



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

**Thursday, April 8, 2021 – 7:00pm**

**Virtual Meeting:  
<http://bit.ly/dalycityapril8>**

**Call to Order:**

The Commission commenced the meeting at 7:00pm.

**Pledge to the Flag:**

**Roll Call:**

**Present:** Francis Espiritu, Paloma Concordia, Charles Hill, Maybelle Manio, Maria Cruz

**Approval of Minutes:**

Minutes approved as distributed.

**Election of Officers:**

Staff liaison Brandon Phipps introduced this item noting that the role of Commission Chair and Vice Chair will impose additional responsibilities on Commission members including presiding at all official meetings, consulting with fellow commissioners and the staff liaison in drafting meeting agendas, attending Council meetings as appropriate to represent the commission, signing any correspondence on behalf of the commission, helping to lead meetings in-line with the agenda, and ensuring that any discussions are orderly, focused, efficient, and fair. Prior to opening the floor to formal nominations, staff liaison opened the floor to Commissioners to express their interest in the Chair and Vice Chair position. Commissioner Manio, Commissioner Hill, and Commissioner Espiritu expressed an interest and willingness to take-on position of Chair and/or Vice Chair. Following expression of interest, staff liaison opened the floor to formal nominations. Commissioner Concordia nominated Commissioner Manio for Chair and Commissioner Hill for Vice Chair. There were no other nominations. Staff liaison moved to a voice vote. Commissioners unanimously voted Commissioner Manio to the position of Chair and unanimously voted Commissioner Hill to the Position of Vice Chair. Both Commissioner Manio and Commissioner Hill accepted the positions of Chair and Vice Chair, respectively.

**Discussion Item – Ongoing Agenda Building:**

Staff liaison presented a summary of ongoing agenda building processes for the Commission – particularly focusing on how Chair and Vice Chair will participate in agenda building moving forward. Specifically, leading-up to Commission meetings, the Chair and Vice Chair will solicit and receive proposed agenda items or discussion items from fellow commission members. The Chair and Vice Chair will then work with the Staff liaison to select agenda items based on additional direction and input from City Council and City Staff. Commissioner Manio inquired as to when the Commission will transition from meeting virtually to meeting in-person in City Hall Chambers. City Manager Maltbie responded that we are all eager to transition back to in-person meetings and that the City is aiming to move back to in-person meetings in Q4, 2021.

**Discussion Item – Summary of Other Commissions / Sub-Committees:**

Staff liaison presented a summary of other Commissions and Sub-Committees in the City. Specific Commissions and Sub-Committees mentioned include the Arts and Culture Commission, the Bicycle and Pedestrian Advisory Committee, the Youth Advisory Committee, the Library Board of Trustees, the Planning Commission and the Recreation Commission. Staff liaison further explained that the number of advisory bodies in the City provides opportunities for collaboration and teamwork, but also helps to narrow the focus of what is discussed within the Small Business Commission. There were no questions or comments in connection with this item.

**Discussion Item – Daly City's Small Business Ecosystem:**

Staff liaison presented a summary PowerPoint on Daly City's small business ecosystem to help direct the Small Business Commission in terms of future discussion items and any future recommendations that this commission makes to City Council. A summary of business licenses of various categories (e.g., in-town, out-of-town, rental properties) were presented as well as a gross receipts summary for in-town businesses, and a summary of jobs within the City broken into primary NAICS categories. Commissioner Hill inquired as to what ethnicities are included in minority businesses. Staff liaison responded that that data is likely available through the Census but that is was not gathered for this meeting. Commission Manio inquired as to whether or not Arabic and Middle Eastern community members are considered minorities. Staff liaison commented that yes, they are classified as minorities and that qualitatively it has been observed that the Middle Eastern community is growing in Daly City. Commission Manio also asked if the job list is only small businesses. Staff liaison responded that the list is all encompassing and includes all in-town businesses. Commissioner Hill commented that it would be nice to see what kind of businesses categories are most represented by minority owners in Daly City to help understand the business community for future business supporting programs.

