

CITY OF DALY CITY

Regular Meeting - SMALL BUSINESS COMMISSION

AGENDA

Thursday, January 11, 2024 - 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 p.m. 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@dalcity.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.dalcity.org/129/Agendas-Minutes> Please be sure to select the Small Business Commission from the drop-down menu. All comments received by 4:00 p.m. 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 p.m. will be added to the record and shared with the Small Business Commission members for the public meeting.

Please note any 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, 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 attend the meeting in person, you may watch the livestream of the meeting on the City's virtual meeting website at <https://www.youtube.com/c/dalcityvideomeetings>

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. December 14, 2023

STAFF:

RECOMMENDATION: Information Only

PRESENTATIONS:

2. Brown Act (California Govt. Code Section 54950 et seq.)

DISCUSSION ITEMS:

3. Listening Tour Rules of Engagement & Script

STAFF: Maybelle Manio

RECOMMENDATION: Information Only

4. Listening Tour Survey & Distribution

STAFF: Maybelle Manio

RECOMMENDATION: Information Only

ANNOUNCEMENTS AND COMMUNICATIONS

PUBLIC COMMENT

ADJOURNMENT:



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

Thursday, December 14, 2023 – 7:00 pm

Virtual Meeting:

<https://www.youtube.com/watch?v=iZh0Uf8RSJw>

Call to Order:

Commission Chair, Amro Radwan commenced the meeting at 7 pm.

Pledge to the Flag:

All

Roll Call:

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

Tardy: Charles Hill

Approval of Minutes:

Vice Chair Penacerrada made a motion to approve the October meeting's minutes. Commissioner Bautista made a second to the motion and they unanimously approved the last meeting's minutes.

Discussion Items:

Chair Radwan discussed his Legacy Business nomination, Auto Sound Performance. He knows the owner, Andrew for some time and spoke about their innovative quality and customer satisfaction. He mentioned that they are trustworthy and take care of classic cars where he stated he has a 1964 Chevy Impala that he takes to ASP. Commissioners were asked to discuss and ask questions. Vice Chair Penacerrada met the owner and also has a classic car, a 1956 Chevy truck and was seeking someone to repair it. Director Mothershead said the process would be to take this Council to approve and reminded Commissioners nominations are on a rolling basis and can be accepted throughout the year.

Clerk Manio included the Small Business Commission Ordinance in the packet and reminded the Commission of their previous questions on their responsibilities as Small Business Commissioners. She highlighted and stated their responsibilities as Commissioners as set forth in the ordinance. Chair Radwan asked to clarify the first duty on advising the Council. Clerk Manio stated Commissioners are always welcome to provide public comment at the Council meetings and, the Commission as a whole advises Council. For instance, they are advising Council to approve the Legacy Business nominations. Chair Radwan asked how and where Commissioners retrieve analytics and data to share with the small business community. Director Mothershead stated this is an activity made by staff at the direction of the Commission and mentioned there are some data gaps based on how the City takes business license information. There may be significant research that needs to be done to find key information. Chair Radwan thanked staff for providing the guiding information on the ordinance. Vice Chair Penacerrada asked if there were programs or systems established to fulfill the duties set forth in the ordinance. Clerk Manio stated the Commissioners will create the programs and systems to fulfill their duties. Commissioner

Cruz-Carson asked how we form ways of communicating and how does the information gathered get disseminated to City staff. She mentioned having challenges during this time while she is starting a new business and the need for simplifying the process. Clerk Manio stated some questions are fielded to the Economic and Community Development Department and they would start at Business License. Commissioner Hill stated there is value in information that is streamlined and mentioned when he started his business, it was a lot of trial and error, and clarity would be helpful to new business owners. Mothershead stated that would be on a webpage and Manio is working on a Welcome Packet for new business licensees that gives helpful information. Commissioner Bautista asked if business owners were aware of the Small Business Commission and asked if there was material or a QR code to distribute. Vice Chair Penacerrada asked how do we make a lower barrier to starting a business and help by providing resources as one of the duties is to help promote a healthy environment for small business owners. Commissioner Bautista stated business owners can find mentors to help and sees the Commission as the board to guide and help find those mentors if Commissioners can not be that directly. Chair Radwan asked if there were more comments. Vice Chair Penacerrada added a comment on establishing the Small Business Commission's presence in the City. Chair Radwan also added that it was interesting to hear the reflections of the other Commissioners' journeys on their own businesses and stated we may share some of the same challenges as the small business community. Clerk Manio asked Commissioners to share their experiences and nuances they had to deal with to better drive her efforts to correct blockages and miscommunications.

