



**CITY OF LOS ANGELES
SMALL BUSINESS COMMISSION
Quarterly Meeting**



JUNE 15, 2023

MEETING TIME
11:00am -12:30pm

MEETING LOCATION
Goodwill Southern California - Auditorium
342 N San Fernando Rd,
Los Angeles, CA 90031

Parking is available across the street from the building.
Please note that visitors may not part in the Goodwill store parking lot.

**To RSVP to this meeting, please email caroline.palacios@lacity.org. Please include your full name.*

AGENDA ITEM	ITEM TYPE
<p>I. CALL TO ORDER & ROLL CALL</p> <p>Meeting was called to order @ 11:10 am by Commissioner Jackson</p> <p>Commissioners (5)</p> <ul style="list-style-type: none">• Roslynn Simpson• Charles Lew• Jesse Torres• Mott Smith• Ronda Jackson <p>Other Participants (2)</p> <ul style="list-style-type: none">• Diane Chung, Business Counselor Mgr.,PACE - PUW & HW• Pat Nye, Regional Director, LASBDC <p>City Staff (7)</p> <ul style="list-style-type: none">• Robert P. Moore, City Attorney• Carolyn Hull, GM EWDD• Daysi Hernandez, Chief Grants Administrator, EWDD• Rosa Penalozza, Asst. Chief Grants Administrator, EWDD• Caroline Palacios, Sr. Project Coordinator EWDD• Taira Wright, Management Assistant, EWDD• Alea Pettigrew, Administrative Clerk, EWDD	<p>ACTION ITEM</p>
<p>II. PUBLIC COMMENT</p> <p>No Public comment.</p>	
<p>III. APPROVAL OF THE MINUTES (Link to 5/4 Meeting Minutes)</p> <p>Commissioner Jackson moves to approve 5/4 minutes Commissioner Torres seconds Unanimous approval, matter passes</p>	<p>ACTION ITEM</p>
<p>IV. Report from EWDD, Business Source Centers, and Small Business Development Center relative to discussion of 5/4 Small Business Commission Special Meeting regarding available small business technical assistance resources & support.</p>	

- EWDD - EDD (Economic Development Division)
- BSC Partners (BusinessSource Centers)
- SBDC (Small Business Development Center)

Caroline Palacios, Sr. Project Coordinator, EWDD - Gave a brief overview of what would be discussed in regards to the highlighted questions by the Commissioners about accessibility to operations such as access to resources for small business support as well as a current update as of May 2023 on EWDD's Small Business Support programs.

Business Source Centers Program

- 10 center locations
- Tech assistance
- Grant assistance
- Loans

Small Business Rental Assistance Program

- 675 applicants
- Some applicants were assisted by the Business Source Centers with the application process.
- closed program

Small Business Legal Aide (w/ L.A. County Dept. of Economic Opportunity)

- Helping small businesses that have lease issues or that's navigating through legal issues post pandemic.
- Legal partner Bet Tzedek

L.A. Optimize & Small Business Corps.

- Helping small businesses reach their tech capacity. (ex. E-marketing, websites.)

Commissioner Simpson - What is Good Food Zones

Daysi Hernandez, Chief Grants Administrator EWDD - Gave a brief overview of the program.

Good Food Zone

- The program seeks to expand access to healthy food options to areas where there is a lack of healthy foods.
- Good Food Zone in South L.A.
- trying to establish Good Food Zone in San Fernando Valley/Pacoima

Commissioner Lew - How are the businesses targeted for the program? Is there some type of organic component?

Daysi Hernandez, Chief Grants Administrator EWDD - Any food industry related business that's within the boundaries.

Commissioner Lew - Definition of "Healthy Foods". How is it delimiting "Healthy Foods".

Daysi Hernandez, Chief Grants Administrator EWDD - There is a list of criterias and guidelines, but doesn't have them available on hand but can have an update for next meeting.

Valeria, CLA - There are guidelines such as floor space for fresh foods, business must accept EBT & WIC.

