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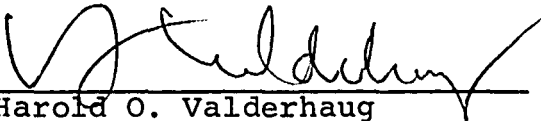
RESOLUTION NUMBER R- 272977

ADOPTED ON MAR 6 1989

BE IT RESOLVED, by the Council of The City of San Diego, that the City Council hereby accepts the annual report of the Small Business Advisory Board, a copy of which is attached hereto as Exhibit A and by this reference incorporated herein.

BE IT FURTHER RESOLVED, that the Council, on behalf of the citizens of San Diego, hereby expresses its appreciation to the Board for its efforts, dedication and achievements.

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

Economic
Development
Division

SMALL BUSINESS ADVISORY BOARD

January 30, 1989

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. The Small Business Advisory Board has had a very active and productive year. We look forward to an even more productive year in 1989. We'd like to take this opportunity to express our appreciation for the very fine support provided by the Mayor and City Council members to the Small Business Advisory Board and to small business itself.

INTRODUCTION. This report covers the activities of the Small Business Advisory Board during the last year. The Small Business Advisory Board is a duly constituted Board established by City Ordinance No. 0-15776, New Series July, 1982, as amended. Each member of the Board is appointed by the Mayor and confirmed by the City Council. Section 26.06 B of Ordinance 0-15776 states that the Board shall meet not less than once every three months. However, the Board generally meets monthly with the exception of December. The Board is primarily responsible for developing a cooperative and supportive atmosphere on behalf of the small business community in its relationship with the City of San Diego and advising the Mayor and City Council on matters that will enhance the capability of small businesses in San Diego to succeed.

BOARD COMPOSITION AND ADMINISTRATION. Members of the Board represent the U.S. Small Business Administration, the Greater San Diego Chamber of Commerce, the United Federation of Small Business, the National Federation of Independent Businesses, small business owners, small business service industries, and advocates of small business interests. The majority of the meetings are held in the City Administration building. However, periodically, Board meetings are held outside of the City Administration Building to provide a more convenient opportunity for greater participation by the general public, which is essential to assure the Board's advice is valid and comprehensive. To further enhance public participation, the Board now includes presentation and participation by two to three community business associations, Chambers of Commerce, etc., from throughout the City as a major element of its monthly meeting agenda. This format has proved most effective in developing important issues for consideration by the Board.

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BOARD ACTIVITIES. The Board was presented several opportunities to advise the Mayor, 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.

Certified Development Corporation. The Board has closely monitored the progress of this very important organization. The loan packaging services provided by the Certified Development Corporation and the technical expertise of its staff have been invaluable to the small business community of San Diego. In its memorandum of November 4, 1988 to the Mayor and City Council, the Board encouraged continued adequate funding support for the Certified Development Corporation. The Mayor and City Council were most supportive in approving the requested funding level on November 29, 1988.

Sign Regulations. The Board continued to participate in City sign regulations as they pertain to small business. The Board recommended that the City Council Transportation and Land Use Committee review the issue of modifying existing sign code ordinance as it applies to new car dealers located adjacent to major freeways. The proposal would create a new sign code category and allow larger signs and height limits for freeway oriented signs. While the Board took no specific position on the issue itself, it has requested that the item be referred back to staff for further analysis and eventually for Board review.

City Zoning Regulations. The Board pointed out to the Transportation and Land Use Committee an ambiguity in one element of City zoning regulations which may impact some small businesses. The City zoning regulations prohibit the use of sharp pointed fences, even though they serve as a deterrent to trespassers, vandalism and theft. Enforcement of this regulation is accomplished on a complaint basis or in the process of a "sweep" of an area. On the other hand, a number of City government facilities use similar fences (including barbed wire) as such deterrent. City government compliance with this element of the zoning regulations is not required. The SBAB requested that the Transportation and Land Use Committee review the zoning ordinance in respect to allowing businesses to protect their property through the use of appropriate fences.

City Procurement Policy. At the July 6, 1988, meeting of the City Council Rules Committee, the City was asked to work with the Small Business Advisory Board and other interested groups in developing recommendations on the City Service Contract Policy. Recommendations are to be brought back to the Rules Committee for additional deliberation. A subcommittee of the Small Business Advisory Board, consisting of Helen Rowe, Elida Chavez, Maxine Coney and Don Erwin, was appointed to interface with representatives of the City's Purchasing Department and the Manager's Equal Opportunity Program.

Mid-City Cleanup Activity. In response to the Mid-City Chamber of Commerce presentation to the Board, the SBAB elected to get involved in helping to coordinate a community cleanup program to enhance the business climate. Board member Don Erwin took the lead in coordinating with the group which includes Chambers of Commerce, schools, churches, SDG&E, City departments and other agencies.

Mission Hills Business Improvement District. At the September 21, 1988 meeting, the SBAB conducted a thorough review of the Mission Hills Business Improvement District proposal. As a result of this review, it was determined that the Mission Hills Business Association had properly contacted business owners through newsletters, petitions, etc., over a one year period and had gathered sufficient approval to comply with the City Council requirement for BID formation. In an October 4, 1988 letter to the Mayor and City Council, the SBAB endorsed the formation of Mission Hills BID.

Ocean Beach Improvement District. During the same meeting, the Board reviewed the proposal by the Ocean Beach Merchants Association (OBMA) for a Business Improvement District in the Ocean Beach community. The OBMA has recognized that a BID is a way to promote and improve upon the efforts they have made to date as a merchant association. The SBAB found that OBMA had contacted all business tax certificate holders in the proposed area and had sufficient concurrence to meet the City's criteria for establishment of a BID. The Board recommended to the Mayor and City Council that the BID be approved for the Ocean Beach community.

