

CITY OF DALY CITY

Regular Meeting - SMALL BUSINESS COMMISSION

AGENDA

Thursday, November 9, 2023 - 7:00 PM

City Hall Council Chambers

333 90th Street

Daly City, CA 94015

Public Participation:

There are two ways to submit public comment: (1) send written comments by 4:00 pm on meeting day and (2) fill out a speaker card and submit comments to staff at the meeting.

1. To submit a comment in writing, please email mmanio@dalycity.org and write "Public Comment" in the subject line. In the body of the email, include the item number and/or title of the item as well as your comments. You may also fill out a comment card online at <https://www.dalycity.org/129/Agendas-Minutes>. Please be sure to select Small Business Commission in the drop down menu. All comments received by 4:00 pm will be emailed to the Small Business Commission members and included as an "Add to Packet" on the City's website prior to the meeting. Those comments received after 4:00 pm will be added to the record and shared with the Small Business Commission members for the public meeting.

Please note: Any written comments received after 4:00 p.m. on the meeting date is not guaranteed to be received by the Small Business Commission prior to the meeting.

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.

If you do not wish to speak, the City requests that you watch the livestream of the meeting on the City's virtual meeting website at <https://www.youtube.com/@DalyCityVideoMeetings>

Persons with disabilities who require auxiliary aids or services to attend or participate in this meeting should call the office of the City Clerk at **(650) 991-8078** as soon as possible prior to the meeting.

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.

APPROVAL OF MINUTES

1. October 12, 2023 Minutes have been distributed.

STAFF:

RECOMMENDATION: Motion to approve

DISCUSSION ITEMS:

2. Commissioners discuss Legacy Business Nomination
 1. Auto Sound Performance
3. Small Business Commission Ordinance
4. Effective Communication

ANNOUNCEMENTS AND COMMUNICATIONS

PUBLIC COMMENT

ADJOURNMENT:



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

Thursday, October 12, 2023 – 7:00 pm

Virtual Meeting:

<https://www.youtube.com/watch?v=PwF5gX4y3W8>

Call to Order:

Commission Clerk Maybelle Manio commenced the meeting at 7:11 pm.

Pledge to the Flag:

Roll Call:

Present: Joseph Bautista, Amro Radwan, Maria Carson, John Penacerrada

Absent: Charles Hill

Oath of Office:

Vice Mayor Manalo conducted the Oath of Office for new Commissioner John Penacerrada. The new Commissioner thanked the Vice Mayor for the nomination, Economic Development Specialist Manio for presenting the opportunity and his family and community. John Penacerrada is a long time Daly City resident.

Approval of Minutes:

Commissioner Radwan made a motion to approve the September meeting's minutes. Commissioner Cruz made a second to the motion and they unanimously approved last month's meeting's minutes.

Reorganization:

Clerk Manio asked the Commissioners to discuss matters of reorganizing to appoint a Chair and Vice Chair. Commissioner Radwan nominated himself to be Chair Commissioner and nominated Commissioner Bautista as Vice Chair. Commissioner Bautista declined and deferred to current Vice Chair Hill who was not in attendance. Commissioner Cruz made a motion to approve Radwan as Chair, and Bautista made a second, and they unanimously voted Radwan as Chair. Manio notified the Commissioners that the Vice Chair takes over duties of the Chair in his absence. Commissioner Cruz nominated Penacerrada as Vice Chair and Bautista made a second to the motion. They unanimously voted Penacerrada as Vice Chair.

