City of Daly City
Small Business Commission Meeting
Meeting Minutes

Thursday, April 14, 2022 – 7:00pm

Virtual Meeting:
https://bit.ly/April14ZoomSBC

Call to Order:
Commission Chair Maybelle Manio commenced the meeting at 7:13pm.

Pledge to the Flag:

Roll Call:

Present: Maybelle Manio, Charles Hill, Maria Carson

Absent: Francis Espiritu

Announcements and Communications:
Brandon Phipps presented two items for communication to the Commission. Firstly, Mr. Phipps highlighted the work Commissioner Espiritu is doing in collaboration with the North County Business Resource Center in South San Francisco to display promotional materials on his publication, Philippine News; Mr. Phipps thanked Commissioner Espiritu for his ongoing collaboration. Secondly, Mr. Phipps reminded Commissioners of the upcoming Earth Day event taking place in City of Daly City on May 7, 2022.

Approval of Minutes:
Minutes approved as distributed through motion. Commissioner Manio motioned to approve minutes as distributed. Commissioner Hill seconded the motion. Motion passed.

Small Business Commission Meeting Frequency Update:
Brandon Phipps updated Commissioners on the proposed ordinance change to increase small business commission meeting frequency from 6 to 12 regularly scheduled meetings per year. Specifically, the first reading of the revised ordinance occurred on March 28th, with the second reading occurring on April 11, 2022. Mr. Phipps reported that the ordinance revisions were unanimously approved for adoption by City Council. Mr. Phipps reminded commissioners that Commission meetings will now occur on a monthly basis, with the next regularly scheduled meetings being May 12, June 9, and July 14, respectfully. Mr. Phipps also informed Commissioners that their calendar invites for these events have been updated to reflect this new monthly meeting format. Mr. Phipps concluded reporting on this item and turned it back to Commission Chair Manio.

Peninsula Restaurant Week (May 13 – May 22):
Mr. Phipps informed commissioners of Peninsula Restaurant Week, which is scheduled to take place from May 13 through May 21 of this year. Mr. Phipps explained that Peninsula restaurant week is a Peninsula-wide marketing opportunity for restaurants to increase visibility and foot traffic with nine days of dining deals from May 13 - May 21. During this period, restaurants will offer a

special menu item to customers that represents their establishment and provides a discount deal to patrons. Mr. Phipps explained that in order to participate in this event, restaurants must first sign-up through the event's online registration portal. Once approved, each restaurant will create their special menu item and offer it during all nine days of the event.

Mr. Phipps continued that the deadline for restaurants to participate in Restaurant Week is Monday, May 2nd, however, restaurants must be registered by April 25 to be included in the event's print advertising. Mr. Phipps thanked the event sponsors, the Silicon Valley Convention and Visitors bureau, as there is no fee charged to restaurants for participating in restaurant week.

With all of this in mind, Mr. Phipps informed Commissioners that City of Daly City has expressed interest in supporting the event locally, and is in the process of alerting local businesses to this opportunity. Mr. Phipps requested that if Commissioners know of any businesses that would be a good candidate for this event, he would appreciate Commissioner assistance in getting the word out and increasing Daly City's representation. Mr. Phipps affirmed, following this meeting, he will provide Commissioners with relevant documents and registration links for peninsula restaurant week, which Commissioners can use for outreach to local restaurants and community members as appropriate.

Small Business Commissioner Application Distribution Request:
Mr. Phipps informed Commissioners that this item is a follow-up to the vacant seat on the Commission that has existed since Ms. Concordia exited the Commission in 2021. Mr. Phipps explained that to effectively and efficiently fill the remaining seat on the commission, staff are requesting Commissioner assistance in distributing the City's Small Business Commission application to qualifying local business owners who Commissioners think would be a good fit. Mr. Phipps continued that qualifying applicants will be provided to City Council for review and potential appointment.

