
SMALL BUSINESS COMMISSION
Draft Meeting Minutes

Monday, June 13, 2022
4:30 P.M.
City Hall, Room 278
1 Dr. Carlton B. Goodlett Place, San Francisco, CA 94102

SMALL BUSINESS COMMISSIONERS

Sharky Laguana, President
Miriam Zouzounis, Vice-President;
Lawanda Dickerson; Rachel Herbert; Cynthia Huie; William Ortiz-Cartagena; Tiffany Carter

1. Call to order and roll call

Meeting called to order at 4:37pm

Present: Laguana, Zouzounis, Carter, Dickerson, Herbert, Huie

Absent: Ortiz-Cartagena

2. Approval of 5.23.2022 Meeting Minutes (Action Item)

Motion to approve meeting minutes: Laguana

2nd: Dickerson

Aye: Laguana, Zouzounis, Carter, Dickerson, Herbert, Huie

Motion passes 6-0

3. General Public Comment (Discussion Item)

Public comment: Janet Tarlov, Glen Park Merchants Association and Council of District Merchants

4. Strategic Planning Retreat Introduction (Discussion Item)

Commissioners participated in teamwork exercises, Director Tang and Kerry Birnbach reviewed the goals for the retreat. The following OSB staff introduced themselves: Morgan Heller, Jossiel Cruseta, Jessica Wan, Michelle Reynolds, Carol Cheng, Morgan Heller.

No members of the public requested to speak.

5. Review of Current Programs (Discussion Item)

Director Tang reviewed the history and creation of OSB and SBC. She reviewed current programs within the Office of Small Business and Office of Economic and Workforce Development, including a review of City Charter language, the Office of Small Business mission and mandate, and business support services. Michelle Reynolds presented an overview of the Legacy Business Program.

Commissioners expressed interest in better understanding the racial diversity of Legacy Businesses, and gave suggestions about the Legacy Business program brochure/outreach.

No members of the public requested to speak.

6. Budget Overview (Discussion Item)

Director Tang, Director Sofis, and OEWD Budget Director Merrick Pascual reviewed the budget process and timeline for FY 22-23, highlighting what was included in the Mayor's proposal. Commissioners asked Director Sofis to elaborate on her goals for the next budget cycle, and what SBC could do to better proactively support small businesses. Director Sofis talked about future collaborations with OSB and initiatives that OSB would be leading. Commissioners expressed interest in collaborating with workforce programs to assist small businesses with hiring and they were supportive of more dedicated staff time to analyzing commercial vacancies.

No members of the public requested to speak.

7. Action Planning (Discussion Item)

Commissioners reviewed and affirmed the results of the Commissioner Pre-Retreat Survey. They reviewed their goals for the coming year with a consensus on the need for

- positive messaging and communications on why it's beneficial to be a business in SF
- a better understanding of vacancies across the city
- Targeted outreach/building close relationships with merchants to build trust among BIPOC owners
- Addressing public safety in commercial corridors
- Better utilizing Legacy businesses to learn best practices, etc.
- Advocating for simplified applications and centralized billing systems
- Exploring flexible retail, incentives to landlords to use spaces in new ways

They brainstormed overarching themes to work on, including more streamlining and reducing paperwork associated with starting and operating a small business. Commissioners reviewed preliminary key objectives and key results for the Office and Commission for the next fiscal year.

No members of the public requested to speak.

8. Adjournment

Meeting was adjourned at 8:37pm.