



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

Thursday, July 9, 2026 – 7:00 PM

Recorded Meeting:

<https://www.youtube.com/watch?v=t4PLrwj6290>

Call to Order:

Commission Chair Radwan commenced the meeting at 7:05 PM.

Roll Call:

Present: Amro Radwan ,John Penacerrada, Joseph Bautista

Absent: Weiyi Mikko Zhen, Maria Carson

Pledge to the Flag:

All

Approval of Minutes:

Chair Radwan asked Commissioners to review the April 9, 2026 Meeting Minutes. Commissioner Penacerrada made a motion to approve the last meeting's minutes, and Commissioner Bautista made a 2nd. The minutes were approved unanimously.

Summary

Presentation: Resources to Help Daly City Entrepreneurs Start and Grow Their Businesses

Shakil Ali provided a presentation on entrepreneurship resources available through the City's partnership with Renaissance Entrepreneurship Center.

Ali emphasized the importance of creating a clear pathway between aspiring entrepreneurs and the resources necessary to establish and grow sustainable businesses. Available assistance includes business planning, marketing and branding, legal workshops, access to capital, website assistance, and other technical assistance. Ali summarized the objective as making it easier for Daly City residents to "start a business, grow a business, and stay in a business," noting that the challenge is often not a lack of entrepreneurial talent, but the gap between having an idea and knowing what steps to take next.

Commissioners discussed Renaissance's upcoming free classes, including training on selecting between a sole proprietorship and LLC, marketing, branding, and other business topics. Staff noted that programming is also available in Spanish and that offerings change throughout the year.

The Commission also discussed the upcoming Capital Summit at the Cow Palace. Staff explained that the event was developed in response to feedback from businesses consistently identifying access to capital as a primary barrier to growth. Commissioners were invited to attend and learn more about the funding resources available to Daly City businesses.

Mission Street Corridor Improvement District Update

Staff provided an update on the City's efforts to establish an improvement district along the Mission Street corridor.

Staff reviewed the City's multi-year economic development efforts along Mission Street, including business needs assessments, direct outreach to businesses and property owners, placemaking, the Top of the Hill Festival, retail recruitment, and efforts to attract Grocery Outlet as a new anchor for the corridor.

Staff explained that the City formally began exploring a Property and Business Improvement District (PBID) in 2025. Following extensive outreach, workshops, assessment modeling, and stakeholder meetings, there was insufficient property-owner participation to confidently advance the PBID through the petition and ballot process. Rather than discontinue the broader corridor initiative, the Steering Committee supported pivoting to a traditional Business Improvement District (BID) model.

Under the BID concept, businesses within the proposed district, rather than property owners, would fund the assessment. Staff explained that the assessment methodology remains under development and could consider factors such as business category, square footage, frontage, or other measures to establish an equitable structure.

Commissioners expressed support for continued efforts to improve Mission Street and discussed potential priorities including:

- Cleaning and power washing
- Homelessness-related services
- Beautification
- Marketing and events
- Night markets and other activations
- Lighting and placemaking
- Business attraction and tenant mix
- Parking availability

Staff explained that the northern and southern portions of Mission Street have somewhat different priorities. Businesses near Top of the Hill have shown significant interest in events, marketing, and placemaking, while businesses closer to the San Francisco border

have identified cleanliness, homelessness, and related quality-of-life concerns as greater priorities.

Commissioners discussed whether desired improvements could be translated into specific costs so businesses could better understand what different assessment levels could accomplish. Staff agreed and described the process as essentially "reverse engineering" the district budget based on the services businesses identify as priorities. Staff clarified that, once formed, the BID's governing board, rather than the City, would ultimately determine how district funds are spent. Commissioners were invited to participate in upcoming Steering Committee meetings.

Legacy Business Celebration Debrief

Staff and Commissioners discussed the City's third annual Legacy Business Celebration, which recognized five longstanding Daly City businesses.

Commissioners expressed strong support for continuing the program and discussed the significance of recognizing businesses that have served Daly City for decades. Businesses highlighted during the discussion included Hilltop Beauty School, Broadmoor Cleaners, and Classic Bowl.

Commissioners described the event as particularly meaningful because of the participation of business owners and their families and the opportunity to recognize businesses that are deeply connected to the community.

One Commissioner remarked that it was "very heartfelt" to see families attend and conveyed "proud appreciation and support."

The Commission encouraged additional nominations for the next celebration and discussed identifying different types of longstanding businesses that may not have previously been recognized. Staff offered to research potential nominees to verify that they meet the program's eligibility requirements.

Ordinance No. 1492: Commission Stipends and Attendance

Staff provided an overview of Ordinance No. 1492, adopted unanimously by the City Council, regarding administrative consistency among City commissions.

Staff advised Commissioners that members will receive a \$50 stipend for each Commission meeting attended. Commissioners present were asked to sign an attendance sheet for payment processing.

Staff also reviewed the ordinance's attendance requirements and discussed the Commission's recent challenges maintaining quorum. Excessive absence was described as three absences or 20 percent or more of regular meetings within a rolling 12-month period, whichever threshold is greater.

Commissioners expressed support for the policy and thanked the City for providing the stipend.

Announcements & Communications:

Staff shared information regarding registration for the Top of the Hill Festival car show. Registration proceeds will support the robotics program at Jefferson High School. Staff noted that approximately 150 vehicles participated the prior year and that the City hopes to expand the variety and number of vehicles participating this year.

Commissioners discussed Daly City's strong lowrider and Japanese domestic market (JDM) car communities and offered to help spread the word regarding registration.

A Commissioner also provided an update regarding upcoming Everyday People wellness programming and expressed interest in continued community partnerships.

The Commission briefly discussed the Top of the Hill Festival's active/wellness space and opportunities to continue offering health and wellness activities during the event. Staff reported that the Festival had approximately 20,000 attendees the previous year and was targeting significantly higher attendance for 2026

Public Comment:

The Chair opened the meeting for public comment. No public comments were received

Next Meeting:

Next regularly scheduled meeting scheduled for June 11, 2026, at 7 PM.

Adjournment:

Chair Radwan adjourned the meeting at 7:51 PM.