Presentations:

New Chair Radwan led the discussion on two Small Business Legacy nominations: Fil-Am Cuisine and Westlake Performing Arts. Manio stated Commissioners will discuss the cultural relevance and the impact these companies have made on the community. Director Mothershead stated there is objective criteria to let them meet the technical review and that they were nominated by Bautista. Bautista discussed the cultural significance for both companies. He stated WPA has been in business for three generations and Fil-Am is important because of its cultural food and how food brings people together. Vice Chair Penacerrada stated that it is a good representation of business serving the community, especially in the Arts. He stated he lived three blocks from

Fil-Am and believes they made an impact in the community by seeing the lines outside and how different people from across the Bay travel to eat their food. Chair Radwan stated he loved them both. He noted WPA provides a safe space for young people and how more of that is necessary. He also noted that when he drives past the restaurant, he would want to visit. Commissioner Cruz agreed with their statements, noted that her business is a block away and she can smell their food every day. She stated Fil-Am is a big part of Daly City as “you know you’re in Daly City when you smell Fil-Am”. She has watched performances by WPA and appreciates the positivity they bring to children’s lives. Director Mothershead clarified that the City Council will make the final approval of businesses in the Legacy Program but the Commission needs to move to make the recommendation to them. Commissioners will be notified when it is on the Council’s agenda. It is the wish of the Commission to move forward with these nominations

Announcements and Communications:

Ms. Manio announced the Passion 2 Profit small business conference on Nov 8, 5:30 – 8 pm, Wednesday evening at the Cow Palace. She stated the Small Business Commissioners will be highlighted businesses. She also announced Taste of the Top of the Hill which includes tastings from different restaurants in the area.

Mr. Radwan re-mentioned a listening tour of small businesses in the City and wanted to hear about people’s challenges and observe what business are going through, including wins they experience. Vice Chair asked if businesses knew of the Small Business Commission and asked if we can create an announcement of the Commission’s presence as a resource to the small business community. Clerk Manio invited the Chair and Vice Chair to an agenda building meeting.

Next Meeting:

Next regularly scheduled meeting scheduled for November 9, 2023, at 7 pm.

Public Comment:

There were none.

Adjournment:

Chair Radwan adjourned the meeting at 7:38 pm.



Small Business Commission Meeting Agenda

Item # 2

Meeting Date: November 9, 2023

Subject: Approval of the Small Business Legacy Nomination – Auto Sound Performance

Recommendation

Staff recommends the Small Business Commission approve the nominated Legacy Business Auto Sound Performance and authorize the Economic Development Specialist to present the nomination to City Council for final approval.

Background

ASP has consistently showcased an unwavering commitment to quality, innovation, and customer satisfaction. Their longevity in the industry, backed by over 45 years of combined automotive experience, stands as a testament to their reputation and the trust they've garnered within the community. Auto Sound Performance doesn't merely sell performance parts; they offer expertise, guidance, and a passion for automobiles that's unparalleled.

Businesses that prioritize both product excellence and customer relationships are the backbone of any community and truly deserve to be part of the Legacy Business Directory for Daly City.

Since its inception in 1993, this business has been more than just a go-to place for automotive parts; it's been a home for car aficionados, a place of learning for enthusiasts, and a testament to the spirit of entrepreneurship in Daly City. Their nuanced approach to cars, focusing on the overall balance and not just on horsepower, underlines a philosophy that transcends business: it's about understanding, respect, and passion.

ASP has brought the cutting edge of the automotive world right to Daly City's doorstep. In doing so, they've not only contributed to the city's economy but have also enriched its cultural place, making them an indispensable part of Daly City's identity.

Discussion

Commissioners decide if the following criteria, based on Ordinance No. 1464, Section 2.58.100, has been met:

- The business has contributed to the history or identity of the neighborhood or community within which it is located.
- The business is committed to maintaining the physical features or traditions that define the business, including craft, culinary, or art forms.

Daly City has a long history of supporting the small business community. The proposed Legacy Business nomination is a powerful testament to The City's unwavering support for small businesses. It serves as a beacon of hope for entrepreneurs and showcases the City's commitment to nurturing a thriving business community.

Conclusion

City staff and Commissioners will continue to work cooperatively to nominate businesses that meet the criteria of being a Legacy Business.

Staff is available to provide any additional information sought by the Commissioners.

