



**City of Daly City
Small Business Commission Meeting
Meeting Minutes**

Thursday, December 9, 2021 – 7:00pm

Virtual Meeting:
<https://bit.ly/dalycitydec9>

Call to Order:

The Commission commenced the meeting at 7:02pm.

Pledge to the Flag:

Roll Call:

Present: Maybelle Manio, Maria Cruz, Francis Espiritu

Absent: Charles Hill (Commission Hill joined later in the meeting)

Announcements and Communications:

No announcements or communications.

Approval of Minutes:

Minutes approved as distributed through motion. Commissioner Manio motioned to approve minutes as distributed. Commissioner Espiritu seconded the motion. Motion passed.

ARPA Allocation Updates:

Brandon Phipps presented a summary of Council approvals made on November 22, 2021, regarding ARPA revenue allocations to support small businesses. Specifically, Council approved two allocations to support small businesses.

The first allocation will be used to backfill the 33 unfunded Daly City applicants who applied under and were qualified for the County's Restaurant, Brewery and Winery grant Program – but were not initially funded due to lack of program funds. The program was designed to support restaurants, breweries and wineries that have suffered from the economic impact of COVID-19 through distribution of \$10,000 grants.

The second small business supporting allocation includes a \$500k distribution to SMC Strong for future small business supporting grant programs. This amount will be used to fund grants to local Daly City small businesses who qualify based on developed program criteria. The specific grants that will be funded will be determined based on future County Board of Supervisors Approvals, as well as the number of qualified Daly City applicants. For estimation purposes, assuming the grants provided range between 5 and 10 thousand dollars, these monies could assist between 50 and 100 local businesses in their COVID-19 recovery.

Commissioner Manio asked if we will be continuously hearing about allocations for small business grant programs. Brandon Phipps replied yes, Staff will continue to update Commissioners on the use of funds. Commissioner Hill asked about the application and selection process in connection with each of the grant allocations. Brandon Phipps responded that the restaurant assistance will go to unfunded applicants who have already been deemed eligible, and information on the Small

Business Grant assistance will be distributed to local license holders in the City. Commissioner Espiritu asked if applicants must be a County resident in order to qualify. Brandon Phipps responded that there are a number of eligibility criteria associated with each application, but that being a resident of the County is often a required criterion. Commissioner Manio clarified that no new applications will be taken for the Restaurant, Brewery, and Winery program. Brandon Phipps confirmed, yes, no new applicants will be taken. Commissioner Manio responded thank you and that small business support is a necessity for the City.

Commission Meeting Frequency:

Brandon Phipps summarized that commission meeting frequency was discussed at a previous meeting, and a survey was distributed to Commissioners to solicit responses. Based on the survey, there was unanimous interest in increasing meeting frequency. As such, staff recommend Commissioners make a motion to amend the Small Business Commission ordinance to increase meeting frequency. Commissioner Hill motioned to amend the small business commission ordinance to increase meeting frequency from 6 to 12 meetings per year. Commissioner Espiritu seconded the motion. Motion passed unanimously.

North County Business Resource Center – Guest Presenter Amanda Anthony:

Brandon Phipps introduced Amanda Anthony, the North County Business Resource Center Manager. Amanda discussed the kind of support the Resource Center provides in our community. Brandon Phipps commented following the presentation that he was able to see the Resource Center's space in South San Francisco and that it is a beautiful space and will be a great resource for businesses in the North County area when it is complete. Commissioner Manio commented that she has been working closely with the Economic Development Staff in South San Francisco to support the Center and thinks that getting together with other business owners and sharing experiences is a great way to create a connected network within our small business ecosystem. Commissioner Manio also commented that hosting events and creating space for commerce could be a great opportunity moving forward, in addition to exploring other uses/strategies such as kitchen incubators, venture capital solicitation, and entrepreneurship-related competitions. Amanda commented that the Bayview office supports innovation and new ideas through RenTank – which has received funding. Commissioner Hill commented that he is aware of Renaissance and has worked with them in the past. Commissioner Hill expressed his excitement in having this resource in the North County area. Commissioner Hill expressed that it would be helpful to further the path of outreach associated with Renaissance's mission/vision for the Community. Commissioner Hill offered his store to feature Renaissance marketing material. Commissioner Espiritu offered his publication, Philippine News Today, to feature Renaissance-focused advertisements, to help with community outreach. Amanda closed the presentation saying thank you and communicated that she would like to be the City's number one resource for business referrals and support.

Potential Legacy Business Program:

This item is a follow-up to the initial discussion the Commission had related to the potential formation of a Daly City legacy business program at our June 10 small business commission meeting. Brandon Phipps presented a summary of previous action taken in connection with a legacy business program in the past and recommended that Commissioners consider the formation of a legacy business registry, which could feature legacy businesses on an online guide or interactive map to help increase legacy business representation in the City, and assist in driving additional patrons to their establishments. Brandon Phipps asked a couple questions to

Commissioners, including, whether they support a recommendation to Council to form a registry, and what specific eligibility criteria should be considered for a potential legacy business program. Commissioner Hill commented that he is in favor of creating a legacy business program for the City and thinks it will be a valuable resource for historic businesses. Commissioner Hill also suggested a number of items related to how a potential legacy business program could be structured, touching on items such as size of business, number of years in the City, ownership structure, and cultural significance. Commissioner Espiritu commented that he agrees with Commissioner Hill; he highlighted cultural significance associated with potential applicants. Commissioner Manio expressed her support for the program and mentioned that when she hears “legacy” she also hears “legendary” – businesses that generate trips and have been multi-generational and culturally significant. Commissioner Manio expressed that she is not sure if San Francisco’s eligibility criteria are right for Daly City, but would like to ensure that national credit tenants and big box retailers are excluded from the City’s program. Commissioner Manio expressed older businesses, potentially in excess of 20 years, would be ideal. Brandon Phipps responded that he would have to dig into local data to better understand how many historic businesses are still operating in Daly City. Commissioner Hill expressed importance of understanding local data and conditions relating to historic businesses and expressed importance of multi-year ownership of 15+/20+ years. Commissioner Hill also brought-up ownership change and discussed whether that should be an eligibility criterion. Brandon Phipps responded that this is an initial discussion and that there are several other elements associated with a legacy business program that need to be ironed out before brining a program to Council. Stephen Stolte suggested that Commissioners provide as much information as possible to Brandon Phipps so that Brandon Phipps can assemble a draft/potential legacy business program for City Council review. Stephen Stolte thanked Council for their feedback this evening and mentioned that any level in specificity is appreciated. Commissioner Hill commented that a potential email to Commissioners could be helpful to evaluate and provide comment on potential program criteria in advance of the next meeting. Stephen Stolte mentioned that it is difficult to nail down program specifics in real time and that meeting frequency will increase moving forward. Stephen Stolte also mentioned that a potential legacy business program structure could go to Council review sometime in Spring, 2022 (March/April). Commissioner Manio commented that it is important for us to understand our small business community, and as such, a detailed review of our business license database would be helpful to scope a potential legacy business program. Stephen Stolte replied that Staff will work together to better understand what is needed to move forward.

Next Meeting:

Next regularly scheduled meeting scheduled for February 10, 2022, at 7pm.

Public Comment:

No public comment was received for this meeting.

Adjournment:

Commissioner Manio adjourned the meeting at 8:20pm.