



## **City of San José Small Business Advisory Task Force**

### **VIRTUAL MEETING MINUTES & SUMMARY Thursday, January 14, 2021**

Consistent with the California Governor's Executive Order No. N-29-20, Resolution No. 79450 from the City of San José and the Santa Clara County Health Officer's March 16, 2020 Shelter in Place Order, the Task Force meeting was not physically open to the public and Members participated via teleconference from remote locations.

Members of the Public were noticed to submit comments during or before meeting via zoom or email to [raania.mohsen@sanjoseca.gov](mailto:raania.mohsen@sanjoseca.gov)

#### **Call to Order & Order of the Day**

PRESENT: Chair Chappie Jones, Vice Chair Dennis King, Members Carl Davis Jr, Ken Kelly, Allie Lopez, Bettie Owen, Helen Wang, Nga Nguyen (arrived 4:30 pm)

ABSENT: Nga Nguyen (until 4:30 pm)

ASSOCIATE MEMBERS PRESENT: Eddie Truong

#### **OTHERS PRESENT:**

James Duran	Alternate Member, Hispanic Chamber of Commerce Silicon Valley
Ken Kim	Korean American Chamber of Commerce
Zulma Maciel	Office of Racial Equity, City of San Jose
Joel Davelcourt	Office of Mayor Sam Liccardo
Ray Duran	Duran Construction
Maria Duran	Duran Construction
Dhez Woodworth	Office of Economic Development, City of San Jose
Nasrine Lakabi	Council Aide, District 1, City of San Jose
Raania Mohsen	Deputy Chief of Staff, District 1, City of San Jose

#### **Public Comment**

- Joel Davelcourt shared that many small businesses, including restaurants in particular, have been denied their claims on business interruption insurance.
- There is an opportunity to join a class action lawsuit to ensure businesses get what they deserve from their insurance companies as a result of COVID-19; if interested, please contact Joel Davelcourt in the Office of Mayor Sam Liccardo.

- Ray and Maria Duran of Duran Construction shared that they are available for meetings and more information if needed regarding procurement programs for small and local businesses.

### **Consent Calendar**

ACTION: Motion to approve Consent Calendar and Minutes of December 10, 2020 with amendment to add: “should there be similar efforts in other neighborhoods?” Motion made by Vice Chair Dennis King and seconded by Member Ken Kelly. Motion passed unanimously (7:0:1. Absent: Nguyen).

### **Old Business**

#### **A. Review and Approve Priorities and Workplan 2021 (Chair)**

- The priorities and workplan for 2021 has been updated based on the 2020 adopted priorities and workplan.
- Chair noted preference to focus on priorities 1 and 2: COVID-19 Response & Recovery and Procurement/Contracting.
- Additional priorities were not addressed in 2020 due to COVID 19, such as the American Disabilities Act Compliance and the Small Business Anti-Displacement effort.
- It was noted that small business anti-displacement will likely get addressed under COVID-19 Response & Recovery.
- There are other items that the Task Force expressed interest in addressing; Vice Mayor made the recommendation to roll that over to 2022.
- Regarding the work plan, presentations and topics to address have been suggested for the meetings of January, February, and March; workplan for April, May, and June will be provided in March for review.
- It was noted to correct the term “displacement” to “anti-displacement” in reference to small business anti-displacement.

ACTION: Motion made by Vice Chair Dennis King and seconded by Member Carl Davis Jr. to approve priorities and workplan as proposed. Motion passed unanimously (7:0:1. Absent: Nguyen).

### **New Business**

#### **A. Presentation from City of San José Office of Racial Equity (Zulma Maciel)**

- The City of San José is a very diverse and rich community which can be used for our advantage; 40% of the population is foreign born.

