



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

**VIRTUAL MEETING MINUTES & SUMMARY
Thursday, June 18, 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 will not be physically open to the public and Members will be teleconferencing 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

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, Eddie Truong,

ABSENT: Helen Wang

ASSOCIATE MEMBERS PRESENT:
Annie Tsai, Nga Nguyen, Nancy Avila

OTHERS PRESENT:

James Duran	Alternate Member, Hispanic Chamber of Commerce Silicon Valley
Kelly Kline	Office of Mayor Sam Liccardo
Ru Weerakoon	Office of Mayor Sam Liccardo

Public Comment

There was no public testimony or emails received.

New Businesses

A) Silicon Valley Economic Recovery Roundtable: Request for Input

- Solution areas include finance, consumer demand, commercial real estate, regulatory process processes, worker retraining, new opportunities for development and growth.
- Questions to Task Force Members:

- From the lens that you have with your businesses, are these solution areas what the recovery plan ought to be focusing on when we ask the question 'how do we enable our businesses to survive and thrive'?
- What are the ideas for and priority actions that could address the issue or opportunity?
- Response from Task Force Members:
 - Most important thing that can be done is to avoid another lockdown/ economic shut down
 - County has put down a goal of 1,000 contact tracers
 - Redistribute existing private sector employees to volunteer as contact tracers with the intention of asking individuals to self quarantine to avoid a second lockdown (because this would be the most devastating thing that could happen and would stop economic recovery from happening).
- Provide clear guidance on how businesses can safely reopen.
 - Businesses are not getting clear guidance from the County on how to reopen safely or how to operate safely.
 - They are told they need to submit a reopening plan but don't have guidance, or understand the science of the spreading of COVID-19 on what is safe and how to operate safely.
 - There is going to be a divide amongst consumers:
 - Some consumers are not going to be fearful and will have no issue going to stores and restaurants, while the other half are going to be very fearful in doing such activities.
 - How do we get the consumers who are fearful to come out and be involved in the economy?
 - One way to do this is by having consumers know that when they go into an establishment that there is clear system guidelines in terms of how that establishment is addressing the virus and to mitigate the impacts of the virus.
 - It needs to be public knowledge that this virus is not over and masks STILL need to be worn.
 - It was noted that Vice Mayor Jones introduced a requirement for face covers in San Jose.
 - New mandate was just issued by Governor that requires face covers in public places.
 - Neighborhood business district still have not received their grants from the City.
 - It was noted that Council has just approved its budget on Tuesday night (6/16)
- There is lack of information and when information is provided it is not culturally sensitive and translated into other languages.
 - If we are going to ask businesses to adapt to new guidelines and rules and regulations and communicate to the public in terms of 'we want you to come out

- and engage in the economy,' there needs to be robust communication strategy and effort to accomplish it.
- What has worked in the past when we wanted to induce consumer demand and to push people to neighborhood business districts, Winchester, Lincoln Ave, Alum Rock, etc.?
 - City had revolving loan fund that helped small businesses.
 - As needs increased, the amount of resources has diminished and the program stopped.
 - Now cities and counties are creating their own loan programs.
 - A big issue is that there has been reliance on Community Development Block Grant (CDBG) funding, which means that in order to apply you need to have a social security number.
 - 60% or more of small businesses in San Jose are owned/managed by immigrants and at least $\frac{1}{3}$ do not have social security numbers.
 - This means that these kinds of loans (including federal loans and PPP are unavailable for about a quarter of all businesses in San Jose)
 - We are not seeing any action being taken for those who are not eligible for such funding.
 - There are a number of employee issues (not just compliance), such as the cost of housing, which has made it difficult for low wage workers to commute great distances to work in our small businesses.
 - Number of people are on the brink of homelessness and not feeling welcomed at home here either.
 - One of the most important issue when it comes to helping small businesses is funding.
 - Focus on funding issues that will help small business owners.
 - Small businesses suffer because they don't have sales; with reopening and seeing people not follow the face covering guidelines, it makes consumers not want to shop there
 - There needs to be better education about how important face coverings are for everyone as well as overall education about COVID-19 given that the CDC is constantly coming out with new information daily.
 - Different business categories need to be looked at because certain businesses may need more support (eg. Restaurants)
 - A lot of focus should be on virtualization and showing people how to use virtual tools such as zoom and others.
 - Need to make training available so that others can use these tools with a certain degree of comfort.
 - We need to think differently and train businesses to think differently because there will not be 'normal businesses functions' for at least 12-18 months.
 - One consistent theme is finance- having capital to pay your bills, and hanging on until things get better; access to capital is paramount to all things.

B) SBATF Statement Re: George Floyd Protests (All)

Document filed: [Statement](#)

- Members reviewed draft statement proclaiming Black Lives Matter.

Action: Upon motion made by Member Carl Davis Jr. and seconded by Member Ken Kelly, the Task Force supported the statement. Motion passed unanimously (6:0:2 Absent: Helen Wang, Eddie Truong).

Adjournment:

Meeting was adjourned at 5:00 pm.



HON. CHAPPIE JONES, CHAIR

ATTEST:
ADVISORY TASK FORCE SECRETARY



RAANIA MOHSEN, DEPUTY CHIEF OF STAFF