



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

Thursday, September 11, 2025 – 7:00 PM

Recorded Meeting:

<https://www.youtube.com/watch?v=-BLKzYJMO4>

Call to Order:

Commission Chair, Amro Radwan commenced the meeting at 7:02 PM.

Roll Call:

Present: Amro Radwan, John Penacerrada, Joseph Bautista

Absent: Maria Carson, Weiyi Mikko Zhen

Pledge to the Flag:

All

Approval of Minutes:

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

Presentation:

Nathan Ulsh and Cindy Feng of Community Strong Strategies, the City's PBID consultants, provided a presentation on the development of a Property Business Improvement District. Ulsh noted that their firm is collaborating with Civitas, a legal partner who will become more involved during Phase Two of the initiative. He emphasized that PBIDs are a common and effective strategy used in many cities to enhance business districts.

Ulsh requested assistance in identifying potential steering committee members or community champions to help guide and advocate for the PBID formation. He outlined several potential services that could be funded through a PBID, including security patrols, cleaning services, and ambassador programs.

He also discussed the marketing success of the Top of the Hill Festival, noting that PBIDs can play a key role in supporting and sustaining similar economic development and promotional efforts. Ulsh shared examples from PBIDs he helped establish in San Jose, highlighting partnerships with non-profit organizations and encouraging Daly City to consider similar opportunities.

The consultants presented proposed district boundaries, extending from the Top of the Hill area to the San Francisco border. Feng provided an overview of the outreach efforts conducted to date, as well as next steps to continue engaging with business and property owners. She reminded attendees that property owners will ultimately decide on the PBID through a ballot vote.

Translation services were provided in Chinese, Spanish, Vietnamese, and Arabic. During their outreach, the consultants conducted two business walks, reaching approximately 70 businesses during the first walk (joined by Clerk Manio) and an additional 30 businesses and property owners during the second.

The consultants noted that their firm operates statewide as community engagement specialists, collecting feedback to shape PBID priorities. Feedback so far has identified cleanliness and safety

as top concerns. Feng also noted that businesses appreciated the increased foot traffic during the Top of the Hill Festival but expressed concerns about parking availability.

Ulsh concluded by outlining the petition and ballot process and the overall timeline. The initiative will include a feasibility phase followed by a formation phase. A Management District Plan will be developed to outline PBID guidelines prior to Council consideration. An Engineer's Report is expected in January 2026, with potential Council action in April and a ballot vote anticipated by June 2026.

Commissioners thanked the consultants for their presentation.

- Chair Radwan expressed enthusiasm, noting that as a Top of the Hill resident, he frequently hears concerns about crime.
- Vice Chair Penacerrada voiced support but mentioned that some property owners may be hesitant due to existing tax burdens. Ulsh responded that community education will be essential to demonstrating the long-term benefits of PBIDs.
- Commissioner Bautista referenced the City of Richmond's experience with PBID formation and posed follow-up questions about implementation.
- Chair Radwan also inquired about the parcel adjacent to 88 Hillside, to which Clerk Manio confirmed it is City-owned. Ulsh noted that the City would contribute to PBID assessments for that property since it falls within the proposed boundary.

Clerk Maybelle Manio presented updates regarding the City's purchasing policy. She announced that Daly City businesses will now receive a 10-point advantage in the competitive scoring process for procurement opportunities. The policy, under the authority of the City Manager, will advance the City's new "Local Business First" initiative.

Manio provided a draft letter from the City Manager to department executives and a compliance checklist outlining implementation procedures. She clarified that the procurement policy will require Council approval and will become part of a broader procurement framework.

Commissioners expressed strong support for the policy update and its direction. Chair Radwan sought clarification regarding applicable thresholds, and Manio confirmed that the policy applies to RFPs and RFQs ranging from \$25,000 up to \$129,000.

Announcements and Communications:

Vice Chair Penacerrada invited commissioners and the public to participate in an upcoming event called "Crunches and Croissants," scheduled for September 19. Commissioners and Clerk wished Penacerrada a happy birthday. Chair Radwan shared that he was excited for the Top of the Hill festival and Clerk Manio announced where overflow parking was and mentioned that there were more food booths. She also shared information about Kasayahan and Coffee with the Chief at the new pop up café at City Hall.

Next Meeting:

Next regularly scheduled meeting scheduled for December 11, 2025, at 7 PM. The November 13, 2025 meeting will host the annual Small Business Engagement Day.

Public Comment:

Adjournment:

Chair Radwan adjourned the meeting at 8:02 PM.

