

CITY OF DALY CITY

Regular Meeting - SMALL BUSINESS COMMISSION

AGENDA

Thursday, February 9, 2023 - 7:00 PM
City Hall Council Chambers – 2nd Floor

City Hall 333 – 90th Street

Daly City, CA 94015

To watch the live telecast:

<https://www.youtube.com/DalyCityVideoMeetings> or <https://www.dalycity.org/agendas>

AGENDA

Public Participation:

There are two ways to submit public comment: (1) submit written comments via the City's website, and (2) attend the meeting in person.

1, To submit a comment via the City's website, please visit www.dalycity.org/agendas and complete the Public Comment form. In the comment field box, include the item number and/or title of the item as well as your comments.

2. To speak at the meeting in person, please complete a Speaker Card located at the entrance to the Council Chambers and submit to a staff member as early in the meeting as possible.

Please note: Any written comments received by 4:00 p.m. on meeting day will be provided to the Small Business Commission prior to the meeting. Comments are not read aloud into the record. Any written comments received after 4:00 p.m. on the meeting date is not guaranteed to be received by the Planning Commission prior to the meeting.

Persons with disabilities who require auxiliary aids or services in attending or participating in this meeting should call the office of the City Clerk at 991-8078 as soon as possible.

CALL TO ORDER:

PLEDGE TO THE FLAG:

ROLL CALL:

AVAILABILITY OF PUBLIC RECORDS:

All public record to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the legislative body will be available for public inspection at the City Clerk's Office, City Hall located at 333 90th Street, Daly City, CA during normal business hours, at the same time that the public records are distributed or made available to the legislative body.

OATH OF OFFICE:

1. Amro Radwan

APPROVAL OF MINUTES:

2. Minutes of April 14, 2022

ANNOUNCEMENTS AND COMMUNICATIONS

PUBLIC COMMENT:

3. Speakers are limited to two minutes, unless modified by the Small business Commission Chair.
The Commission cannot take action on any matter raised under this item.

DISCUSSION ITEMS:

4.
 1. Presentation from San Francisco SCORE
 2. Draft Legacy Business Ordinance

STAFF:

RECOMMENDATION:

NEXT MEETING:

5.
 1. Regularly Scheduled Meeting: March 9, 2023

STAFF:

RECOMMENDATION:

ADJOURNMENT:



**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.

City of Daly City Small Business Commission

City of Daly City Legacy Business Program



February 9, 2023

City of Daly City

Department of Economic and Community Development

Small Business Commission

Legacy Business Program – Draft Program Structure



Legacy Business Program discussed at previous Commission meetings

Commissioners commented on draft legacy business program structure



Start with a Legacy Business Registry:

- Recognize and celebrate the longstanding community-serving, and culturally relevant businesses in the City
- Provide a tool for education and promotional assistance to Legacy Businesses to encourage their continued viability and success

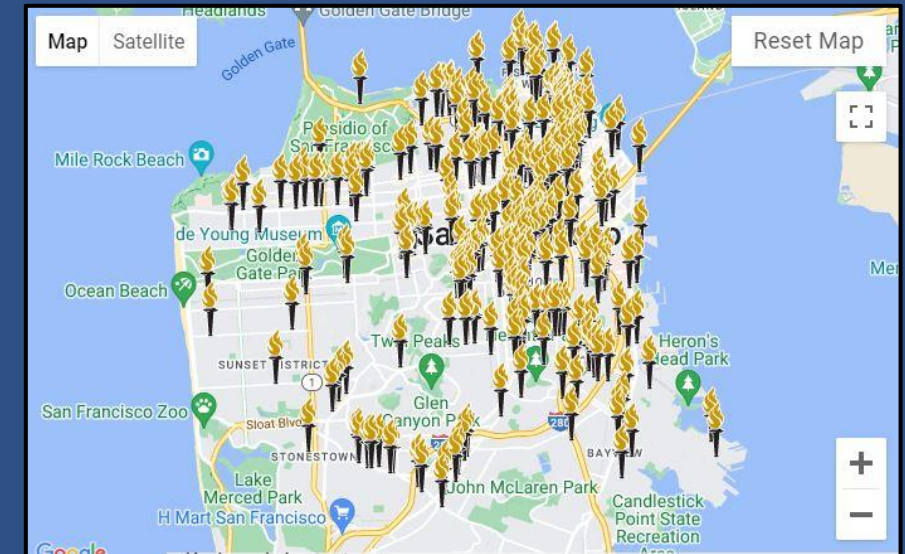
Small Business Commission

Legacy Business Program – Draft Program Structure



What does a legacy business program provide?

