



CITY OF LOS ANGELES
SMALL BUSINESS COMMISSION
MINUTES



Tuesday, February 13th, 11:00am-12:00pm

1. CALL TO ORDER / ROLL CALL

Small Business Commissioners (5): Ronda Jackson, Mott Smith, Jesse Torres, Gail Lara, Roslynn Simpson.

EWDD Representatives: Lizeth Escobedo, Rosa Penaloza, Nyssa Buck

The meeting was called to order by Commissioner JACKSON at 11:05am on February 13, 2024.

2. PUBLIC COMMENT

No public comment

3. APPROVAL OF MINUTES-SEPTEMBER 21, 2023

Commissioner JACKSON motioned to approve the minutes of September 21, 2024.

Commissioner SMITH seconded the motion

Motion passed

4. PRESENTATION- LEGACY BUSINESS PROGRAM [Legacy Business Program Presentation](#)

a. Presentation of the City of Los Angeles Legacy Business Program by Nyssa Buck

i. Discussion and Recommendations

1. Nyssa Buck presented on the Legacy Business Program. "Legacy Business" is defined as a business open to the public that has been in operation for 20 years or more within the same community, and which meets three of the following four criteria:

- a. It contributes significantly to its community's history or identity.
- b. It sustains and cultivates distinctive cultural traditions or practices.
- c. The business is not franchised or affiliated with a national corporate chain.

- d. It provides vital goods and services in a language and manner that is culturally accessible to the community.
2. Benefits of the Legacy Business Program

a. The Legacy Business Program will provide tangible benefits to foster economic resilience and support the longevity of Legacy Businesses.

i. Benefits include:

- 1. Technical Assistance
- 2. Financial Assistance
- 3. Promotional Activities
- 4. Government Connections

- 3. Ms. Buck stated that the SBC roles and responsibilities will need to be identified at a later date. *(Agendized for future meeting)*
- 4. Commission JACKSON asked what requirements for the cultural aspect of the businesses identified.
- 5. Ms. Buck stated that it is an open definition, these businesses should be a staple in the communities.
- 6. Commissioner SMITH asked what the funding source was and how it would be distributed.
- 7. Ms. Buck stated that the main source is the American Rescue Plan that will be mainly given to businesses as grants and supporting small businesses with technical assistance, financial assistance, promotional activities and government connections.
- 8. Commissioner LARA asked how many businesses will be identified.
- 9. Ms. Buck stated that there is no cap on the amount but they are hoping to identify 1000 by the end of this year.
- 10. Commissioner JACKSON asked if there will be conversations around succession planning, payout, gentrification and mentoring.
- 11. Ms. Buck stated that legal can help with those matters. The idea is to give as many resources to these legacy businesses as possible. They need the SBC to help with outreach at the moment until the details of the scope of work can be identified.
- 12. The Commission has moved forward to agendizing the scope of work for a future meeting.**

5. SMALL BUSINESS COMMISSION MEMBERSHIP & GOVERNANCE UPDATE

- a. **Rosa Penaloza, Assistant Chief Grants Administrator, EWDD**, stated that progress EWDD has made around the nomination, selection, meeting cadence and

governance updates. EWDD hopes to have a draft by March and present it to Council by April. Council will have final decision on whether to adopt, reject or amend the recommendations.

- b. **The Commission moved forward to agendizing the review of the current governance document for the next SBC meeting, March 19, 2024.** [Council File 15-1364 SBC](#)

6. EXECUTIVE DIRECTIVE No.4 IDENTIFYING BARRIERS TO SMALL

- a. Commissioner SMITH reported on the ED4 status. Commissioner SMITH stated that the first meeting will be held on February 15,2024. Main concerns that will be addressed will include identifying measures of success, removing barriers for small businesses, identifying high and low priority needs.
- b. Commissioner JACKSON stated that technology is a major barrier for efficiency. Most if not all documentation needs to be completed by paper, this creates a barrier for quick turnaround for permits/inspections.
- c. Commissioner SMITH described a situation where a business survived the recession and COVID, but fell after delayed inspections forfeited their permit.
- d. Commissioner SMITH asked for more anecdotes of small business owners that have faced obstacles. The Mayor wants to collect all anecdotes in order to get a better understanding.
- e. Rosa Penaloza, stated to be cc'd on all correspondence regarding this to help collect this information.

7. ANNOUNCEMENTS

- a. Commissioner Jackson made a motion to adopt the quarterly meetings, scheduled for March 19th, June 25,2024, September 24, 2024, December 17,2024; all meetings will be held from 11-12:30pm
- b. Seconded by Commissioner TORRES
- c. Motion passes

8. ADJOURNMENT

- a. **Meeting adjourned at 11:47am**