



City of San José
Small Business Advisory Task Force
05/09/19

Members:

District 1 – Vice Mayor Chappie Jones, *Chair*
Hispanic Chamber of Commerce – Dennis King, *Vice Chair*
FilAm Chamber of Commerce Silicon Valley – Allie Lopez
Rainbow Chamber of Commerce – Ron Gardner
Silicon Valley Black Chamber of Commerce – Carl Davis Jr.
Silicon Valley Chinese Technology & Business Association – Helen Wang
Silicon Valley Organization – Mason Fong
Silicon Valley Vietnamese American Chamber of Commerce – Nancy Avila
Winchester Business Association – Ken Kelly

Alternates:

Not Applicable
Lourdes Arvizu
Marinel Messersmith
Raymond Mueller
Wilbur Jackson
Khanh Hoang
Eddie Truong
Vacant
Vacant

Associate Members:

Taiwanese American Chamber of Commerce – Annie Tsai
Vietnamese American Chamber of Commerce – Nga Nguyen

Hannah Yu
Long Nguyen

REGULAR MEETING AGENDA

4:00 pm

May 9, 2019

San José City Hall
18th Floor, T-1854

For Conference Call, dial (605) 313-4443 with Access code: 724205

- 1. Call to Order & Introductions**
- 2. Public Comment**

(Members of the Public are invited to speak on any item that does not appear on today's Agenda and that is within the subject matter of the Task Force. Meeting attendees are usually given two (2) minutes to speak on any discussion item and/or during open forum; the time limit is in the discretion of the Chair of the meeting and may be limited when appropriate. Speakers using a translator will be given twice the time allotted to ensure non-English speakers receive the same opportunity to directly address the Task Force.)

- 3. Consent Calendar**
 - A. Approve the Minutes for the Regular Meeting of April 11, 2019**
- 4. Old Business**
 - A. Draft Workplan for Review & Approval (Chair)**
 - B. Discussion on Potential Subcommittees (Chair)**
- 5. New Business**
 - A. Presentation on City Contracts in the Pipeline (Christopher Hickey)**
 - B. Update on Upcoming Public Works Academy for Small Businesses that may compete for minor public works contracts. (Christopher Hickey)**

6. Meeting Schedule and Agenda Items

The next regular meeting will be June 13, 2019 at 4:00 pm, San Jose City Hall, 18th Floor, T-1854.

7. Announcements

8. Adjournment

To request an accommodation or alternative format under the Americans with Disabilities Act for City-sponsored meetings, events or printed materials, please call (408) 294-9337 (TTY) as soon as possible, but at least three business days before the meeting.

Please direct correspondence and questions to:

City of San José
Attn: Raania Mohsen
200 East Santa Clara Street, San José, California 95113
Tel: (408) 535-4901
Email: raania.mohsen@sanjoseca.gov



**City of San José
Small Business Advisory Task Force
May 2, 2019**

DRAFT REGULAR MEETING MINUTES & SUMMARY
Thursday, April 11, 2019

Call to Order & Orders of the Day

PRESENT: Chair Hon. Chappie Jones, Nancy Avila, Carl Davis Jr., Mason Fong, Ken Kelly, Allie Lopez, Ray Mueller (Alternate), Helen Wang

OTHERS PRESENT:

Miguel Galarza	Yerba Buena Engineering
Jeff Cristina	Zanker Recycling
Wilbur Jackson	Silicon Valley Black Chamber of Commerce
Khanh Hoang	Silicon Valley Chinese Technology & Business Assoc.
Gerry Kelly-Brenner	Internal Revenue Service Stakeholder Liaison
Hien Nguyen	Silicon Valley Vietnamese American Chamber of Commerce
Nga Nguyen	Vietnamese American Chamber of Commerce
Annie Tsai	Tawainese American Chamber of Commerce

ABSENT: Vice Chair Dennis King

STAFF: Dhez Woodworth (teleconference), Christopher Hickey, Raania Mohsen

Chair Hon. Chappie Jones convened the Small Business Advisory Task Force Committtee at 4:00 pm in Conference Room T-1854 at City Hall, 200 E. Santa Clara Street, San José, CA 95113.

Public Comment

There was no public testimony on the floor.

Consent Calendar

A. Approve the Minutes for the Regular Meeting of March 14, 2019

Documents Filed: Draft Minutes for the March 14, 2019 Regular Meeting

Action: Upon a motion by Task Force Member Kelly, seconded by Task Force Member Lopez, and carried unanimously, the Task Force approved the Consent Calendar. (7:0:1. Absent: King.)

Old Business

There was no old business.

New Business

A. Presentation and Progress Report on San Jose Small Business Studies

Documents Filed: City of San Jose Small Business Studies and Business Owner Space (BOS)

Economic Development Officer Dhez Woodworth provided reviewed conclusions derived from San Jose Small Business Studies completed in 2006, 2010, and 2015. Task Force Members responded with feedback/questions:

- Questions concerning the metric used to define what a small business was in the 2006, 2010, and 2015 studies. The City-led studies identified small businesses as those having less than or equal to 35 employees.
- Continued need for language and translation resources. The 2015 report outlined the need for more language resources for non-native English speakers as one of the primary barriers to small business success. These concerns were also echoed by several SBATF members. The City continues to engage in ancillary efforts to address language translation needs.
- It was noted that the City's communication in Vietnamese and Chinese languages are particularly sparse.
- The BOS Network has used translation services in the past, but such services are costly; BOS may or may not provide translation services this year, depending on available funding.
- There are no additional studies on the state of small businesses in San Jose in the pipeline. Survey data of BOS Network partners is available.
- Is there an operational directory of small businesses in San Jose? The City maintains a database, but the City is reticent to release data and it also requires a fee for access.
- Immigrant and minority-owned businesses comprise the majority of small business in the City (60 percent and 51 percent, respectively). However, targeted efforts to assist such populations is likely infeasible due to the current national political context.
- May 8th Annual Summit on Entrepreneurship and Innovation: The event will focus on helping businesses prepare for an uncertain future as the business cycle begins to shift back downward. Workshops on accessing capital, negotiating leases, and marketing will be held.