- Legacy business registry
 - Interactive Map
 - Business spotlights (story / history)
 - Web presence
- Promotional materials
 - Plaque for display in place of business
- Social Media / digital marketing
 - Promotion on City's social media platforms
 - Issuance of press releases announcing new membership



Small Business Commission

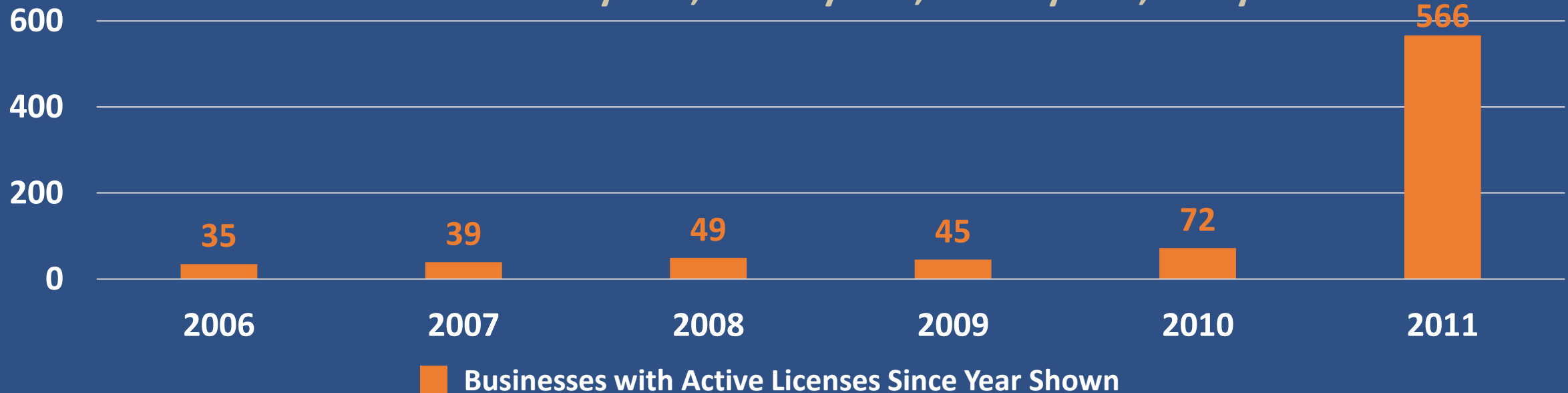
Legacy Business Program – Draft Program Structure



What businesses qualify?

- Operated in Daly City for 10 or more years
 - No break in operation for 2 years; verify business license
- Tiered nominations: 10-15 years, 15-20 years, 20-25 years, 30+ years

Business license data is most available in and prior to 2011 (~10-year threshold)



Small Business Commission

Legacy Business Program – Draft Program Structure



What businesses qualify?

- Must contribute to the history or identity of the City / neighborhood / community
- Committed to maintaining the physical features or traditions that define the business
- No pending complaints against the business
- Must have a total of 100 or fewer employees across all locations
- Must report less than \$1M in annual gross receipts in first full year operating in the City
- No restriction/requirements on specific ownership structures



Small Business Commission

Legacy Business Program – Draft Program Structure

Next Steps:

- Staff recommend Commission approve the draft program structure
- Staff to assemble draft Legacy Business Registry Ordinance for adoption



ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF DALY CITY AMENDING
CHAPTER 2.58 OF TITLE 2 OF THE DALY CITY MUNICIPAL CODE
ADDING SECTION 2.58.100 RE: LEGACY BUSINESS REGISTRY

The City Council of the City of Daly City, DOES ORDAIN as follows:

SECTION 1. Section 2.58.100 is hereafter added to Chapter 2.58 of the Daly City Municipal Code to read as follows:

Chapter 2.58

SMALL BUSINESS COMMISSION

Section 2.58.100 Legacy Business Registry

2.58.100 Legacy Business Registry.

- a) The Department of Economic and Community Development shall establish and maintain a registry of Legacy Businesses in City of Daly City (the “Registry”). The purpose of the Registry is to recognize and celebrate the longstanding community-serving, and culturally relevant businesses in the City. In addition, the City intends that the Registry be a tool for the provision of promotional assistance to Legacy Businesses to encourage their continued viability and success.
- b) For the purposes of this section 2.58.100, “Registry” means a qualified list of Legacy Businesses that is maintained by the Department of Economic and Community Development and provided to the public through the creation of a web page, accessible through the City’s website, which may include interactive maps and information on the history and cultural relevance of included businesses.
- c) For the purposes of this Section 2.58.100, “Legacy Business” means a business that has been nominated by a member of the Small Business Commission in accordance with subsection (d) below, and that the City Council, after a noticed hearing, determines meets each of the following criteria:
 - 1. The business has operated in City of Daly City for ten (10) or more years, with no break in Daly City operations exceeding two years. The business may have operated in more than one location and may have gone through an ownership change.
 - 2. The business has contributed to the history or identity of the neighborhood or community within which it is located.