Mr. Phipps reminded Commissioners of the eligibility criteria associated with becoming a Small Business Commissioner: having an active business license in the City associated with a business that grosses less than $1M per year, the ability to attend commission meetings, and a strong commitment to Daly City's Small Business Community. Mr. Phipps communicated that if Commissioners know anyone in the City's small business community who meets the criteria, they are welcome to provide them with a link to the City's Small Business Commission application, which can be filled-out and submitted online. Mr. Phipps continued that following this meeting, he will ensure commissioners have access to the application link shown on this slide, which Commissioners can use for outreach to local business owners as appropriate.

Draft Legacy Business Program Structure:
Mr. Phipps informed Commissioners that this item is a continuation of the Commissioner discussion related to the formation of a legacy business program in the City. Mr. Phipps reminded Commissioners that they have discussed this item at a number of commission meetings thus far, and based on those discussions, have structured a potential legacy business registry program for the City, which would celebrate longstanding community-serving, and culturally relevant businesses in the City, and provide a tool for education and promotional assistance to legacy businesses to encourage their continued viability and success.

Mr. Phipps summarized what they have discussed thus far: the potential legacy business program for the City will place businesses on a legacy business registry, which will be presented in the form of an interactive map. Within this registry, community members will be able to access the history and story behind each participating business, creating a meaningful emotional connection between participating businesses and the community.

Mr. Phipps continued, to further honor participation in the registry, businesses will be provided some kind of display in their place of business and will also be promoted through the City's social media channels and on press releases. Mr. Phipps explained that regarding qualifications, the Commission had previously discussed a 10-year operating requirement for legacy businesses in the City. At the previous meeting, it was indicated that there was an interest in further exploring the historic business license data for businesses operating in the City for 11, 12, 13, and 14 years, respectively. Mr. Phipps summarized this information based on available business license data for businesses operating in the City since 2006, 2007, 2008, 2009, and 2010.

Mr. Phipps noted that only a small number of businesses are shown operating in the City beyond 10+ years and explained that this could be, based on discussions with Business License and Finance Staff, due to the fact that the City's current business licensing tracking system was fully switched-over from a legacy system in 2011. Based on more limited business license data beyond ten years, Mr. Phipps recommended that Commissioners support a ten-year operating threshold for legacy businesses, but also create a tiered nomination system, whereby businesses operating in the City for more than 15, 20, or 30 years will be specifically recognized for the time they have spent creating a positive impact in the City.

Mr. Phipps explained that additional qualifications for the City's legacy business program include contributing to the history or identity of the City, a commitment to maintaining the physical features or traditions that define the business, a lack of pending complaints against the business, a size requirement of 100 or fewer employees across all locations, as well as a gross receipts requirement of less than $1M in annual gross receipts in their first year operating in the City.

Regarding the $1M threshold, Mr. Phipps reminded Commissioners that at the last Small Business Commission meeting, commissioners previously proposed that businesses operating in the City that currently gross over $1M per year should be able to be included in the legacy business program if they historically grossed under $1M. Mr. Phipps explained that the idea behind this allowance was an understanding that there is value in supporting businesses that have grown from small businesses into larger and more successful businesses overtime.

Mr. Phipps explained that Small Business Commissioners would make initial nominations to the program, with a limit of two nominations per year per individual, or ten nominations per year for the commission. Following the business' nomination by a single commissioner, the Small Business Commission will review the nomination at a regularly scheduled meeting and make comments and recommendations for Council consideration. City Council would then hear the Commission's recommendation at a regularly scheduled Council meeting and make their final determination as to whether or not it will be added to the legacy business registry.

Mr. Phipps concluded with the Staff recommendation that Commissioners approve the draft legacy business registry program structure so that Staff can begin to assemble a draft legacy business registry ordinance for further review and adoption.

Commissioners indicated interest in getting the legacy business program approved prior to September 30 of this year. Commissioners unanimously indicated interest in moving forward with the draft legacy business program and directed Staff to draft a legacy business ordinance.

Next Meeting:
Next regularly scheduled meeting scheduled for May 12, 2022, at 7pm.

Public Comment:
No public comment was received for this meeting.

Adjournment:
Commissioner Manio adjourned the meeting at 7:53pm.