



**City of San José**  
**Small Business Advisory Task Force**  
**April 11, 2019**

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**REGULAR MEETING MINUTES & SUMMARY**  
Thursday, April 11, 2019

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

PRESENT: Chair Hon. Chappie Jones, Nancy Avila, Carl Davis Jr., Mason Fong, Ken Kelly, Allie Lopez, Ray Mueller (Alternate), Helen Wang

**OTHERS PRESENT:**

Miguel Galarza	Yerba Buena Engineering
Jeff Cristina	Zanker Recycling
Wilbur Jackson	Silicon Valley Black Chamber of Commerce
Khanh Hoang	Silicon Valley Chinese Technology & Business Assoc.
Gerry Kelly-Brenner	Internal Revenue Service Stakeholder Liaison
Hien Nguyen	Silicon Valley Vietnamese American Chamber of Commerce
Nga Nguyen	Vietnamese American Chamber of Commerce
Annie Tsai	Tawainese American Chamber of Commerce

ABSENT: Vice Chair Dennis King

STAFF: Dhez Woodworth (teleconference), Christopher Hickey, Raania Mohsen

Chair Hon. Chappie Jones convened the Small Business Advisory Task Force Committtee at 4:00 pm in Conference Room T-1854 at City Hall, 200 E. Santa Clara Street, San José, CA 95113.

**Public Comment**

There was no public testimony on the floor.

**Consent Calendar**

A. Approve the Minutes for the Regular Meeting of March 14, 2019

Documents Filed: Draft Minutes for the March 14, 2019 Regular Meeting

Action: Upon a motion by Task Force Member Kelly, seconded by Task Force Member Lopez, and carried unanimously, the Task Force approved the Consent Calendar. (7:0:1. Absent: King.)

**Old Business**

There was no old business.

## **New Business**

### **A. Presentation and Progress Report on San Jose Small Business Studies**

Documents Filed: City of San Jose Small Business Studies and Business Owner Space (BOS)

Economic Development Officer Dhez Woodworth provided reviewed conclusions derived from San Jose Small Business Studies completed in 2006, 2010, and 2015. Task Force Members responded with feedback/questions:

- Questions concerning the metric used to define what a small business was in the 2006, 2010, and 2015 studies. The City-led studies identified small businesses as those having less than or equal to 35 employees.
- Continued need for language and translation resources. The 2015 report outlined the need for more language resources for non-native English speakers as one of the primary barriers to small business success. These concerns were also echoed by several SBATF members. The City continues to engage in ancillary efforts to address language translation needs.
- It was noted that the City's communication in Vietnamese and Chinese languages are particularly sparse.
- The BOS Network has used translation services in the past, but such services are costly; BOS may or may not provide translation services this year, depending on available funding.
- There are no additional studies on the state of small businesses in San Jose in the pipeline. Survey data of BOS Network partners is available.
- Is there an operational directory of small businesses in San Jose? The City maintains a database, but the City is reticent to release data and it also requires a fee for access.
- Immigrant and minority-owned businesses comprise the majority of small business in the City (60 percent and 51 percent, respectively). However, targeted efforts to assist such populations is likely infeasible due to the current national political context.
- May 8<sup>th</sup> Annual Summit on Entrepreneurship and Innovation: The event will focus on helping businesses prepare for an uncertain future as the business cycle begins to shift back downward. Workshops on accessing capital, negotiating leases, and marketing will be held.

### **B. Presentation and Progress Report on City of San Jose Small Business Opportunity and Inclusion Project**

Documents Filed: Draft Summary Report on the Small Business and Opportunity Project.

Division Manager Christopher Hickey reviewed the findings of the project/report.

- The Small Business Inclusion Project has moved to #3 on the Council Priority list this year.
- The City of San Jose previously had a Small Business Disadvantage Program, but the program, as initially intended, was terminated after the

passage of State Proposition 209. In 2004, the City adopted its Local and Small Business Preference Policies.

- As effort to explore role that Public Works can play in serving and promoting the City's small businesses, a study/report was undertaken by the Silvy Group and Keen Independent Research.
- The report outlined 10 possible options to cultivate local disadvantaged enterprises. The report examined what options are legally available for the City to pursue and which would generate the greatest impact. Efforts to identify and target particular segments of the small business community are limited by legal parameters.
- Among the report's primary recommendations is the development of a centralized database to effectively communicate to local small businesses and more robust outreach efforts.
- Public Works Academies: Seminars on Public Works Projects. These seminars are a work in progress. Another session is slated for the summer, but the details have not yet been finalized.
- Measure S: Minor Public Works Projects threshold increased to \$600k from \$100k. Projects deemed minor Public Works projects allow for greater flexibility in the procurement and bidding process. The change in the threshold also allows for a greater diversity pool of bidders. The Measure is limited to Public Works projects.
- Prequalified Bidders Pool: Use the Certificate of Completion to meet the City's requirement of three years of experience for access to Minor Public Works Projects. This provides access to smaller firms which have had difficulty reaching the three-year requirement.
- Outreach and engagement are one of the barriers the Public Works Department faces when addressing inclusion; more staff is needed to implement this effort. Other barriers include living wage.

### **C. Draft Workplan for Review and Approval**

Chair Jones reviewed draft workplan based on the three priorities adopted by the Task Force: Government Contracting, Compliance Matters, and Small Business Resources. Task Force Members were invited to provide feedback and suggest any changes/additions to the workplan.

### **D. Discussion on Potential Subcommittees**

Chair Jones recommended for Task Force Members to consider the formation of subcommittees and to discuss at next meeting.

### **E. Announcements**

1. Task Force Member Carl Davis Jr.: The Silicon Valley Heritage Festival is scheduled for Labor Day 2020. It's a great opportunity for public, private, philanthropic partnerships; a future revenue stream to fund various local ethnic chambers; benefits small businesses.


2. Task Force Member Ray Mueller: The Rainbow Chamber of Commerce is hosting a Business Combo Mixer at American Cancer Society, today, April 11, in Campbell, 5:30 – 7:30 pm. All are welcome to attend.
3. Task Force Member Helen Wang: The Silicon Valley Chinese Business and Technology Association is hosting Smart Cities Conference, May 31, 2019. The event will include workshops on IT Security for Small Businesses and an Idea Pitch Competition.
4. Task Force Member Mason Fong: SVO and Strive San Jose have engaged with local high school districts to identify and recruit prospective local interns for small businesses. Companies can apply through San Jose Works.

**F. Meeting Schedule and Agenda Items**

*The next regular meeting will be May 9, 2019 City Hall Conference Room Tower 1854.*

**G. Adjournment**

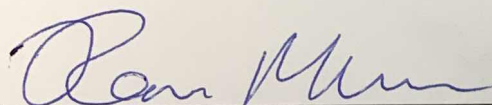
The meeting was adjourned at approximately 5:25 p.m.



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Hon. Chappie Jones, CHAIR

ATTEST:  
ADVISORY TASK FORCE SECRETARY



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RAANIA MOHSEN, SENIOR COUNCIL ASSISTANT