



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

Thursday, June 12, 2025 – 7:00 PM

Virtual Meeting:

https://www.youtube.com/watch?v=FYKaS_lWKlo

Call to Order:

Commission Chair, Amro Radwan commenced the meeting at 7:01 PM.

Roll Call:

Present: Amro Radwan, John Penacerrada, Weiyi Mikko Zhen

Absent: Maria Carson, Joseph Bautista

Pledge to the Flag:

All

Approval of Minutes:

Chair Commissioner Radwan asked Commissioners to review the April 10, 2025 Meeting Minutes. Commissioner Zhen made a motion to approve the last meeting's minutes and Commissioner Penacerrada made a 2nd. The minutes were approved unanimously.

Presentation:

Clerk Manio attended the Bay Area Procurement Summit at Sobrato Philanthropies and provided an event summary. She stated there were three panels discussions including State public, local public and utilities, and private sector opportunities. Manio stated procurement is an effective pathway for businesses growth but that most businesses don't understand how to navigate government procurement contracts. The summit also included a robust resource fair with agencies such as SFPUC, California High-Speed Rail, PG&E, Kaiser Permanente, and various financial institutions

Ms. Manio emphasized that procurement, particularly through government and institutional contracts, is a significant pathway for small business growth. However, she noted that many small business owners lack the knowledge or preparation to navigate complex procurement application processes. She explained the importance of various certifications that enhance a business's ability to compete for contracts, including Disadvantaged Business Enterprise (DBE), Minority Business Enterprise (MBE), Women Business Enterprise (WBE), Small Business Enterprise (SBE), and Disabled Veteran Business Enterprise (DVBE), which is especially prioritized by agencies such as Caltrans and the Department of General Services.

An essential tool for procurement success is a "capability statement," a concise document outlining a business's competencies, past performance, certifications, and other qualifications. Ms. Manio introduced APEX Accelerator NorCal (apexnorcal.org) as a key free resource that provides hands-on assistance to businesses preparing to pursue procurement opportunities. This includes support with creating capability statements, obtaining certifications, and responding to RFPs.

Following the presentation, Commissioners discussed ways to promote these opportunities more widely to Daly City's small business community. Commissioner Zhen suggested that many business owners are not aware of these opportunities and recommended greater visibility through

mailers or e-newsletters. The Commission supported the idea of cross-promotion through City channels and making materials accessible in multiple languages.

Chair Radwan noted that while some business owners might seek out these opportunities, many need support and encouragement to pursue them. Vice Chair Penacerrada emphasized the value of starting with education and outreach, particularly by connecting small businesses with APEX Accelerator NorCal, which offers both online and in-person workshops. Manio noted from the flyers included in the agenda packet that APEX had an upcoming virtual session on June 17 focused on doing business with USPS, as well as a broader workshop on July 17 covering government procurement basics. Radwan asked if City contracts and RFPs are online.

The next agenda item was a discussion of proposed ordinance amendments to Daly City Municipal Code Chapter 3.12. Staff recommended that the commission introduce changes that would formalize procurement policies to encourage participation by certified businesses, including DBEs, MBEs, WBEs, and DVBES. Currently, the City awards contracts based on the lowest bid, with a local preference only in the case of tied bids. The City's ordinance lacks formal recognition of certifications and does not define what constitutes a local vendor. The proposed changes would introduce a scoring matrix for evaluating bids, potentially allowing certified or local vendors to remain competitive within 10% of the lowest bid. The changes would also promote more equitable outreach and require annual reporting.

Commissioners were generally supportive of the intent to make the procurement process more inclusive and equitable. They discussed the importance of considering not just cost but also the quality and responsibility of vendors. Commissioner Jen expressed concern about language barriers and suggested that outreach materials and application assistance be made available in multiple languages. Chair Radwan emphasized the importance of being well-informed before making final recommendations and suggested deferring a vote to allow more time for review and discussion.

There was consensus among the commission to table the item and revisit it at a future meeting after conducting additional review. Commissioners agreed that the proposed framework provided a strong foundation but needed further study before formal recommendations could be made.

The Commission also discussed a previously proposed citywide procurement task force. Staff clarified that the idea of a task force had shifted toward a more targeted approach, focusing on departments with the highest volume of procurement (e.g., Public Works, Police, and Fire). While any ordinance changes would apply citywide, staff noted it was more efficient to collaborate directly with the departments that handle most contracts.

As part of the staff report, the Commission reviewed a sample bid scoring matrix informed by the procurement summit. Staff clarified that Daly City businesses were given the highest possible preference in the sample matrix, higher than other certified groups. Commissioners appreciated this inclusion and agreed that Daly City vendors should be prioritized.

Announcements and Communications:

Vice Chair Penacerrada highlighted the success of the Passion to Profit Conference co-hosted by Renaissance Entrepreneurship Center. He commended Maybelle Manio for organizing the event, which featured a strong turnout, excellent speakers, and valuable networking opportunities for small business owners. He encouraged the public to support and attend the event in future years.

Vice Chair Penacerrada also shared a personal announcement about his community wellness initiative, the Everyday People Movement Club. He invited commissioners and the public to participate in an upcoming event called "Crunches and Croissants," scheduled for July 12. The event is part of a larger effort to promote inclusive fitness and wellness in Daly City.

Chair Radwan acknowledged the strong outreach for the Passion to Profit Conference and expressed appreciation for the work of the Economic Development team.

Next Meeting:

Next regularly scheduled meeting scheduled for July 10, 2025, at 7 PM.

Public Comment:

Adjournment:

Chair Radwan adjourned the meeting at 7:42 PM.