



**City of San José**  
**Small Business Advisory Task Force**  
**08/15/19**

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REGULAR MEETING MINUTES & SUMMARY  
Thursday, August 15, 2019

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

PRESENT: Chair Hon. Chappie Jones (call-in), Vice Chair Dennis King, Members: Allie Lopez, Ken Kelly, Carl Davis Jr., Nancy Avila, Alternates: Ray Mueller (arrived 4:09 PM), Alternate Mee Tu (call-in 4:00 pm; arrived 4:30 pm)

**OTHERS PRESENT:**

Margaret Sanchez

ABSENT: Mason Fong

STAFF: Christopher Hickey, Dhez Woodworth, Raania Mohsen.

Vice Chair Dennis King convened the Small Business Advisory Task Force Committee at 4:02 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 Draft Minutes for the Regular Meeting of June 13, 2019

Documents Filed: Draft Minutes for the Regular Meeting of June 13, 2019

Action: Motion made by Member Ken Kelly to approve the Minutes and seconded by Chair Chappie Jones, the Draft Minutes was unanimously approved. (8:0:1. Absent: Fong).

**Old Business**

**A. Subcommittee Updates**

Member Allie Lopez led the discussion on summarizing the Language & Cultural Competency Barriers Subcommittee's past two meetings, in which they defined the objectives and identified key barriers to the success of small businesses: cultural, linguistic, and financial. Chair Hon. Chappie Jones mentioned that one barrier for small businesses is their lack of trust with the government, and proposed thinking of ways for us to reach out and improve that trust. Implementing a mentor/mentee program would

facilitate reaching out to disadvantaged groups. Vice Chair Dennis King also spoke to the Contracts Subcommittee future focus and mentioned Procurement Technical Assistance Centers (PTAC), one-to-one advising center for those looking to government contracting. The Association of Procurement Technical Assistance Center (APTAC) website also offers free assistance with System for Award Management (SAM) registration.

## **New Business**

### **A. Presentation on Disadvantaged Business Enterprises Staff Recommendations in Preparation for Memo to Community & Economic Development Committee (Christopher Hickey)**

Documents Filed: Small Business Displacement and DBE Summary of Recommendations.

Christopher Hickey presented on the success and challenges of the programs designed and implemented for the City's Disadvantaged Business Enterprise. Los Angeles has implemented DBE, Wome-owned Business Enterprise (WBE), and Other Business Enterprise programs and uses 10 staff member to do their own certifications. San Jose would need five additional staff members to implement and accomplish the same standards.

### **B. Request for Task Force's Feedback Re: Disadvantaged Business Enterprises (Chair)**

Task Force Members shared the following comments and suggestions:

1. Further develop marketing campaign
2. Hire local consultants that know and understand the area
3. Identifying success of small businesses and how they've reached that success. Go out to districts and ask businesses what they need and what can be done better (pass success tips to smaller, disadvantaged groups)
4. Member Carl Davis Jr. noted an app that his organization is working on that will include surveys and can be sent out to small businesses to ask them what resources they need to be successful.
5. Capture success stories and share them with the public
6. Appreciate the City's efforts
7. It takes extensive effort to bring people to academy
8. Regarding the City's new e-procurement portal Biddingo, it is a Canadian-owned service that operates according to the Eastern Standard Time Zone and thus is limited in the amount of hours it is accessible to local businesses who do business per the Pacific Time Zone. It was noted that Biddingo was selected on the basis that it offered to meet the City's needs and requirements without additional costs to the City. More information can be provided as needed.

If the Task Force chooses to submit its recommendations/suggestions in writing, it is due by August 30<sup>th</sup> so it can be included and addressed in the Public Works Department memo.

**Announcements:**

- Member Raymond Mueller noted the Rainbow Chamber's Economics Program Webinar Series, partnership and support of Census 2020, and the upcoming Connect 2019 event to be hosted on September 25, 2019, 6-8:30 pm at the Tech Museum of Innovation.
- Vice Chair Dennis King announced the upcoming Festiv' All, a multicultural small business resource fair, on October 18, 2019, 5 – 8pm, at San Jose City College. Thousands expected to attend and participate; it offers a great opportunity for networking and connecting. Admission is free.


**C. Meeting Schedule and Agenda Items**

*The task force revised the meeting date. The new meeting date will be September 19<sup>th</sup> at 3 pm in City Hall Conference Room T-1854.*

**D. Adjournment**

The meeting was adjourned at approximately 5:13 p.m.

Action: Motion to adjourn made by Member Carl Davis Jr. and seconded by Chair Chappie Jones. (8:0:1. Absent: Fong).

  
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Hon. Chappie Jones, CHAIR

ATTEST:  
ADVISORY TASK FORCE SECRETARY

  
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RAANIA MOHSEN, DEPUTY CHIEF OF STAFF