Respectfully submitted,



Maybelle Manio
Economic & Community Development
Specialist



Tatum Mothershead
Economic & Community Development
Director

Attachments

Commissioner Amro Radwan's nomination form.

Auto Sound Performance website pages



Small Business Commission Legacy Business Nomination Form

Date

Commissioner Name

Name of Business Nominated

Address of Business

Business Contact Information

Name

Address

Phone & Email

Why do you believe this business should be a part of the Legacy Business Directory

ASP has consistently showcased an unwavering commitment to quality, innovation, and customer satisfaction. Their longevity in the industry, backed by over 45 years of combined automotive experience, stands as a testament to their reputation and the trust they've garnered within the community. Auto Sound Performance doesn't merely sell performance parts; they offer expertise, guidance, and a passion for automobiles that's unparalleled.

Businesses that prioritize both product excellence and customer relationships are the backbone of any community and truly deserve to be part of the Legacy Business Directory for Daly City.

Why is this business historically and/or culturally relevant or how has this business contributed to the identity of Daly City?

Since its inception in 1993, this business has been more than just a go-to place for automotive parts; it's been a home for car aficionados, a place of learning for enthusiasts, and a testament to the spirit of entrepreneurship in Daly City. Their nuanced approach to cars, focusing on the overall balance and not just on horsepower, underlines a philosophy that transcends business: it's about understanding, respect, and passion.

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About Us



Auto Sound Performance

"Established in 1993, Auto Sound Performance has been dedicated to bringing you the best quality performance parts at very competitive prices. With over 45 years of combined experience in the automotive industry, our staff is happy to assist with any of your automotive needs.

At Auto Sound Performance, we focus on the overall balance of a vehicle, not solely on horsepower. we pride ourselves on the quality of product we carry and the caliber of technician we employ, so don't hesitate to give us a call if you're looking for recommendations.

Based in California, we have direct relationships with today's leading manufacturers. Allowing us to provide our customers with accurate availability and competitive prices. Check back regularly to see the latest products available."

[Contact Us](#)

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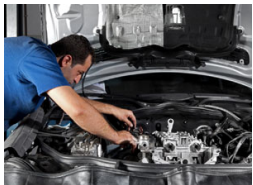


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Our Services

"Auto Sound Performance specializes in many other types of custom fabrication to meet all of our client's needs. If what you're looking for isn't available we can typically either source a fabricator or take on the project in house. Please ask your sales associate for assistance with your specific needs and see if we can assist in delivering your project on time and within your budget. We specialize in a wide variety of vehicles such as antique cars, trucks, muscle cars, street rods and sports cars so rest assured there is no job that we can't handle. What types of custom fabrication do we do? We do custom suspension fabrications, custom headers, exhausts, custom chassis, and any specialty part that you may need."

General Service



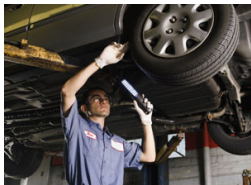
- Full service repair facility
- Tire mounting and balancing
- Wheel repair
- Body Shop services

Accessory Service



- Vinyl wrapping
- Caliper restoration
- MECP certified
- 12volt audio and electronics installers
- Custom Fabrication

Custom Car Service



- ECU Tuning
- OEM Integration
- Fender rolling and service
- Suspension Service

Car External Service



- LED Lighting Solution
- Electrical diagnostics obd1 & obd2
- Automotive Security

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Chapter 2.58 SMALL BUSINESS COMMISSION

Sections:

2.58.010 Definitions.

The following definitions shall apply to this chapter:

"Brick-and-mortar establishment" means a building or other structure (including residential structures) that represents the primary place of business for one or multiple active businesses.

"Small business" means a privately-owned corporation, partnership, or sole proprietorship with reported annual gross receipts not exceeding one million dollars.

