



CITY OF LOS ANGELES
SMALL BUSINESS COMMISSION
Special Meeting Minutes

AUGUST 16, 2023

MEETING TIME
11:00am -12:30pm

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

AGENDA ITEM

I. CALL TO ORDER & ROLL CALL

Meeting was called to order @ 11:18 am by Commissioner Jackson

Commissioners (4)

- Jesse Torres
- Roslyn Simpson
- Mott Smith
- Ronda Jackson

Other Participants (1)

- Su In Lee, Small Business Policy Manager, MOBED

City Staff (5)

- Robert P. Moore, City Attorney
- Carolyn Hull, GM EWDD
- Rosa Penaloza, Asst. Chief Grants Administrator, EWDD
- Caroline Palacios, Sr. Project Coordinator EWDD
- Alea Pettigrew, Administrative Clerk, EWDD

II. PUBLIC COMMENT

- Eddie Navarrette, Independent Hospitality Coalition (IHC)
- George Kelly, Kelly Architects
- Adam Westblack, Restaurant owner
- Holly, Restaurant owner
- Courtney, Chief, Courtney's Corner

Rosa Penaloza, Asst. Chief Grants Administrator, EWDD - Shared two success stories.

- Lenchita's restaurant in the San Fernando Valley was able to get a commercial kitchen in the CD7 district through two of EWDD's programs; Jedi Zone and the Small Business Legacy program.
- Grand opening of the Watts Business Source Center

III. APPROVAL OF THE MINUTES ([Link to 6/15 Meeting Minutes](#))

Commissioner Jackson moves to approve 6/15 minutes
Commissioner Smith seconds
Unanimous approval, matter passes

IV. UPDATE REGARDING COMMISSION MEMBERSHIP

Rosa Penaloza, Asst. Chief Grants Administrator, EWDD - Gave a brief overview on the Commissioner's resignation and changes being made in the Small Business Commissions.

- Formal resignation was given by Commissioner Elise Swanson, who was appointed by; the Trade, Travel, and Tourism Committee. EWDD informed the committee of the resignation, the committee is looking into a new appointee. EWDD will have more information on the matter at the next **SBC meeting on 9/21**.
- EWDD will have to reevaluate the Government documents for the Small Business Commission (SBC), due to counsel being reappointed and changes were made to the committees; so EWDD's SBC needs to make some adjustments. More information on the matter to be given at the next **SBC meeting on 9/21**.
- Mayor Karen Bass has requested information on the current appointed commissioners, It's unsure if there will be any changes made and that will also be discussed at the next **SBC meeting on 9/21**.

V. PRESENTATION & DISCUSSION REGARDING EXECUTIVE DIRECTIVE

- Update from Su In Lee, Small Business Policy Manager, MOBED
- Presentation by EWDD summarizing the current activities of ED4 Working Groups
- Discussion facilitated by EWDD to determine a possible role for the Small Business Commission

Su In Lee, Small Business Policy Manager, MOBED - Gave an overview of the Mayor Karen Bass's Executive Directive 4 (ED4) and MOBED's mission and plans to help small businesses.

Mission Statement - The mission of the Mayor's Office of Business and Economic Development is to foster a vibrant and thriving economy by promoting a business-supportive environment that stimulates innovation and creation, business retention, new investment and growth of our local and minority and women owned businesses.

Mayor's Vision Plan:

- Make Los Angeles more business friendly
- Be a champion for SBE, WBE, and MBE
- Make Los Angeles more affordable + attainable
- Become a City of the future through innovation, equity, and sustainability

Executive Directive 4 Action Plan:

- Create the **Los Angeles Business Steering Committee (LABSC)**
- Review of all taxes and fees
- Review and assess processes and timelines
- Perform a comparative analysis to other Cities in the State

Process + Timelines:

1. Opening and Operating a Business

- Simplify and expedite access to City permits
- Increase collaboration and communication among City Departments to help streamline permitting processes
- Create comprehensive roadmap of procedures for businesses to follow
- Access to City services and resources
- Delivery of City services
- Enhancement of user interface and experience
- Facilitate small business compliance

2. Procurement

- Expedite contract payment processes
- Standardization of contractor communication
- Expedite and facilitate certification

Commissioner Torres - The Governor's Office of Business and Economic Development (**GOBED**), has an office with permanent assistance that has staff based here in Los Angeles. Maybe MOBED can connect with them to see what type of challenges they have seen. Also, on the tech side they could speak with the SBDC who might have a list of commonly asked questions etc. Also, with the Process + Timelines with working group 2 the expedition of contract payments that this is a real common issue to add on top as the first thing.

