



CITY OF LOS ANGELES  
SMALL BUSINESS COMMISSION



Wednesday, July 15, 2020 11:00 am -1:00 pm

**1. CALL TO ORDER / ROLL CALL**

Small Business Commissioners (7): Ronda Jackson, Mott Smith, Charles Lew, Jesse Torres, Elise Swanson, Gail Lara, Roslynm Simpson

EWDD Representatives: Jacqueline Rodriguez, Kwesi Hanciles

The meeting was called to order by Commissioner Jackson.

**2. Comprehensive Economic Development Strategy**

- a. Presentation of the City of Los Angeles Comprehensive Economic Development Strategy by Jacqueline Rodriguez and Kwesi Hanciles

**3. Discussion and Recommendations**

- a. Commissioner Lara acknowledges that there is money being allocated to small businesses from the city but she isn't able to see the impact of city microloans on micro-businesses. She also touches base with the fact that most micro and small businesses aren't properly prepared for proper bookkeeping and accounting. Suggested that those resources be provided to businesses to better ensure the success of these businesses.
- b. Commissioner Swanson poses a question related to the locations of BusinessSource centers located in the city. Mrs. Rodriguez explains the locations of the nine BusinessSource centers and the need identified in these areas. Commissioner Swanson suggests receiving feedback from the contractor in the BusinessSource centers to understand what they need to support the small businesses in their areas.
- c. Commissioners and Mrs. Rodriguez discuss implementing a webinar on QuickBooks and accounting for BusinessSource centers to use with clients. Commissioner Smith proposes that more of the BusinessSource Center resources be provided online due to the current circumstances in the world and the expenses of real estate and other factors in Los Angeles. In regard to funding being received by small businesses Commissioner Smith also inquires if the BusinessSource centers have partnerships with funding organizations outside of banks or traditional funding. Mrs. Rodriguez describes how those relationships have been formed with non-traditional lending groups and the number of funds that are usually made available to small businesses through these organizations.
- d. Commissioner Swanson suggests that the BusinessSource centers create a core curriculum for the businesses that provide quality education and information on a variety of topics that will all provide value to their business. Commissioner Lara also suggests creation of curriculum that is industry-specific will be even more beneficial due to the differences in industries.
- e. Commissioner Smith suggests that there be an incentive offered for engaging in the resources offered by the BusinessSource centers. Specifically, on this new curriculum that will be offered through BusinessSource centers encouraging business owners to engage in the resources being offered.

- f. Commissioner Jackson places emphasis on the marketing of these programs to new businesses making them aware of BusinessSource centers and their resources as a whole. Suggests that BusinessSource centers partner with City office that issue licenses, BTRC's, certificates etc in order to establish a relationship with all new applicants that apply for these certifications before their business even gets started. Commissioner Smith further endorses Commissioner Jackson's idea of partnering to get the contact information of new applicants in order to send out email and further correspondence for BusinessSource Center resources.
- g. Commissioner Swanson suggests that as a part of the curriculum for businesses provided by the BusinessSource centers there needs to be education provided in conferences to leasing, purchasing and maintaining business real estate.
- h. Commissioner Lew recommends that in efforts to provide professional assistance to small businesses in the city that partnerships be established with law schools in the city in order for these small businesses to receive guidance with documents such as leases.

**ADJOURNMENT**

July 15<sup>th</sup>, 2020 1:17 PM