

**MINUTES OF THE REGULAR STUDY SESSION
OF THE CITY OF SAN CLEMENTE
PLANNING COMMISSION
February 5, 2014 @ 6:00 p.m.
City Council Chambers
100 Avenida Presidio
San Clemente, CA 92672**

CALL TO ORDER

Chair Darden called the Regular Study Session of the Planning Commission of the City of San Clemente to order at 6:02 p.m. in City Council Chambers, located at 100 Avenida Presidio, San Clemente, CA 92672.

ROLL CALL

Commissioners Present: Wayne Eggleston, Michael Kaupp, Kathleen Ward, Chair pro tem Barton Crandell, Vice Chair Donald Brown and Chair Julia Darden

Commissioners Absent: Jim Ruehlin

Staff Present: Cliff Jones, Associate Planner
Eileen White, Recording Secretary
Jeff Hook, Principal Planner

AGENDA

A. Special Presentation from the Small Business Administration (Jones)

The Small Business Administration (SBA) will make a special presentation about the services available to businesses within San Clemente. The SBA is an independent agency of the federal government to aid, counsel, assist and protect the interests of small business concerns. The SBA helps Americans start, build and grow businesses.

Sylvia Gutierrez, Economic Development Specialist, Santa Ana District Office, narrated a PowerPoint Presentation entitled, "SBA, United States Small Business Administration." She noted the SBA's mission is to help entrepreneurs to start businesses and part of her responsibilities is to educate the public and potential entrepreneurs about the services available such as supported loans and information on obtaining government contracts. She compared the assistance available to a tool kit with three components: Management and technical assistance, certifications, and loan guarantees. Services available include website training on-line, free

training, workshops, and knowledgeable resources. Training partners include counseling and classes by industry experts (SCORE), counseling to businesses by business professionals (SBDC), and classes and technical assistance geared towards women (WBC). She displayed the 10 different loan programs available, noted there is a huge market abroad for products made in the United States, and described loan amounts, uses of funds, business eligibility, size standards, and credit criteria. The SBA recommends that potential entrepreneurs discuss business plans with them before going to the bank.

Chair Darden commented that she had met with SCORE participants in the past and found them very helpful, passionate about their areas of expertise, and a great resource when starting a new business.

In response to questions, Ms. Gutierrez advised that assistance through the SBA is available for self-certification of businesses; noted the government is required to use 23 percent of their budget on goods and services provided by small businesses; provided the website address to access monthly calendars indicating SBA workshops and events; invited all to take advantage of the services provided; advised the SBA works closely with cities, chambers of commerce, and other business organizations.

Ms. Gutierrez encouraged interested individuals to contact her to arrange for group presentations, provided her contact information, and agreed to forward copies of the presentation presented this evening in response to requests received via email.

Report received and filed.

COMMISSION COMMENT: None

RECESS - Recess until 7:00 p.m.

Respectfully submitted,



Julia Darden, Chair

Attest:



Jeff Hook, Principal Planner