1985, the Board was briefed by the City Planning Department on a proposed interim ordinance that would have prescribed City-wide sign standards comparable to those now applicable in the coastal zone. The Board was concerned with the potential economic impact on small businesses. The Board was also of the view that any adoption of major changes to existing regulations should be preceded by a comprehensive study of experience under the existing comprehensive sign ordinance. The Board was also mindful of a general feeling in the business community that vigorous enforcement of the existing regulations might well satisfy the concerns that prompted the proposed interim ordinance. The

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City Council Transportation and Land Use Committee accepted the Board's advice. The Board is now participating with Planning Department staff, community representatives and representatives of the industry in organizing a comprehensive study of existing regulations and the impact of any needed changes.

Small Business Resource Directory. It became apparent that a need existed for a comprehensive directory which would identify the many federal, state, city and private resources available to assist small businesses. The Board undertook the major effort of developing and publishing such a directory. Copies were presented to the Mayor and City Councilmembers, the County Supervisors, San Diego legislators (State and Federal), and other local officials. Copies were also made available to the general public for the price of \$7.50 (cost of production). Proceeds are deposited to the City General Fund.

Over 120 copies have been sold. Purchasers include financial institutions, other businesses, chambers of commerce, the City of Halifax, Nova Scotia and other cities throughout the United States. Many complimentary reviews have been received. The Board will be updating the directory periodically, as needed.

Swap Meets. The City Council Public Facilities and Recreation Committee asked for the Board's views relative to the impact of swap meets on other small businesses. The Board addressed this matter and expressed concurrence with a City staff review which concluded that swap meets are a legitimate competitive enterprise.

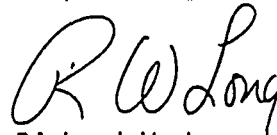
Operation of Hot Trucks in the City. The Board heard testimony from a prospective operator and concluded that such food service businesses should be allowed to compete. The Board's views were heard by the City Council Public Services and Safety Committee. Hot trucks are now operating in the City.

Financing Small Businesses. At the Board's meeting in Southeast San Diego on November 20, 1985, the major need expressed by community representatives was for affordable financing for undercapitalized but viable businesses. The Board is making a major effort to assist in at least some partial solution to this problem. A committee has been formed with representation from the banking industry, small businesses, the Southeast Economic Development Corporation, the Small Business Administration and City staff. It is believed that there may be potential for a more coordinated and effective application of limited federal, state, local government and private sector resources. This committee is currently exploring approaches that have been beneficial in other communities and which might serve as a model for a successful program in San Diego.

Certified Development Corporation. The Board has closely monitored the progress of this very important organization. The loan packaging service provided by the Certified Development Corporation and the technical expertise of its staff, have been invaluable to the small business community. The Board, in its memorandum of April 18, 1986 to the Deputy Mayor and City Council, encouraged continued adequate funding support for the corporation.

Your Board remains dedicated to effective performance of our liaison and facilitator role. We appreciate the special opportunity that Board membership provides to serve both City government and the thousands of small businesses that provide about one-half of San Diego's Gross Regional Product. We also appreciate the advice you have individually provided relative to focusing our efforts in the year ahead. You will be hearing from us!

Respectfully submitted,



Richard W. Long  
Chairman

RWL:RDJ:rfs

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Passed and adopted by the Council of The City of San Diego on OCT 13 1986,  
by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Bill Cleator	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Gloria McColl	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
William Jones	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ed Struiksma	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mike Gotch	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Judy McCarty	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Uvaldo Martinez	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Mayor Maureen O'Connor	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

AUTHENTICATED BY:

MAUREEN O'CONNOR  
Mayor of The City of San Diego, California.

CHARLES G. ABDELNOUR  
City Clerk of The City of San Diego, California.

(Seal)

By Ellen Board, Deputy.

Office of the City Clerk, San Diego, California

Resolution R-266760 Adopted OCT 13 1986  
Number ..... Adopted .....

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