



CITY OF LOS ANGELES

SMALL BUSINESS COMMISSION

Thursday, April 9, 2020 12:30- 1:30 pm

1. CALL TO ORDER / ROLL CALL

Members present (6): Small Business Commissioners: Ronda Jackson, Mott Smith, Charles Lew, Jesse Torres, Elise Swanson, Roslyn Simpson

EWDD Representatives: Samuel Hughes, Jacqueline Rodriguez, Rosa Penalozza, Kwesi Hanciles

The meeting was called to order by Commissioner Jackson.

2. Public Comment

a. Andrew Thomas- Executive Director Westwood Village Business Improvement District

Mr. Thomas possess the question; how can we ease regulations for businesses to open and reopen as it has been a struggle for food and beverage businesses to manage in the city of Los Angeles even before the current pandemic?

b. Elizabeth Peterson Gower- Restaurant Owner Downtown Los Angeles

Mrs. Peterson Gower emphasized the importance of businesses being able to reopen in Los Angeles and working with her organization to provide solutions that she will present in future meetings.

c. Fast Eddie- Owner of FE Design and Consulting

Eddie possess the question; how can we help these restaurants now? Expressed that restaurants need money as soon as possible. Proposes a city task force that is composed of private and public sector representatives to come up with processes that will impact and encourage businesses to open or reopen in the future.

d. Will Reusch – Husband of Salon Owner

Mr. Reusch was interested in obtaining more information about the PPP loan as it permits to their specific business application. Mr. Reusch also posed the question; will the City of Los Angeles microloan eligibility be affected by also applying for the PPP loan?

3. Resources Available to Small Business with in the City of Los Angeles

Presented by Rosa Penalozza and Jacqueline Rodriguez

Samuel Hughes discusses the current task of the EWDD and the opportunities that the department is being presented with in regards to helping out small business as well as the workforce in the City of Los Angeles. Mrs. Rodriguez discusses the resources that can be provided through the BusinessSource centers as well as the specific services that they are currently providing. Mrs. Rodriguez also outlines the specific loan programs that are available currently where to access available funding and who is providing the funding from the following:

Business Government Loans

California State Treasurer's Office

Small Business Administration Disaster Loans

Business Assistance City Loan Programs

Emergency Microloan Program

Loan Payment Relief

EDA Revolving Loan Fund

LA Cares Corp

Economic Injury Disaster Loans (EIDL)

Paycheck Protection Program (PPP)

California Infrastructure and Economic Development Bank (IBANK)

Disaster Relief Loan Guarantee Program (DRLGP)

Jump Start Loan Program

Alternative Capital

Jewish Free Loans

Kiva Loans

We Funder

Mrs. Penalosa continues the presentation to outline the work sharing programs benefits for employees and businesses. Mrs. Penalosa also provides information on specific resource outlets that employees in need of assistance could reach out to including; Employment Development Department (EDD), BusinessSource centers, and Workforce Services.

4. Public Comment (continued)

- a. Mr. Lew discussed the effort that will be discussed on May 28th that will expedite the CUB process. This effort will mainly focus on the idea that a restaurant or eating place is not subject to the same scrutiny of a nightclub allowing a streamlined process to compliance. In concerns for the need to relax building and safety regulations during this time, Mr. Lew also identified there is an effort to do so as the City of Los Angeles recognizes the effects of the pandemic. Mr. Lew also touches basis on small businesses and restaurants being denied business insurance with an interruption of business occurring due to exclusionary language specifically excluding viruses and the lack of physical damage. With this being understood he also brings light to the understanding that the City of Los Angeles is working to include in the stay at home order that the effects of COVID-19 can be associated with physical damage.
- b. Mrs. Simpson expresses that the processes that small businesses are currently dealing with in an effort to obtain relief needs to be eased or simplified during this time. Mr. Hughes addresses that a business is not precluded for the city loan if you applied for any other relief loan as long as you qualify. Mr. Hughes discusses that the application process for the city microloan has been reduced from 50 to 15 pages as EWDD continues to find solutions to make the microloan process as fluid as possible.
- c. Mr. Smith possess the question, how is the city preparing for the end of the emergency? Mr. Hughes replies assuring that the concern is valid and that is also a concern of General Manager Hull but hasn't currently been addressed and is a topic of conversation moving forward. Mr. Smith makes the recommendation on receiving feedback from EWDD on if an emergency task force can be established with relevant city agencies, county agencies and private industry representatives to ease regulations for businesses in the future. Recommendation was seconded by Elise Swanson.
- d. Mrs. Swanson discusses her strong recommendation for an emergency task force due to feedback she has received in concerns to business needs now and in the future. Mrs. Rodriguez discusses with Mr. Swanson how active the BusinessSource centers should be and how responsive EWDD has been in concerns to the city loans and relief in general.
- e. Mr. Smith possess the question, how is EWDD utilizing the network of non-profits in Los Angeles that are offering parallel services during this time? Also, how are we as EWDD referring people to the non-profit resources to get businesses the help that they need? Mrs. Rodriguez identifies that EWDD is also working with the small business development centers which is a state program and county wide as well in order to provide assistance. Weekly seminars will also take place to provide further guidance for small

businesses as a whole as well as smaller breakouts for industry specific businesses. Mrs. Jackson provides feedback on commissioners being able to provide relief information to their respective industries allowing a relatable approach to those inquiring about relevant information.

ADJOURNMENT

April 9th, 1:30 PM