



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

Thursday, November 14, 2024 – 7:00 PM

Virtual Meeting:

<https://www.youtube.com/live/xO5WNI1PYRs?si=hDiw34UiJaww-NID>

Call to Order:

Commission Vice Chair, John Penacerrada commenced the meeting at 7:01 PM.

Roll Call:

Present: Joseph Bautista, John Penacerrada, Maria Carson

Absent: Charles Hill, Amro Radwan

Pledge to the Flag:

All

Approval of Minutes:

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

Presentation:

Clerk Manio presented the results of the Small Business Commission's Listening Tour, where ECD Specialist Manio, Exec. Admin. Mariano and several commissioners surveyed small businesses in person throughout the City. Approximately 40 surveys were completed. On a 5-star rating scale, the City was rated 3.9 as a destination for food and dining, 2.93 for weekend activities, and 3.22 for weekday activities. The three highest rated priorities were Cleanliness, Infrastructure (sidewalks) and Safety. The three lowest rated priorities were Cultural Installation, Historical Preservation and Permitting Process. Clerk Manio mentioned that all of these surveys were completed by brick and mortar owners who have been established for several years and do not need to utilize the City's permitting process so this result may be skewed. Business owners were then asked narrative questions for recommendations. Some recommendations were to increase infrastructure for mental health care for business professionals and their families, façade improvements, and better events. This was answered prior to the Top of the Hill festival in October. The last question on the survey was a catch-all comment question. Most people gave N/A, but one highlighted by Clerk Manio was that the City does not have any holiday lights on display. Vice Chair John asked the audience to complete the survey, which was filled with small business owners as part of this meeting's Small Business Engagement Day. The Commissioners appreciated the data as it is more compelling. Commissioner Carson asked if the City had a number small business can call when they need help. Clerk Manio presented herself as the official Small Business Advocate for the City and gave her number. Commissioner Bautista appreciates a consolidated location for information. Vice Chair John mentioned the improvements we need and talked about bringing more attractions to make the City a destination. He said the Top of the Hill festival was a great start to being more attractive. Commissioner Bautista spoke about a

target audience and knowing the demographics and what they want i.e. 18-25 year olds go clubbing. Vice Chair John talked about getting 5 stars across the board next time with improvements implemented.

Discussion Items:

Vice Chair John mentioned that the City takes the stance of supporting our small businesses and acknowledged the Mayor, and Council Proano and Digiovanni who were in attendance. Mayor Manalo spoke about the importance of Small Business Engagement Day at the Commission meeting. She believes we can be a destination city and mentioned that we can work together. She acknowledged other Council members present – Proano and Digiovanni. Vice Chair John stated we are here to listen and hope we can support.

Fernando Ortiz made a public comment about his store, Wing Stop in Westlake. He spoke about the issues of people, mainly pick up drivers double parking and causing problems for their street. The 2-hour parking time limit that was previously on Lake Merced Blvd was removed and never reinstalled causing backed up traffic on the block. This doesn't affect his business alone as there are five more businesses next to him. They requested assistance from City Engineering staff and did not hear a response. He mentioned this is a safety issue and double parking may create accidents or pedestrian accidents.

Hugo Ruiz from Colores Painting came to offer his services. Although his company is now based in San Francisco, it was previously located in Daly City for 28 years

Nate Ortiz from 13 Gallons thanked the Commission for holding space for small businesses. His store is located at the Top of the Hill neighborhood and commended the festival that was held there. He is worried about finding adequate space for his growing business. He is receiving grants to transition out of this county and discounts on space in San Francisco. He wants to stay in Daly City and hope the City can help him stay.

Christina Cantada owns a 10 year old business and another one is the City Heights plaza where several small businesses are in threat of losing their space due to Mercedes Benz wanting their space for car storage. She discussed that businesses may close or move out of the City although she wants to stay in Daly City. Director Tatum mentioned there were no special use applications submitted by Mercedes Benz. Vice Chair noted that this is an important issue that needs to be addressed.

Vice Chair John read an email comment from Maria Lourdes of City Heights Dental discussing the same thing Christina did as she is in the same plaza. She wrote about how her clinic serves many Daly City residents including an overwhelming amount of senior citizens and employs many Daly City residents. The loss of a health care provider in this area will be a significant set back for the community. Commissioner Bautista said it would make sense for the City to protect these small businesses.

Announcements and Communications:

Clerk Manio announced the Cannabis Equity Virtual Townhall on Nov. 20 at 6:30 pm.

Vice Chair John reminded people that it is Winter time and to get adequate nutrients, rest, and stay active.

Next Meeting:

Next regularly scheduled meeting scheduled for December 12, 2024, at 7 PM.

Public Comment:

No public comment

Adjournment:

Vice Chair John Penacerrada adjourned the meeting at 7:46 PM.