B. Presentation and Progress Report on City of San Jose Small Business Opportunity and Inclusion Project

Documents Filed: Draft Summary Report on the Small Business and Opportunity Project.

Division Manager Christopher Hickey reviewed the findings of the project/report.

- The Small Business Inclusion Project has moved to #3 on the Council Priority list this year.
- The City of San Jose previously had a Small Business Disadvantage Program, but the program, as initially intended, was terminated after the

passage of State Proposition 209. In 2004, the City adopted its Local and Small Business Preference Policies.

- As effort to explore role that Public Works can play in serving and promoting the City's small businesses, a study/report was undertaken by the Silvy Group and Keen Independent Research.
- The report outlined 10 possible options to cultivate local disadvantaged enterprises. The report examined what options are legally available for the City to pursue and which would generate the greatest impact. Efforts to identify and target particular segments of the small business community are limited by legal parameters.
- Among the report's primary recommendations is the development of a centralized database to effectively communicate to local small businesses and more robust outreach efforts.
- Public Works Academies: Seminars on Public Works Projects. These seminars are a work in progress. Another session is slated for the summer, but the details have not yet been finalized.
- Measure S: Minor Public Works Projects threshold increased to \$600k from \$100k. Projects deemed minor Public Works projects allow for greater flexibility in the procurement and bidding process. The change in the threshold also allows for a greater diversity pool of bidders. The Measure is limited to Public Works projects.
- Prequalified Bidders Pool: Use the Certificate of Completion to meet the City's requirement of three years of experience for access to Minor Public Works Projects. This provides access to smaller firms which have had difficulty reaching the three-year requirement.
- Outreach and engagement are one of the barriers the Public Works Department faces when addressing inclusion; more staff is needed to implement this effort. Other barriers include living wage.

C. Draft Workplan for Review and Approval

Chair Jones reviewed draft workplan based on the three priorities adopted by the Task Force: Government Contracting, Compliance Matters, and Small Business Resources. Task Force Members were invited to provide feedback and suggest any changes/additions to the workplan.

D. Discussion on Potential Subcommittees

Chair Jones recommended for Task Force Members to consider the formation of subcommittees and to discuss at next meeting.

E. Announcements

1. Task Force Member Carl Davis Jr.: The Silicon Valley Heritage Festival is scheduled for Labor Day 2020. It's a great opportunity for public, private, philanthropic partnerships; a future revenue stream to fund various local ethnic chambers; benefits small businesses.

2. Task Force Member Helen Wang: The Silicon Valley Chinese Business and Technology Association is hosting Smart Cities Conference, May 31, 2019. The event will include workshops on IT Security for Small Businesses and an Idea Pitch Competition.
3. Task Force Member Mason Fong: SVO and Strive San Jose have engaged with local high school districts to identify and recruit prospective local interns for small businesses. Companies can apply through San Jose Works.

F. Meeting Schedule and Agenda Items

The next regular meeting will be May 9, 2019 City Hall Conference Room Tower 1854.

G. Adjournment

The meeting was adjourned at approximately 5:25 p.m.

Hon. Chappie Jones, CHAIR

ATTEST:
ADVISORY TASK FORCE SECRETARY

RAANIA MOHSEN, SENIOR COUNCIL ASSISTANT



City of San José
Small Business Advisory Task Force
May 1, 2019

Draft Workplan 2019

In addressing the priorities adopted by the Task Force on March 14, 2019, which include 1) Government Contracting, 2) Small Business Resources, and 3) Compliance Education, the following workplan has been proposed for review, discussion, and approval.

	Item Description	Anticipated Meeting Date	Notes/Attachments
1	Report on San Jose Small Business Study	04/11/19	Dhez Woodworth to provide overview and update on progress made by City
2	Report on San Jose Small Business Opportunity and Inclusion Project	04/11/19	Christopher Hickey to provide overview and update on progress made by City
3	Update/Review of City Contracts in the pipeline.	05/09/19	Christopher Hickey to present.
4	Outreach/promotion of next Public Works Academy on 05/15/19	05/09/19	Christopher Hickey to review outreach plan
5	Explore status/creation of central database of vendor and small businesses to ensure sufficient outreach.	06/13/19	Coordination between Community & Economic Development, Finance, and Public Works Departments.
6	Draft Memo of Taskforce Recommendations to Rules Committee	08/08/19	Task Force to provide recommendations; Final Memo to Rules Committee due October 2019
7	Review of Local Hire/Disadvantage Business Enterprises	09/12/19	Christopher Hickey to present; report to Council/Committee due November 2019
8	Review Draft Memo of Task Force	09/12/19	Final Task Force Memo due October 2019
9	Review City's current process of compliance education e.g. ADA requirements for small businesses, and consider best practices.	10/10/19	
10	Update on Transition to City's new procurement portal Bidding	11/14/19	Jennifer Cheng, Deputy Director, Finance Department to review and provide demo
11	Task Force Recognition Event	12/12/19	TBD