Hazardous Waste. The SBAB worked with the City/County Joint Committee on Hazardous Materials Management in developing policy with respect to requirements, inspection, fees, etc. The SBAB provided substantial input on behalf of small business with particular emphasis on the fee structure and procedures which were under consideration. The results we believe were more favorable to small business as a result of the SBAB's participation.

No Smoking Ordinance. The SBAB reviewed the County's proposed no smoking ordinance. Several aspects of the proposed ordinance would be harmful to some small businesses. The Small Business Advisory Board wrote to the Mayor and City Council, as well as the County Board of Supervisors, recommending that the County ordinance not be accepted, but that the existing or modified regulations be kept and enforced, resulting in less negative impact on small business.

Regional Task Force on the Homeless. The Board recognized the problem of San Diego's homeless as one which is not only a pervasive social problem but which can also result in adverse economic impact on small business as well. In those area where the homeless congregate, businesses relying on walk-in trade can be adversely impacted. Customers are less inclined to trade in areas where homeless

congregate. The Small Business Advisory Board designated its Vice-Chair Helen Rowe to contact the Homeless Task Force to express SBAB's interest and concern regarding the issue of the homeless and its effect on small business and to become involved in liaison capacity between the Homeless Task Force and the SBAB.

Community Awareness and Involvement with the Board. To further enhance community participation in Board activities, the Board and staff developed a brochure describing the purpose and activities of the Small Business Advisory Board. The brochure will be distributed to a broad range of small businesses as part of its outreach activities.

FUTURE BOARD PLANS. In the coming year, the Board looks forward to the continued excellent relationship that it enjoys with the Mayor and City Council and will provide recommendations for further improvements in the small business support systems of the City. During the next year, the Board has a number of goals, including the following:

Council District's Small Business Issues. SBAB will invite a Council members' representatives to report on issues of concern to small business owners in their district. The Board will then take action as appropriate to address these issues.

Small Business Issues Addressed by City Manager's Office. SBAB will invite representatives from the City Manager's office to report on issues of concern to small business owners, such as a summary of action requests received by the City Manager from the Council members' staffs.

Liaison with Other City Boards. In order to avoid duplication and establish links with other City boards, Chair George Chandler will appoint an ad hoc committee consisting of member of the SBAB to review the objectives of other City boards and compile a list of those whose knowledge, function and action may assist SBAB to meet its own charge. The Chair will write a letter to each Board Chair identified, introducing the SBAB and its objectives in order to open communication and explore matters of mutual interest.

Outreach Program to Small Business. The SBAB will continue its outreach program to small business. A major element of this program is to invite Chambers of Commerce and business associations to make presentation on small business issues at each Board meeting. The other principle feature of this program is to conduct several of the Board meetings in a variety of San Diego communities, inviting the City Council member and staff representation for each district as well as local business owners and community leaders.

Scope of SBAB Activities. The SBAB will attempt to confine the scope of projects with which it deals to issues affecting a significant segment of the small business community in San Diego. For issues outside the scope of the Board, the petitioner will be referred to the

appropriate City department or office with the intent to resolve issues at the proper level and to be informed as to the final disposition of each issue.

Small Business Advocacy Issues. The SBAB will recommend for City Council consideration positions on State and/or Federal legislative issues impacting small businesses in San Diego.

City Sign Code Ordinance. The SBAB will continue to participate with the City Planning Department staff, community and local business representatives in matters relating to the City sign code regulations and the impact of any needed changes.


Small and Disadvantage Business Involvement in City Procurement. The SBAB will continue to work with the City's Purchasing Department and Equal Opportunity Program organization assisting its efforts to assure that all small businesses, and particularly small minority and women's businesses are made aware of and encouraged to pursue opportunities for vendor, construction and consultant contracts with the City. Of particular interest are participation goals, financial assistance availability, bonding requirements and availability, and potential set-asides.

Parking Problem in the Point Loma and Peninsula Area. The Board will continue to work with the City Port Authority, Peninsula Chamber of Commerce and others to assist in resolving the parking problem which exists in the Point Loma and Peninsula area. This problem results for a variety of reasons. Businesses and hotels have grown over the years and all need more parking to continue to support business activity.

Business Improvement Districts. The Board will continue in its responsibilities to review proposed new Business Improvement Districts for the City of San Diego for their compliance with the requirements for such organizations and for their enhancement of the targeted community.

CONCLUSION. The Board remains dedicated to effective performance of our Liaison and facilitator role. The Board appreciates the special opportunity that its members are provided to serve both City government and the thousands of small businesses that produce about one-half of San Diego's gross regional product. The Board especially appreciates the outstanding cooperation and support which the Mayor and the City Council have given to the Board and to small business itself.

Respectfully submitted,


George P. Chandler, Jr.
Chairman

MAR 6 1989

Passed and adopted by the Council of The City of San Diego on.....
by the following vote:

Council Members	Yeas	Nays	Not Present	Ineligible
Abbe Wolfsheimer	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ron Roberts	<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"/>
H. Wes Pratt	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Ed Struiksmā	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
J. Bruce Henderson	<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"/>
Bob Filner	<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 *Bhonda R. Burns*, Deputy.

Office of the City Clerk, San Diego, California

Resolution Number *R-272977* Adopted *MAR 6 1989*

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CITY CLERKS OFFICE
SAN DIEGO, CA

TO: THE CLERK OF THE SUPERIOR COURT
COUNTY OF SAN DIEGO, CALIFORNIA

FROM: THE CLERK OF THE SUPERIOR COURT
COUNTY OF SAN DIEGO, CALIFORNIA

RE: [Illegible text]

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NOV 8 1988