



City of San José
Small Business Advisory Task Force
May 14, 2020

VIRTUAL MEETING MINUTES & SUMMARY
Thursday, May 14, 2020

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

1. Call to Order & Orders of the Day

PRESENT: Vice Chair Dennis King, Carl Davis Jr., Ken Kelly, Allie Lopez, Bettie Owen, Eddie Truong, Helen Wang

ABSENT: Chappie Jones, Nancy Avila

ASSOCIATE MEMBERS PRESENT:

Nga Nguyen, Annie Tsai

OTHERS PRESENT:

Miguel Galarza	Yerbe Buena Construction
Gerry Keller-Brenner	Internal Revenue Service
James Duran	Alternate Member, Hispanic Chamber of Commerce Silicon Valley
Joel Davencourt	Office of Mayor Sam Liccardo
Michelle Huttenhoff	SPUR

Vice Chair Dennis King convened the Small Business Advisory Task Force at 4:00 pm virtually via teleconference.

Public Comment

There was no public testimony or emails received.

Consent Calendar

Documents Filed: Draft Minutes for the April 9, 2020 Virtual Meeting

Action: Upon a motion by Task Force Member Kelly, seconded by Task Force Member Owen, and carried unanimously, the Task Force approved the Consent Calendar. (6:0:3. Absent: Avila., Jones, Wang)

New Business

A. Review of City Proposed Ordinance Allowing Local Business to Operate Outdoors

- Joel Davencourt from the Office of Mayor Liccardo's Office and Michelle Huttenhoff from SPUR provided overview of the proposed ordinance.
- The proposed ordinance, known as San Jose Al Fresco, will be going to city council for review on Tuesday, May 19, 2020 as Agenda item 3.5.
- It should be noted that nothing will happen until county updates its shelter in place order. As of today:
 - Retail and restaurants still do not have indoor opportunities
 - Outdoor activities will still need to follow county orders
- Because ordinance has not been drafted, we wanted to start information sharing between organizations; the Small Business Advisory Task Force has been noted as a collaborating partner in the memo.
- The plan is to have Recovery Zones implemented throughout the city to help businesses
 - The goal is to have all businesses represented with equal opportunity citywide.
- SPUR Bay Area is a nonprofit that focuses on research, education, and advocacy around urban planning
- SPUR has been working on how we can support businesses as they come back online during this transitional period. Two things needed:
 - flexibility to test new business models and allow different uses within brick-and-mortar shops,
 - need for additional space because they will not be able to maintain the same level of capacity pre COVID;
- Additional space beyond sidewalks will be needed
- To allow for more space, the proposal includes the creation of Businesses Recovery Zones throughout the city and identifying places within business districts that could benefit from this effort. Examples include:
 - Temporary street closure that is adjacent to businesses
 - Lane closure and converting to new public access
 - Different abilities for pickup and delivery for service providers
- It may be helpful to test and concentrate efforts in dense commercial areas, e.g. suburban complexes, downtown, stripmall, etc.,
- SPUR is working with the Mayor's office to identify location of zones and areas that could really benefit.
- This applies to restaurants as well as retail businesses.
- Questions/Feedback from Task Force Members included:
 - Is there going to be an effort as you designate recovery zones to ensure that businesses within those recovery zones don't get an extra charge on their leases/rents?
 - No additional fees will be charged.

- There needs to be a lot of engagement between landlords and businesses to opt into this
- What type of budget does the city have to work with this idea?
 - It's more of a staff capacity and shifting priorities to allow for expedited permits to go through
 - There may be some cost depending on how involved the city wants to get involved
 - We also will try to repurpose and reuse the materials the City already has and can be redistributed.
 - The City will use low cost materials that small business can use themselves
 - Trying to reduce cost of small businesses that want to do this
- If any business owns it property and space outside 'by right permitting' is recommended.
- Is the city of San Jose and SPUR coordinating with Campbell who is working on a similar project?
 - As of now, we have not heard anything from City of Campbell
- Task Force Members were encouraged to share further feedback and suggestions.
- Vice Chair King suggested endorsing the proposal.

Action: Upon a motion by Task Force Member Truong, seconded by Task Force Member Kelly, and carried unanimously, the Task Force approved San Jose Al Fresco. (7:0:2. Absent: Avila., Jones)

B. Presentation on Virtual Chamber Services Application

- Member Carl Davis Jr. provided an overview of a new mobile application called the Virtual Chamber Services.
- Goal: pushing chambers to mobile strategy so small business can compete against big business
- Virtual Chamber Services will be available for all chambers of commerce
- We have an opportunity to help jumpstart the economy and help businesses recover during the COVID-19 pandemic.
 - As chamber leaders, we want to help jumpstart businesses financially
 - A lot of information has been advertised to them, e.g. Paymen Protection Program (PPP) loans
 - Microbusiness don't have staff to take this info and make good decisions, and they are not applying for funding
 - This results in bigger organizations getting the money
 - We need to find ways to reach small business; an effective way is through mobile strategies.
 - This will also allow the City of San Jose and other trusted organizations to communicate information to small businesses.

- How will this work?
- Each registrant will have an electronic businesses card.
- The card will be able to do all things a website could do via mobile phones:
 - You can access someone's website
 - Call/ text
 - Link with them on instagram, twitter, etc.
 - Create your own user control virtual prize network (VPN)
 - You can push out information.
- This also includes emergency alerts.
- This was built for small businesses so that they can promote their product and services.
- Q Card is the first application built under Virtual Chamber Services.
- Small business will get the chance to go mobile, social, and go green and won't need to rely on actual business cards anymore.
- This can reach everyone within San Jose.
- In response, Task For Members expressed the need to see a demo of the application.

Document Filed: Virtual Chamber Services PowerPoint

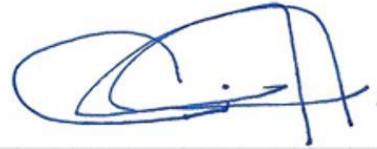
C. Member Check-In Re: COVID-19 Crisis

- Task Force Members expressed disappointment with make-up of the Mayor's Silicon Valley Economic Recovery Roundtable; there is an under-representation of small businesses
 - Of the 59 organizations included, nearly all were big organizations
 - only 1 restaurant included
 - no ethnic owned businesses; a concern
- Banks did not provide people with information regarding grants for businesses with less than 20 people
- Members are excited about the San Jose Al Fresco proposal
- Small businesses are stressed that they will not be opening up anytime soon
- Small businesses are trying to get funding through PPP and trying to figure out what the next steps are
- Concern about Governor Newsom issuing an executive order that that would expand employers liability if they contracted COVID-19 in workplace
- The Silicon Valley Small Business Development Center has helped 536 small businesses get access to PPP or other loans.

Adjournment

Action: Upon motion made by Member Kelly, seconded by Member Lopez, the Task Force adjourned the meeting (7:0:2. Absent: Avila, Jones)

Meeting was adjourend at 5:11 pm.



Hon. Chappie Jones, CHAIR

ATTEST:
ADVISORY TASK FORCE SECRETARY



RAANIA MOHSEN, DEPUTY CHIEF OF STAFF