Commissioner Simpson - In the streamling process; The delay of the process; Can MOBED elaborate more on how small businesses can eliminate the roadblocks that they are or have faced through the MOBED outreach; How do you all do your outreach in terms of connecting with them.

Su In Lee, Small Business Policy Manager (MOBED) - Su In stated that she has been connecting with business communities in the city of Los Angeles, with really trying to get their feedback as well as asking for their surveys, so if any of the members they know are independent businesses that are in their neighboring city, also working with the City Council Offices also to identify some of the "Have you been hearing this" and if they can help with getting more testimonies from the business communities, so they can identify the common issues within the Small business community.

Commissioner Simpson - Can the businesses that are here now come to you now or do they have to wait for you to complete your study inorder to help with the roadblocks they are facing now.

Su In Lee, Small Business Policy Manager, MOBED - Yes. She would be willing to meet with any constituents that have any type of data and testomonies.

Commissioner Jackson - Is there one big metric that we are waiting to see from this directive or will there be a trickled out milestones that will benefit the restaurant owners, the small businesses and different core groups that you have.

Su In Lee, Small Business Policy Manager, MOBED - We don't have anything right now, as we are taking baby steps right now, we are hoping to share more milestones as to what has been happening with some type of metrics and data based on the data we can pull from each department. We are currently talking about the process of permit and a lot of the payment concerns are also raised internally and we are trying to identify what is

the technology that you are using and where is the problem in your stimulus that you are using and how would we be able to streamline with all departments because all departments are intertwined internally and once that information is available she would be happy to attend any future Small Business meeting to share more information updates.

Commissioner Jackson - It would be very enlightening to share like where we were and then either by percentage, dollar or business owner; where is the plan to go.

Commissioner Smith - Where is formal representation for the business community; There needs to be formal representation; L.A. needs to be a place for a successful business to succeed; What previous efforts are being studied to prevent previous mistakes.

Su In Lee, Small Business Policy Manager, MOBED- Will report back.

Rosa Penalzoza, Asst. Chief Grants Administrator, EWDD- Suggestions for ED4

- Advocacy
- Business Source Centers
- Permit Process delays
- Feedback
- Tech systems to help with payments (expedited)

Caroline Palacios, Sr. Project Coordinator, EWDD - Suggestions for ED4

- What department causes delays
- External collaboration of feedback
- Procurement collaboration
- Every six weeks meet
- Interim simple tech solutions in house
- Citywide solutions

Commissioner Smith - Request's the Mayor's office to add a Small Business representative into the formal process or a formal seat at the table for small businesses.

Commissioner Torres - ED4 suggestions:

- Strengthening the building of Small Businesses to have a seat at the table.
- More information on ED4 progress updates.

VI. ANNOUNCEMENTS

Upcoming Meetings

- 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

Commissioner Jackson - 9/21 Agendized meeting

Robert P Moore, City Attorney - 9/21 Agendized meeting; setup for discussion and action through email or written letter.

VII. ADJOURNMENT ACTION ITEM

Commissioner Jackson - 12:08pm

Upon request, the SBC will provide reasonable accommodation to enable individuals with disabilities to participate in its meetings, including access to agenda materials in alternative formats. Persons requiring an alternative format of this public notice pursuant to Section 202 of the Americans with Disabilities Act of 1990 may request one by emailing caroline.palacios@lacity.org or by phone (213) 544-1156 . Sign language interpreters assist listening devices, or other auxiliary aids and/or services may be provided upon request. To ensure availability, you are advised to make your request at least 72 hours prior to the date of the event/meeting.