Commissioner Lew - Is there any provisions for micro farming.

Valeria, CLA - No provisions for micro farming.

Commissioner Smith - What does a business have to do necessarily at the counter to be served? Total number of businesses served?

Caroline Palacios, Sr. Project Coordinator EWDD - Explains the business center steps and processes. Will provide an update at the next meeting on the total number of the businesses being served. Also success stories can be found on the EWDD website.

Diane Chung, Business Counselor Mgr., PACE - Gave an overview of the PACE program and what services and resources they offer small businesses.

- Non - Profit Organization est. 1976
- Mission - to support businesses in the community with access to tools and resources for success.
- Programs offered - Business & Lending
- Access to capital
- Assistance w/loan process
- Procurement team
- 1:1 counseling
- SBA Lenders
- SBA Microloans
- Tech Training
- Workshops

Commissioner Jackson - Are they limited to the 10 locations or are there boundaries or are there particular industries.

Diane Chung, Business Counselor Mgr., PACE - No boundaries or particular industry.

Caroline Palacios, Sr. Project Coordinator, EWDD - No business will be disallowed services because of geographic area.

Commissioner Smith - Are there any personal guarantees in terms of a contract?

Diane Chung, Business Counselor Mgr., PACE - There is no personal guarantee, the program is not mandatory.

Rosa Penaloza, Asst. Chief Grants Administrator, EWDD - In response to Commissioners Smith's question of how many businesses were served by the Business Resource Centers. 5,322 services rendered city wide and 1,431 enrolled into the program.

Pat Nye, Regional Director, LASBDC - Gave an overview of the SBDC program and what type of resources they offer for small businesses. The SBDC is a national funded program w/ 63 nation wide networks that includes 5 located in California with L.A. being the 6th largest, 7 physical centers and a lot of satellite partners with a network of primarily contractors.

What L.A.SBDC does :

- 1:1 in depth training
- Workshops
- No cost advising
- No cost training
- Small business tech training
- Match making
- Veteran's specialized program
- A host of tech programs
- Staff that speaks 20+ languages

Who SBDC serves: (10,000 clients as of 2022)

- 10% Asian/Native American
- 20% Black Owned
- 30% Hispanic
- 44% Women Owned
- 3% Veterans

Commissioner Smith - Verified an earlier response to a question with Chief Asst. Grant Administrator Rosa Penaloza of EWDD that the number of businesses served was just city wide.

<p>Rosa Penaloza, Chief Asst. Grant Administrator, EWDD - Agreed that the number of businesses served that was given in response to a previous question was city wide.</p> <p>Commissioner Smith - Wants an understanding of what type of relationship we have with SBDC are we competitors or in competition.</p> <p>Pat Nye, Regional Director, L.A.SBDC - Doesn't believe we are competitors that both parties need to figure out what the relationship is.</p> <p>Rosa Penaloza, Chief Asst. Grant Administrator, EWDD - There is a collaboration with some of EWDD's Business Resource Centers that's working w/ SBDC. It's just trying to identify now how much more we can do together.</p> <p>Commissioner Smith - Are there other mentorship programs?</p> <p>Pat Nye, Regional Director, L.A.SBDC - SOAR</p> <p>Caroline Palacios, Sr. Project Coordinator, EWDD - There is also the Business Incubator program, Business Source Center Program and Corporate style programs.</p>	
<p>V. COMMISSION STRATEGIC PLAN DISCUSSION</p> <p>Continuation of discussion as follow-up to EWDD's presentation fulfilling the Commission's information request regarding small business support programs.</p> <p>What can the commission do:</p> <ul style="list-style-type: none"> ● Real accounting of assets/ Small Business Files ● Doesn't celebrate opportunity enough ● Come up with an impact study? ● Atone amplification? ● Supporting ● Restaurant Reboot (roll out to fit the need) <p>Carolyn Hull, GM, EWDD - Industry cluster approach is the best way to economic development. Bioscience, Healthcare, Bioscience sector, headquarters are surrounding the city of L.A.. If we were to take the cluster approach, understanding their supply chain.</p> <p>Issues:</p> <ul style="list-style-type: none"> ● Economic Impact Study for our programs ● Highlight the multiplier effect (Look at it from an input and output perspective) ● Other entities that do that as well, but don't want to duplicate other industries <p>Clusters:</p> <ul style="list-style-type: none"> ● Join forces with the clusters already in place ● Common focused dialogue <p>Entertainment Industry:</p> <ul style="list-style-type: none"> ● The need for production Space ● Expedite permits for production space ● What are the challenges and what can the government actually do? ● What industry cluster meetings are happening? 	<p>DISCUSSION ITEM POSSIBLE ACTION ITEM</p>