- The City organization acknowledges the fact that there has been historical and contemporary inequities.
- The goal and the vision of the Office of Racial Equity is to advance system change citywide through a racial equity framework that will examine and improve internal policies, programs and practice.
- Ultimately, years from now, we will be able to see better outcomes for Black, Brown, Indigenous, Latino, etc. communities that have not been beneficiaries of investments.
- The role of the Office of Racial Equity (ORE) is to enable departments to do this, e.g. Public Works, Office of Economic Development, Housing, Parks and Recreation, Library, etc.
- Regardless of the department or the work that they do, there are five priorities and a strategic plan that will be used to improve outcomes.
  1. Develop and Implementing Training and Applied Practice Program
    - Train the workforce to think differently and to not reproduce policies or programs that unintentionally burden certain communities of color.
  2. Build ORE Team and Citywide infrastructure
    - This will allow work to be carried out to all departments.
  3. Support Budget Process through Data and Community Collaboration
    - This starts the conversation of “how do we center equity in budget decisions?”
  4. Support “Reimagining Community Safety” work
    - City Manager's Office in coordination with the Police Department will initiate community engagement and talk about what is safety, how it is responsible for safety, etc.
  5. Assist in Community and Economic Recovery work
    - Ensure that when thinking about community economic recovery we are thinking about those who are hurting now (small businesses for example) and how we can ensure that these people will be resilient in years to come.

**B. Update on San Jose Small Business Rent Relief Program (Vice Chair Dennis King, Member Allie Lopez)**

- The Silicon Valley Small Business Development Center (SVBDC) was able to allocate and distribute nearly \$4 million of grants of up to \$15,000 to almost 300 businesses in need who applied throughout the City of San Jose.
- The City asked SVBDC to do outreach to low income communities; they particularly focused on communities of color who did not get the chance to participate in other grant programs.
- SVBDC was able to offer additional services to the grants, which were being paid to the landlords directly.
- They targeted businesses that were behind in their rent or were having significant difficulties paying rent.

- Efforts also included focus on small businesses that were shut down completely; they tried to offer a lifeline to what will be the new normal.
- Overall, there were 911 total applications that met the qualifications.
- The top two ethnic backgrounds that applied included: Vietnamese (53%) and Hispanic/Latino (20.5%)
- There was limitation on small businesses that could apply; this program provided grants for rent payments and because many small businesses are home-based, they were not able to qualify.
- The Shelter in Place and economic shutdowns have primarily impacted the following industries: Personal Care Services (26.3%), Food Services (26.2 %), Retail (13.2%).
- Targeted zip codes included: 95122 (15%) and 95112 (10%).
- 296 grants total were issued: 59.7% were distributed to members of the Vietnamese community and almost 21% to the Hispanic/Latino community.
- Just over 50% of recipients were from the five low-income districts of San Jose.
- Industries that received grants included: Food (70%), Personal Care (27%), Retail (12%).
- During outreach and work with grant recipients, it was discovered that it is invaluable to conduct outreach in their language; this is in alignment with the Task Force's work in 2019 and findings that targeted outreach is needed in order to reduce linguistic and cultural barriers and ensure access to vital programs and resources for small ethnic businesses.
- Associate Member Eddie Truong noted an upcoming opportunity to support and advocate for additional local grant funding for small businesses via the new Federal Administration's proposed \$1.9 trillion CARES Act package.

**C. Member Check-In Re: COVID-19 Crisis (All)**

No comments provided.

**D. Update on SBATF Recommendations to Council (Chair)**

- Chair reported that Council accepted all of the Task Force's recommendations and agreed to explore pursuing a disparity study.

**E. Approve Schedule of Meetings for 2021 (Chair)**

**ACTION:** Motion to approve Schedule of Meetings for 2021 made by Vice Chair Dennis King and seconded by Member Ken Kelly. Motion carried unanimously (8:0:0).

**Announcements**

- The Silicon Valley Organization has invited three of the Task Force Members (Vice Chair Dennis King and Members Nga Nguyen and Carl Davis Jr.) to speak at an

upcoming Small Business Panel addressing the Road to Recovery, January 21, 2021,  
7:00 – 9:45 am.

**Adjournment**

ACTION: Motion to adjourn made by Chair Jones and seconded by Member Ken Kelly.  
Motion carried unanimously (8:0:0).

**Meeting was adjourned at 5:00 pm.**

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HON. CHAPPIE JONES, CHAIR

ATTEST:

ADVISORY TASK FORCE SECRETARY

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RAANIA MOHSEN, DEPUTY CHIEF OF STAFF