



City of San José Small Business Advisory Committee

Member - Anuradha Basu
Member - Chandra Brooks
Member - Kobad Bugwadia
Member - Christina Bui
Member - Laura Perez Ehrheart
Member - Kellie Fallon
Member - Daniel Fernandez
Member - Lily Guggenheim
Member - Mimi M Hernandez
Member - Charles "Chappie" Jones
Member - Dennis King
Member - Tony Lam
Member - Azer Manashir
Member - Tony Mirenda
Member - Rosaline Raj

Council Liaison - CM Kamei
Council Liaison - CM Ortiz

OEDCA Staff - Jen Baker
OEDCA Staff - Blage Zelalich
OEDCA Staff - Victor Farlie

SMALL BUSINESS ADVISORY COMMITTEE

**September 4, 2025
5.00 p.m.**

**City Manager's Conference Room
17th Floor City Hall
200 East Santa Clara St.**

In Person & Hybrid Meeting

How to observe the Meeting (no public comment):

The public is invited to listen into the meeting. Public comment can only be made in person at City Hall.

Topic: Small Business Advisory Committee Meeting September 4, 2025
Time: September 4: 2025 05:00 PM Pacific Time (US and Canada)

Meeting ID:
Passcode:

How to submit written Public Comment:

By email to victor.farlie@sanjoseca.gov by 9:00 a.m. the day of the meeting.

AGENDA

I. Welcome and Introductions from the Chair of the Committee

New Members of the committee attending tonight are: Laura Perez Ehrheart, Lilly Guggenheim, Rosaline Raz, and Kellie Killon.

II. Minutes of the Meeting held on June 25, 2025

Approve the minutes of the meeting held on June 25, 2025.

III. Council Liaison Comments

Comments from Councilmember Rosemarie Kamei and Councilmember Peter Ortiz.

IV. Welcome from Jen Baker Director of Economic Development & Cultural Affairs (OEDCA)

Comments from Jen Baker the new Director of the OEDCA

V. Small Business Ecosystem

OEDCA Staff to present to the Committee a strategy update following the City's approval of the OEDCA strategic operating plan for 2025/26 and 2026/7.

VI. SCORE Update

OEDCA Staff to update the Committee on progress in safeguarding the future of Silicon Valley SCORE.

VII. Small Business Grant Programs

OEDCA Staff to present an update on the Storefront grant program and introduction of the new Business Startup and Neighborhood Economic grant program.

VIII. News & Information from the Office of Economic Development & Cultural Affairs (OEDCA)

OEDCA staff gave a verbal report on relevant information and projects:

- New Business Improvements Districts in Planned in 2025/6
- Streamlined Restaurant Program 24/5 Performance metrics
- BOS Refresh RFP Update

IX. Public Comment

X. Meeting Schedule and Agenda Items

The next meeting is scheduled for December 4, 2025 at 5:00 pm, City Hall.

The City of San José is committed to open and honest government and strives to consistently meet the community's expectations by providing excellent service, in a positive and timely manner, and in the full view of the public.

[The Code of Conduct](#) is intended to promote open meetings that welcome debate of public policy issues being discussed by the City Council, their Committees, and City Boards and Commissions in an atmosphere of fairness, courtesy, and respect for differing points of view.

You may speak to the Committee about any discussion item that is on the agenda, and you may also speak during Public Comment on items that are not on the agenda and are within the subject matter jurisdiction of the Committee. Please be advised that, by law, the Committee is unable to discuss or take action on issues presented during Public Comment. Pursuant to Government Code Section 54954.2, no matter shall be acted upon by the Committee unless listed on the agenda, which has been posted not less than 72 hours prior to meeting.

Agendas, Staff Reports and some associated documents for the Committee items may be viewed on the Internet at the Small Business Advisory Committee [page](#).

All public records relating to an open session item on this agenda, which are not exempt from disclosure pursuant to the California Public Records Act, that are distributed to a majority of the

Committee will be available for public inspection at the Office of Economic Development & Cultural Affairs Office located at 200 E. Santa Clara St., Tower, 17th Floor, San Jose, CA 95113 at the same time that the public records are distributed or made available to the Committee. Any draft resolutions or other items posted on the Internet site or distributed in advance of the Committee meeting may not be the final documents approved by the Committee. Contact the Office of Economic Development & Cultural Affairs by e-mail at victor.farlie@sanjoseca.gov or by telephone at (408) 535-8230 for the final document.

On occasion the Committee may consider agenda items out of order.

If you have any questions, please direct them to the Committee staff. Thank you for taking the time to attend today's meeting. We look forward to seeing you at future meetings.

To request an accommodation or alternative format under the Americans with Disabilities Act for City-sponsored meetings, events or printed materials, please call (408) 535-1260 as soon as possible, but at least three business days before the meeting.

Please direct correspondence and questions to:

Mr. Victor Farlie
Assistant to the City Manager
City of San José
Office of Economic Development & Cultural Affairs
200 E. Santa Clara St. Tower 16th Floor
San José, California 95113
Tel: (408) 535- 8230/ Fax: (408)
Email: victor.farlie@sanjoseca.gov