



CITY OF LOS ANGELES



SMALL BUSINESS COMMISSION

MINUTES

Tuesday, March 19, 2024

11:00 am - 12:30 pm

1. CALL TO ORDER & ROLL CALL

SMALL BUSINESS COMMISSIONERS (5): Gail Lara, Charles Lew, Roslyn Simpson, Mott Smith, and Jesse Torres

EWDD REPRESENTATIVES: Rosa Penaloza, Lizeth Escobedo, Alea Pettigrew

The meeting was called to order by COMMISSIONER **SMITH** at 11:20 am on March 19, 2024

2. PUBLIC COMMENT

- A. Luis Luna, Program Director of West Valley and Harbor Business Center
 - I. Updates on their work with small businesses, including helping entrepreneurs secure a SBA startup loan and hosting a grand opening event.
- B. Pat Nye, Los Angeles Small Business Development Center Network (LASBDC)
 - I. Discussed the State Small Business Credit Initiative and new Veterans Business Outreach Center in LA.
- C. Diana Chung, PACE
 - I. Describes the importance of collaboration with all EWDD initiatives.

3. APPROVAL OF THE MINUTES-SEPTEMBER 21, 2024 MEETING

- A. COMMISSIONER SMITH motioned to approve the minutes of February 13, 2024.COMMISSIONER TORRES seconded the motion Motion passed

4. PROCUREMENT OPPORTUNITIES FOR SMALL BUSINESSES

- A. **LIZETH**: Table this conversation for our next feature meeting (**Agendized for future meeting**)

5. CASHLESS RETAIL BAN

A. Presentation of the Cashless Retail Ban by Alex Whitehead-Office of the Chief Legislative Analyst (CLA)

I. Discussion and Recommendations

- a. Alex Whitehead was tasked by the Council to prepare a report on Cashless Retail Prohibitions and Best Practices for implementation in Los Angeles. The report proposes prohibitions on transactions over \$1,000 in cash denominations over \$50, with exceptions for certain businesses like those operating from vehicles, venues, and those with cash conversion devices. Enforcement would involve the EWDD and the Civil and Human Rights and Equity Department. COMMISSIONER TORRES highlighted the need for an awareness campaign. Whitehead discussed requirements for businesses to keep cash on hand for transactions and suggested collaboration with the State Department of Industrial Relations. COMMISSIONER SIMPSON expressed concerns about the impact on small businesses, and Whitehead emphasized education and incentives. COMMISSIONER Lew discussed potential solutions for unbanked individuals, including a city-issued card.

6. CONTINUED BUSINESS: SMALL BUSINESS COMMISSION MEMBERSHIP & GOVERNANCE UPDATE

- A. Duties and Purposes of the Small Business Commission:
 - I. Advise on any formulation of goals and objectives for integrity programs.
 - II. We also can see here that we have view city, state and federal legislation affecting small businesses and make recommendations to the mayor and city council.
 - III. Outreach to small business communities solicit input feedback potential solutions to issues they faced with city policies or processes.
 - IV. Develop a plan to address city infrastructure or other projects that impact local businesses.
 - V. Advocate on behalf of small businesses.
 - VI. Work with EWDD to prioritize issues of special concern.
 - VII. Implement marketing strategies for city programs, services and incentives that assist small businesses.

- B. COMMISSIONER SMITH proposed streamlining the process for Small Business Commission meetings by collaborating with other departments. COMMISSIONER TORRES express challenges in implementing strategies without a budget and suggested further discussion. COMMISSIONER SIMPSON recommended workshops, partnerships, and skill-based volunteering to engage

the community. Lizeth outlined the mission of the Small Business Commission and discussed appointment structures and meeting frequency. COMMISSIONER Lew emphasized defining specific skill sets for small businesses. COMMISSIONER SIMPSON suggested more direct engagement with the business community, while also recommending marketing and outreach efforts to amplify their voice.

7. EXECUTIVE DIRECTIVE No.4 IDENTIFYING BARRIERS TO SMALL BUSINESS CREATION, DEVELOPMENT & GROWTH

A. Discussions and Recommendations

- I. Sue In Lee discusses progress on ED4 for small businesses in LA, particularly focusing on streamlining permitting processes. The business committee within ED4 aims to provide long-term solutions for businesses, emphasizing permitting and procurement improvements. City departments have enhanced permit processes by introducing virtual counter services, streamlining procedures, and offering legal assistance to social equity applicants. Additionally, a small business concierge service through the Mayor's office has been established to assist businesses in navigating city departments and providing feedback for process enhancement. A community task force gathers feedback from businesses to address internal city review gaps. The city's new business navigator website aims to centralize information and services, making it more user-friendly and inclusive for immigrant business owners. Improved communication between vendors and city departments is essential for streamlined procurement processes. Sue In advises monitoring customer surveys regularly to address any service issues promptly.

8. ANNOUNCEMENTS

- A. LIZETH: Next meeting is June 25th at the Expo center

9. ADJOURNMENT

- A. COMMISSIONER SMITH: Adjourn meeting at 12.27 pm
COMMISSIONER TORRES: Second