**Discussion Item – Small Business Challenges and Resources During COVID-19:**

Staff liaison presented a PowerPoint on small business challenges and resources during COVID-19 including recent data on business closures in the Bay Area, the hardest hit industries in Daly City, and ways that businesses have augmented their approach during the pandemic. Staff liaison opened the discussion up to Commissioners to comment on how they are seeing businesses pivot operations in response to COVID-19.

Commissioner Concordia commented that many of the strategies were mentioned in the PPT but commented that ghost kitchens are becoming more popular to reduce overhead and many restaurants are removing dining areas. Commissioner Espiritu commented that in response to COVID-19 most of his staff work from home and that many of his marketing-related businesses have significantly reduced. He reduced the number of pages published in the newspaper, renegotiated his lease with his landlord, but has not laid-off any employees. He was able to receive EIDL and subleases one of his office spaces to reduce expenses. Commissioner Hill commented that one of his neighbors is a restaurant owner and he was able to see an increase in business through COVID-19 using a take-out model and also mentioned resources in connection with loan programs for businesses in CA that have had trouble getting loans from traditional lending sources. Additional discussion regarding small business response occurred related to increased cost, increased risk, entrepreneurship, and social distancing modifications.

Staff liaison then presented a summary of financial and technical assistance available to small businesses in response to COVID-19. Financial resources specifically discussed include the CA small business COVID-19 relief grant, the San Mateo County restaurant, brewery, and winery grant, the shuttered venue operators grant, the restaurant revitalization fund, the Community Navigator Pilot program, PPP, EIDL, I-Bank's disaster relief program, the CalCAP loan loss reserve program, and Biden's Rescue America Plan. Technical resources specifically discussed

include the CA Entrepreneurship Task Force, the CA Office of the Small Business Advocate, Small Business Development Centers, Get Digital CA, and Go-Biz Office of Permit Assistance, and the in-progress North County business development center in South San Francisco. Staff liaison also provided a summary of Daly City business applications and funding associated with the San Mateo County Restaurant, Brewery and Winery Program and mentioned that Daly City will receive local funds through the Rescue America Program – and that future strategizing related to allocation of those funds will occur in the coming months.

Commissioners engaged in a discussion regarding what kind of small business assistance would be most impactful for Daly City businesses. Commissioner Concordia mentioned that rental assistance is one of the largest issues that businesses are facing. Commissioner Hill mentioned that oftentimes businesses struggle in finding information and struggle applying to existing programs – and that helping businesses apply to these programs, demystifying the process of receiving aid, and providing application assistance is an important aspect of any local assistance program. Commissioner Manio inquired as to whether or not the South City business development center will be a set location (e.g., brick and mortar); staff liaison commented that the center will likely occupy a brick and mortar space but that many of the services will be provided virtually. Commission then discussed opportunities to partner with local chambers of commerce and other similar bodies in the County, as well as discussed issues related to cleanliness and trash dumping in the top-of-the-hill neighborhood in Daly City. Commissioner Hill and Commissioner Espiritu specifically mentioned some issues they has experienced next to their business related to trash dumping, and City Management staff shared some local programs that have been developed (and programs that are in progress) to address these issues (e.g., Homeless Outreach Team).

**Announcements and Communications:**

No comments from Commissioners.

**Next Meeting:**

Next regularly scheduled meeting scheduled for June 10, 2021.

**Public Comment:**

No public comment was received for this meeting.

City Manager thanked Commissioners for their service and energy and commented that the Commission is a great lens for her to learn about the business community. She expressed that she appreciated their energy and is excited for Commissioners to act as ambassadors for the City; she looks forward to seeing how the Commission grows. Commissioner Hill mentioned that he has a great bank that works aggressively with small businesses to receive PPP – he worked on the Nor Cal loan committee that have connections with a number of other lending institutions. Commissioner Manio thanked the group for their time and effort and inquired as to how she will be managing the next meeting. Staff liaison responded that the process will be collaborative and that we will have a follow-up discussion prior to the next meeting to prepare.

**Adjournment:**

The meeting adjourned at 8:30pm.