Chair Radwan thanked our administrative staff for providing business cards. Commissioners spoke about effective communication and listening to business owners on their needs and challenges. He stated a QR code to a questionnaire is a good way to share their experiences and have a voice in our community. Commissioner Hill mentioned communication is key to reach our constituents and reiterated the need for the community to be aware of the Commission as a thought resource and help to navigate the challenges. He asked if we can send out a mailer with a QR code to introduce the Small Business Commission to the community, create awareness of events like the Passion 2 Profit conference held in November. Commissioner Cruz-Carson spoke about social media and how much people are on it. Mothershead stated no commission has their own channels but we have access and use the City's channels to disseminate information and promote events and meetings. She also stated we could do email blasts and can deploy a strategy where we can include information in the renewal mailers to be more cost effective. Manio stated the power and control is in the hands of the Commissioners to create programs and mentioned that she, then Vice Chair Hill and Commissioner Cruz-Carson took almost a year to formulate the Legacy Business Program. She stated Commissioners can continue to ideate at a very high level and then get down to brass tacks that details the fundamentals for a new program.

Announcements and Communications:

Ms. Manio congratulated the Commissioners for participating in the Passion 2 Profit small business conference on November 8 at the Cow Palace. She stated the Small Business Commissioners were highlighted businesses as they lined the entry hallway with portraits of them and their businesses, and Commissioner Cruz-Carson provided balloons. Clerk Manio mentioned some funding opportunities for small businesses from MEDA and their Fondo Adelante program. She also mentioned rebates to becoming a certified Green Business, rebates for installing EV charging stations at your business, 0% loans from Mission Asset Fund and more at smcsustainability.org. She stated this was the new San Mateo County Business Resource Center

Next Meeting:

Next regularly scheduled meeting scheduled for January 11, 2024, at 7 pm.

Public Comment:

President of JESD Board, Shakeel Ali stated the Sustainability Office did a report at his Umoja Health North County meeting and reiterated that they offer great resources like the San Mateo County Business Resource Center. He commended the Commissioners for being a part of the November 8 Cow Palace event and apologized for leaving early to attend his Board meeting.

Adjournment:

Chair Radwan adjourned the meeting at 7:38 pm.



Small Business Script Prompts

Hi/Good morning/afternoon/evening, my name is _____ and I'm a Small Business Commissioner for the City of Daly City.

Thank you for your stellar service/providing _____.

[I never knew we had a Small Business Commission. What does the SBC do?]

We are charged with helping the small business community and owners just like you navigate the challenges of owning a business in this city. We're going around asking business owners about their experience doing business in Daly City to find ways to help people like you.

Do you have time to speak with me about your business?

[No.]

Here is a QR code to access the survey so we can gather data and better understand what you are going through and what your needs are.

[Yes.]

Great! I'd love to know more about how you started your business and why you chose Daly City to locate in.

Refer to survey questions. Mention any incentives.

Rules of engagement

Be direct, but not curt. Please take cultural differences into account i.e. some Asians believe it's disrespectful to look people in the eye or some Muslim women refrain from shaking hands with the opposite sex.

Practice a high quality of attention when listening.

Listen to understand, not to reply.

If you don't understand, ask for clarification.

Practice self-awareness before speaking.

Refrain from being interrogative.

Be able to distinguish facts from judgements, opinions, feelings, and assumptions.

