



CITY OF LOS ANGELES
SMALL BUSINESS COMMISSION



Wednesday, June 24, 2020 10:00-11:47 am

1. CALL TO ORDER / ROLL CALL

Small Business Commissioners (6): Ronda Jackson, Mott Smith, Charles Lew, Elise Swanson, Gail Lara, Roslyn Simpson

EWDD Representatives: Samuel Hughes, Daysi Hernandez, Jacqueline Rodriguez, Kwesi Hanciles
The meeting was called to order by Commissioner Jackson.

2. Public Comment

a) No Public Comment.

3. Approval of Meeting Minutes

a) Commissioner Swanson makes motion for approval of meeting minutes. Motion is seconded by Commissioner Smith

4. CEDS (Comprehensive Economic Development Strategy)

- a) Mrs. Rodriguez introduces EWDD Assistant General Manager Samuel Hughes who provides background on the CEDS program, its approach and program goals
- b) Mr. Hughes discusses the background of the comprehensive economic development strategy (CEDS). Since the end of the 2007 recession the city has made a strong economic push decreasing unemployment and increasing the sales of domestic products. Despite the economic growth the city has had there are still challenges the city would like to solve. In order for the city achieving those goals there is a set of action items staged for completion. CEDS is a 5-year implementation process in order to complete the 8 goals and 15 action items associated with those goals. There are 5 specific focus areas where these initiatives will be carried out which are the 5 focus areas.
- c) Commissioner Jackson presents a question with concerns towards the CEDS's metrics or any specific end all goals. Mr. Hughes discusses that there are metrics within the strategy that are set to be analyzed at program completion. Mrs. Rodriguez then references page 47 of the document that shows focus area metrics for household income, education, and those percentages compared to that of the city population.
- d) Commissioner Smith presents the two questions, who adopted or contributed to the CEDS program with in the city and How influential is this document in concerns to city decisions? Mr. Hughes informs Commissioner Smith that it was presented to the CLA, Adhoc, EDC, and other agencies in a form of collaboration in order to ultimately be as sound as possible before being presented to City Council for final approval. Mr. Hughes further explains how the CEDS is a document that correlates with city plans and objectives that have already been in place therefore the CEDS program is very much relevant in city decisions.
- e) Commissioner Lara questions if there is any plan of a partnership or collaboration with any outside organizations to accomplish these goals and initiatives. Mr. Hughes discusses various resources that are being exhausted in efforts to continuously promote fluid communication to the business communities by collaborating with outside organizations, business resource centers and other city departments. Mr. Hughes further explains a new program that will be inducing a collaboration with restaurants as a pilot program. Gail supports the understanding of industry specific programs that will allow the food and beverage industry business owners flourish.

- f) Commissioner Jackson questions if the CEDS plan will be affected by any changes in leadership as political terms will be overlapping with the terms from which this strategy was created. Mr. Hughes responds with understanding that unless there is an economic catastrophe that happens, he can't see there being any changes to the CEDS strategy that aren't geared towards achieving its goals.
- g) Commissioner Swanson discusses the fact that the majority of the businesses that are struggling had minimal internet presence so she feels that if programs like the program Mr. Hughes mentioned will be entirely beneficial to these businesses. Ms. Rodriguez discusses that there will be changes with in the business source centers that will also reflect these initiatives and innovation in the businesses industries.
- h) Commissioner Simpson opens discussion about the Boyle Heights area and the current situation that is occurring with leadership in that area. Mr. Hughes responds with the understanding that no matter a change in leadership the needs of the area still stand and the department plans to still move forward in helping that area in regards to the CEDS program. Commissioner Jackson would like to know that since this is federal money will this money be used to extend equity to those minorities and sub groups that are currently at disadvantages when it comes to building small businesses and ownership in the target focus areas. Mr. Hughes discusses that CEDS is dedicated to encourage equitable distribution amongst disadvantages groups therefore that initiative is high priority with this strategy as well as with the majority of services being offered now by EWDD.
- i) Commissioner Lara questioned if there had been a proactive approach to homelessness and those who will be coming out of incarceration to less employment opportunities. Ms. Lara also asks if there will be funds allocated for training to offer opportunity to these specific groups. Mr. Hughes discusses that those that have "barriers to entry" primarily work with the resources that the workforce side of the department will continue empower and offer opportunity to those with "barriers to entry" throughout the duration of this strategy as these concerns align with the solutions that he strategy is working to provide solutions to. Mr. Hughes also explains in a broad view of how EDD will be working on an assignment that can't be disclosed this time but that specifically will target homelessness. Daysi discusses programs EWDD offers for those who were incarcerated or homeless geared towards providing them opportunities to enter the workforce as well as promoting entrepreneurship amongst these groups.
- j) Commissioner Smith addresses concern over what metrics are going to be used when determining the distribution of equity amongst disadvantages groups. Mr. Hughes refers back to the metrics identified in the CEDS document that outline the specific demographics that will be targeted in order for this program to achieve its equity distribution goals.

1. Workplan.

Mrs. Rodriguez introduces the idea of a workplan for the Small Business Commission and the formalization of how the SBC can impact the small business community in collaboration with the Comprehensive Economic Development Strategy. Mr. Hughes suggests that the SBC comes up with activities that will further ensure the success of the CEDS goals and initiatives.

- a) Commissioner Jackson suggests that the SBC measures capacity in order to not be redundant in their recommendations and actions which in turn would assure the maximum amount of effort is used in unexplored horizons.
- b) Mrs. Rodriguez and Commissioner Smith propose that the commission has a subsequent meeting after having time to review the CEDS document in order to allow the meeting to be as efficient as possible.
- c) Commissioner Jackson asks duration of the workplan or year. Mr. Hughes discusses how he envisions the workplan to be fluid that way anyone who is appointed to the commission they are able to contribute innovative ideas but also make sure the workplan stays along its original CEDS plan. Mr. Hughes suggest that the commission creates a workplan for an 18-month time span.

ADJOURNMENT

June 24th, 2020 11:48 AM