



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

Thursday, March 14, 2024 – 7:00 PM

Virtual Meeting:

<https://www.youtube.com/watch?v=tKqjL9m9aCY>

Call to Order:

Commission Chair, Amro Radwan commenced the meeting at 7:00 PM.

Roll Call:

Present: Amro Radwan, Maria Carson, John Penacerrada

Absent: Charles Hill, Joseph Bautista

Pledge to the Flag:

All

Approval of Minutes:

Chair Commissioner Radwan asked to approve January's meeting's minutes. No Commissioner present had any questions or edits. Vice Chair Penacerrada made a motion to approve the minutes and Commissioner Carson made a second. They passed the minutes unanimously.

Discussion Items:

Clerk Manio discussed the framework for the Listening Tour. The purpose of the tour is gather insight from small businesses to better provide direction for counsel to help meet their needs. Clerk Manio mentioned that the business survey moved from Google Forms to Microsoft Forms. She discussed some changes to the wording in the questionnaire to reflect a more positive outlook and to include the suggested scale by Chair Radwan. Clerk Manio mentioned the QR code connecting to a survey for small businesses and to share the survey on the social media channels. She also discussed scheduling the tour as she has found it beneficial when doing the same work in South San Francisco. She stated after the tour has been conducted, she will aggregate the findings to analyze and report out to Council. Land use planning maps were handed out to give an idea of where the commercial concentrations are within City limits. A tracking sheet was explained to keep track of who was contacted and by which Commissioner. Chair Radwan thanked staff for presenting this in an easily consumable way.

Vice Chair Penacerrada suggested talking points, having businesses complete the survey prior to their appointment with business owners. Commissioner Carson stated having the survey answers directs the conversation. Clerk Manio said that a multi-prong approach to keep the process free-flowing without rigid rules would be best; therefore, other ways to present the survey are available. Clerk Manio suggested a Community Engagement Day during the Small Business Commission November 2024 meeting to give a call-to-action for survey participants. Chair Radwan asked about the data captured and if it could be sent out to Commissioners. Clerk Manio stated all of this information should be available to the public once its been amalgamated. Commissioner Carson asked who participants should follow up with. Clerk Manio said to give owners our business cards and to frame the visits around the capture of data to provide directive

for new programming and business initiatives. The Commission also discussed which geographic and industry areas they'd like to focus on. Clerk Manio reminded the Commission that they can incorporate the Listening Tour into the Mayor Walks. Home-based businesses will be captured during business renewals outreach. Chair Radwan asked to postpone deciding on choosing areas to give the opportunity to absent Commissioners.

The Legacy Business celebration was announced to take place at City Hall on May 2, 2024 from 5:30 – 7:30 pm. Since only three businesses were awarded, a mixer has been planned. Vice Chair stated this was an opportunity to announce the Commission and use the celebration as the official kick-off date of the Listening Tour survey.

Announcements and Communications:

Next Meeting:

Next regularly scheduled meeting scheduled for April 11, 2024, at 7 PM.

Public Comment:

No public comment

Adjournment:

Chair Radwan adjourned the meeting at 7:40 PM.