- Chamber has LADC, BizF?
-

Align the discussion with upcoming opportunities in the City (US Open, infrastructure , etc):

- Procurement Group that looks at all of the events happening in the city

Carolyn Hull, GM, EWDD, will report back with how to better align.

Caroline Palacios, Sr. Project Coordinator - Inclusive procurement working group that brings together the officers, EWDD, partners to talk through the way to align and bring together a pipeline to prepare for contracts. Proof of contact to help prepare businesses. Working along with the Deputy Mayor's office to help identify opportunities for small businesses to get in.

MOU for all parties being brought to the table, and also in the MOU making sure partners provide data to analyze what works and what doesn't work

Will a calendar be prepared ? Coordinate so that the Government is there in those settings.

The Commission will love to receive a calendar or email of small business support related documentation, scheduled meetings etc

Public Face on website? Carolyn will circle back with Robert. Commission side Yes, Public Side TBD

Commissioner Jackson - Any additional structure?

Commissioner Torres - Best way to Propose New Objectives?

As an umbrella, the advocacy for collaboration has been the theme, a place where our voice resonates. (Bigger discussion). Come up with 4 action items? Potential areas of focus:

- How do we position LA to be the hub of small business?
- Advocate for synergy of small business network
- Facilitate meaningful dialogue to resolve problems for SBS

Robert P. Moore, City Attorney - (Update /Preparation 23-24 Work Plan Objectives)

- What objectives are to be?
- Discuss the action item discussed and agreed then voted upon
- Advocacy for Collaboration
- Facilitating Certain Dialogue
- Overarching Theme
- Continuation of last years discussion (what work/didn't work), generating topics for the future next meeting (2022 Work Plan Objectives)
- Highlight Focus Areas- problematic activity goals

<ul style="list-style-type: none"> ● I- identifying the somatic areas, elevating LA as a hub ● Defining those areas of work and organizing activities underneath those umbrellas <p>Commissioner Smith - Assets inventory? Networks we have, money, the organizations, the “know-how” (Focus Area of Advocacy =/ Synergy component)</p> <p>Refine 2022 Work Plan objects under new priorities</p> <ul style="list-style-type: none"> ● Do we need more community network participation? ● Concerned about inviting more participation when we aren’t all agreed upon the main objectives ● Make sure we’re agendaizing? ● Vote on adopting something even if its preliminarily just making sure its an action item afterwards ● Agendaizing each item to Streamline for 23-24 ● Clarifying the authority and role of the SBC 	
<p>VI. ANNOUNCEMENTS</p> <p>Upcoming Meetings</p> <ul style="list-style-type: none"> ● QUARTER 3: Thursday, Sept 21, 2023 (3rd Thursday) - 11:00-12:30 pm ● QUARTER 4: Thursday, Dec 14, 2023 (2nd Thursday) - 11:00-12:30 pm <p>Reminder of the next two Small Business Commission quarterly meetings: Commissioner Jackson.</p>	<p>DISCUSSION ITEM</p>
<p>VII. ADJOURNMENT</p> <p>Commissioner Jackson moves to adjourn @ 12:45 pm. Followup meeting Thursday, Sept. 21, 2023 @ 11:00 am - 12:30 pm location TBA</p>	<p>ACTION ITEM</p>

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