



**City of San José**  
**Small Business Advisory Task Force**  
**November 14, 2019**

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**DRAFT REGULAR MEETING MINUTES & SUMMARY**  
Thursday, November 14, 2019

**Call to Order & Orders of the Day**

PRESENT: Chair Hon. Chappie Jones, Vice Chair Dennis King, Members: Carl Davis Jr., Allie Lopez (call-in), Helen Wang, Mason Fong (call-in), Nancy Avila, Ken Kelly, Alternates: Raymond Mueller.

ASSOCIATE MEMBERS: Annie Tsai, Nga Nguyen

**OTHERS PRESENT:**

Jeff Cristina  
Marcy Kamerath  
Xuan Ha  
Juan Borrelli  
Dhez Woodworth

Opportunity Now SV  
Santa Clara Valley Transportation Authority  
City of San Jose  
City of San Jose  
City of San Jose

STAFF: Raania Mohsen

Vice Mayor Chappie Jones convened the Small Business Advisory Task Force at 4:06 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 Draft Minutes for the Regular Meeting of September 19, 2019

Documents Filed: Draft Minutes for the Regular Meeting of September 19, 2019

Action: Motion made by Dennis King to approve the Minutes and seconded by Ray Mueller, the Draft Minutes was unanimously approved (9:0).

**Old Business**

- A. **Review of Subcommittee Report: Language & Cultural Competency Barriers**  
(Allie Lopez, Ken Kelly, Nancy Avila, Helen Wang, Raymond Mueller)

Documents Filed: Memo and Recommendations  
Attachments

The Subcommittee Report was summarized and provided information about key factors related to language and cultural competency barriers amongst small businesses. The largest theme expressed was the issue of trust. Another barrier was the concept of pronouns and addressing correct gender pronouns. For example, “they” pronouns refer to people who do not identify with a specific gender and is all inclusive. In addition, a follow through from the City is still needed on implementation. The report recommendations is to be included in priorities for 2020.

Action: Motion made by Ray Mueller to accept the Subcommittee report and seconded by Helen Wang, the Subcommittee report was unanimously approved (9:0).

## **New Business**

### **A. Review of City’s Business Ally Program and Opportunity for Collaboration with Chambers of Commerce (Juan Borelli and Xuan Ha)**

Documents Filed: Business Ally Program Flyers and Resources

Juan Borrelli and Xuan Ha provided background information on the Business Ally program. It was created in 2013 as a joint effort of two departments: Planning, Building & Code Enforcement (PBCE) and the Office of Economic Development (OED). The point of contact to facilitate permits is <https://www.sanjoseca.gov/business/getting-started-in-san-jos>. The purpose of the program is to demystify the permit process. It works across seven different departments to coach small businesses. The program has decreased the length of time for the permit process: what used to take 4-6 months now takes 1 month or less. In 2020 a new grant for businesses will allow funding for ADA compliance improvements. The Business Ally Program assisted 1100 small business citywide last year. Questions from Task Force Members addressed response time for emails. They noted that they attempt to respond to all emails; there is a high volume of emails so it is difficult to respond within 24 hours. The focus of the Business Ally Program is to provided permitting and business registration assistance. Vice Chair Dennis King noted that they are very accessible and collaborate on workshops together; they are an “unknown treasure” of the City. There was a recommendation to increase staff for the Business Ally Program to help more businesses.

### **B. Bylaw Amendment Proposal: Code of Conduct**

Documents Filed: Draft Bylaws for Review and Approval

The Task Force reviewed the bylaws and proposed code of conduct. Per review of bylaws, members requested to revise the proposed Code of Conduct as a separate document from the blyaws and that the nomination and appointment of officers (Chair and Vice Chair) occur at the January 2020 meeting. Staff Liaison Raania Mohsen to send out email requesting nominations and to work with Vice Chair King on revised Code of Conduct.

Action: Motion made by Vice Chair Dennis King and seconded by Member Raymond Mueller to ratify bylaws and bring back for approval (9:0).

## **C. Discussion of Priorities for 2020**

### **1. Workplan 2019**

Documents Filed: Workplan 2019

Chair Jones reviewed 2019 Workplan and requested members to forward suggestions for 2020 to Raania; proposed 2020 workplan will be included for review at the January 2020 meeting.

### **2. Subcommittees & Potential Partnerships for 2020**

Chair Jones reviewed potential partnership opportunity with VTA's new Small Business Advisory Taskforce. VTA's newly formed task force is to assist VTA with providing resources and information to businesses affected by the BART construction project along the Alum Rock Corridor.

Action: Motion made by Vice Chair King and seconded by Member Ray Mueller to authorize Chair Jones to work with VTA to propose a form of collaboration between the two task forces. (7:0:2. Absent: Fong, Kelly)

## **D. Schedule of Meetings 2020**

Document Filed: 2020 Schedule of Meetings

Chair Jones reviewed the proposed 2020 schedule of meetings.

Action: Motion made by Vice Chair King and seconded by Member Davis Jr. to adopt schedule of meetings (6:0:3. Absent: Fong, Kelly, Mueller).

## **Announcements:**

Vice Chair King shared the article written by Vice Chair Jones promoting the City's Prequalification and Public Works Academy in the Small Business Development Center's Access Magazine.

## **E. Meeting Schedule and Agenda Items**

*The next regular meeting will be January 9, 2020 at 4:00 pm, San Jose City Hall, 18<sup>th</sup> Floor, T-1854*

## **F. Adjournment**

Motion made by Dennis King to adjourn and seconded by Carl Davis Jr. The meeting was adjourned at approximately 5:15 pm (5:0:4 Avila, Fong, Kelly, Mueller).

ATTEST:  
ADVISORY TASK FORCE SECRETARY

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RAANIA MOHSEN, DEPUTY CHIEF OF STAFF