3. The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.
4. The business has no pending complaints with the City associated with its operations.
5. The business has a total of 100 or fewer employees across all locations.
6. The business reported less than \$1M in annual gross receipts in its first full year of operating in the City.

Prior to the City Council noticed hearing, the Department of Economic and Community Development shall request an advisory recommendation from the Small Business Commission, at a regularly scheduled meeting, as to whether the business meets the requirements in this subsection. If the Small Business Commission does not provide an advisory recommendation within 60 days of receipt of the nomination, City Council shall treat such nonresponse as an advisory recommendation that the business meets the requirements of this subsection.

If City Council confirms and makes all six findings, it shall include the business in the Registry as a Legacy Business.

- d) Nominations for the Registry shall be limited to a total of 10 businesses per year, with each Small Business Commissioner granted up to two annual nominations. If a Small Business Commission seat is vacant at the start of a given nomination year, starting on October 1, the Small Business Commission Chair will be granted additional nominations equal to two nominations per each empty Small Business Commission seat. Commissioners must submit nominations by September 30th of each year, with a new year of nominations commencing on October 1 of each year. A nomination is deemed to have been made on the date the Department of Economic and Community Development receives a nomination in writing from a member of the Small Business Commission. Nominations received after the close of business on September 30th shall be considered received in the following year. The nominations for any year shall be the first 10 received in that year (October 1 through September 30).

ORDINANCE NO. _____

AN ORDINANCE OF THE CITY OF DALY CITY AMENDING
SECTION 2.58.040 OF TITLE 2 OF THE DALY CITY MUNICIPAL CODE
RE: SMALL BUSINESS COMMISSION DUTIES

The City Council of the City of Daly City, DOES ORDAIN as follows:

SECTION 1. Section 2.58.040 of Chapter 2.58 of the Daly City Municipal Code is hereafter amended to read as follows:

Chapter 2.58

SMALL BUSINESS COMMISSION

Section 2.58.040 Duties

2.58.040 Duties.

The small business commission shall have the following duties:

- A. Advise the City Council on all matters affecting the small business community within the City and to advise and assist other City boards and commissions as it pertains to small businesses;
- B. Encourage strategies that support the functioning of small businesses in the City;
- C. Foster programs that promote and celebrate the small business community;
- D. Support the formation of new businesses within the City;
- E. Provide local businesses with economic, demographic, and land-use related analytics to eliminate information gaps in the small business community;
- F. Create a collaborative environment for local businesses to voice their desires, concerns, and hopes in connection with business ownership/management in the City;
- G. Establish an effective liaison between the City, local businesses, and small business groups;
- H. Undertake and carry-out all functions reasonably necessary to accomplish the objectives and to discharge the functions of the commission;
- I. Exercise such other functions as may be prescribed by the City Council.
- J. Nominate businesses to the City's Legacy Business Registry and provide advisory recommendations to City Council as to whether or not the business meets the criteria detailed in section 2.58.100.

SECTION 2. **Severability.** If any section, subsection, provision or part of this Ordinance, or its application to any person or circumstance, is held to be unconstitutional or otherwise invalid, the remainder of this Ordinance, and the application of such provision to other person or circumstances, shall not be affected thereby and shall remain in full force and effect and, to that end, the provisions of this Ordinance are severable.

SECTION 3. Environmental Determination. The City Council finds, pursuant to Title 14 of the California Code of Regulations, Section 15378, that this Ordinance is exempt from the requirements of the California Environmental Quality Act (CEQA) in that it is not a project as provided by the Act, in that it does not have a potential for resulting in a detrimental physical change in the environment, directly or ultimately, as provided in Title 14, Section 15378(a), and that it is also exempt under the definition of "project" in Section 15378(b)(3) in that it concern general policy and procedure making.

SECTION 4. Effective Date and Publication: This Ordinance shall be in full force and effect thirty (30) days from and after its passage. This Ordinance shall be published according to law.

Introduced this _____ day of _____, 2022

Passed and adopted as an Ordinance of the City of Daly City at a regular meeting of the City Council of the City of Daly City held on the _____ day of _____, 2022, by the following vote:

AYES, Councilmembers: _____

NOES, Councilmembers: _____

Absent, Councilmembers: _____

CITY CLERK OF THE CITY OF DALY CITY

APPROVED:

MAYOR OF THE CITY OF DALY CITY