(Ord. No. 1435 , § 1, 1-27-2020)

2.58.020 Creation—Appointment.

A small business commission is created and shall consist of five members who shall be appointed by the city council and serve at the council's pleasure, none of whom shall hold any paid office or employment in the city government.

(Ord. No. 1435 , § 1, 1-27-2020)

2.58.030 Membership—Term—Expenses.

Each commission member shall serve for a term of four years. The four-year terms of the commission members shall be staggered. In order to achieve staggered terms, two of the members first appointed to the commission shall be assigned by lot a term for two years and the remaining commission members shall be assigned by lot a term for four years. The members shall not receive any compensation for their attendance of commission meetings, or any other services rendered as a commission member.

Any actual and necessary expenses incurred by a commission member in the performance of their duties on the commission may be reimbursed if funds are available in the budget approved by the city council and the individual expenses are approved by the city manager or designee.

(Ord. No. 1435 , § 1, 1-27-2020)

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;

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- 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.

(Ord. No. 1435 , § 1, 1-27-2020)

2.58.050 Qualification of commissioners.

Commissioners shall be small business owners with active business licenses in the City of Daly City who have demonstrated a strong commitment to Daly City's small business community through individual ownership and/or management, education, professional experience, or knowledge of a particular field related to small business support mechanisms, business management, or entrepreneurship. At least three of the five commission members must be qualified small business owners with existing brick-and-mortar establishments in the City of Daly City. The remaining two commission members are not required to own/manage a brick-and-mortar establishment within the city, however, they must be small business owners with active business licenses in the City of Daly City. Commission members who were small business owners within the City of Daly City at time of appointment must remain owners of the same business within the city while serving on the small business commission.

Efforts should be made to include commissioners of varied and diverse backgrounds. Commissioners shall commit to volunteering time to serve on the board which meets once every two months, and on an ad hoc basis as needed. In selecting commissioners, city council members shall evaluate whether candidates would be able to effectively and ethically serve, considering any foreseeable conflicts of interest.

(Ord. No. 1435 , § 1, 1-27-2020)

2.58.060 Meetings.

The small business commission shall hold a minimum of twelve regular meetings in each calendar year at the city council chambers located in City Hall, 333 90th Street, Daly City, California. The commission shall meet on the second Thursday of every month at seven p.m. of such day. If at any time any regular meeting falls on a holiday, such regular meeting shall be held on the following business day.

Three members of the commission shall constitute a quorum for the transaction of business. A majority of the quorum shall have the authority to act on any matter regularly coming before the commission. Meetings may be adjourned, or special meetings called in compliance with the provisions of the Ralph M. Brown Act (commencing with Government Code section 54950) or as may hereafter be amended.

(Ord. No. 1435 , § 1, 1-27-2020; Ord. No. 1456 , § 1, 4-11-2022)

2.58.070 Rules.

Except as provided in this chapter, the proceedings of the small business commission shall be governed by the latest edition of Robert's Rules of Order on all matters pertaining to parliamentary law, but no ordinance,

proceedings or other action of the small business commission shall be invalidated, or the legality thereof otherwise affected by the failure or omission to observe or follow such rules.

(Ord. No. 1435 , § 1, 1-27-2020)

2.58.080 Removal of members—Vacancy.

Any member of the small business commission may be removed from office upon the approval of such removal by a majority vote of the city council. Any vacancy occurring other than by expiration of a term of office shall be filled by city council appointment for the unexpired portion of the term.

(Ord. No. 1435 , § 1, 1-27-2020)

2.58.090 Gross receipts escalation.

In order to ensure Daly City's definition of small businesses pursuant to this chapter is representative of local economic conditions overtime, the economic and community development department will make annual adjustments to the gross receipts threshold (currently set at one million dollars) that defines small businesses by linking future adjustments to changes in the consumer price index for all urban consumers (CPI-U) for the San Francisco-Oakland-Hayward, California metropolitan area. Adjustments will be calculated in January of each calendar year.

(Ord. No. 1435 , § 1, 1-27-2020)