

**Pima County Small Business Commission
County Administration Building
130 W. Congress, 1st Floor
Thursday May 15, 2014
3:00 P.M.**

Members Present

Tom Ward
Ken Goodman
Lyra Done
Patricia Brown
Mark Finchem
Rhonda Pina
Joy Soler
Edie Lake

Others Present

Patrick Cavanaugh
Marion Hook
Aurora Hernandez

Members Absent

Jerry Long
Shelby Hawkins
Gabrielle David

Call to Order- The meeting was called to order by Chairman Ward at 3:00 pm.

Pledge of Allegiance- Chairman Ward led the Pledge of Allegiance.

Introductions- Rhonda Pina owner of Bridle Bit Ranch, in Marana was introduced; Ms. Pina is the District 2 appointee for Supervisor Valadez, she replaces Dabney Philabaum. Ms. Pina is also a Small Business Loan Officer for Wells Fargo Bank. She will be very helpful in advising for the Pima Prosperity Fund. Introductions were made all around.

Approvals of Minutes- The minutes from the March 20th, 2014 meeting were approved, unanimously.

Patrick Cavanaugh – Coordinators Report- Mr. Cavanaugh passed on his report; with discussion on later agenda topics.

Chairman's Report- Chairman Ward- Arizona-Sonora Resource Guide, Chairman Ward attended the grand opening of the release of the Arizona Sonora Resource Guide. It is a directory of local businesses sponsored by the Tucson Hispanic Chamber of Commerce and AZ Daily Star. The Guide is available from the THCC or the Daily Star for \$50.00. They are now preparing for next year's Guide and Chairman Ward would like to see the Commission listed in the book. This will be looked into.

Marion Hook pointed out that two entities were not listed, tourism and foods. She was tasked by the City Committee to find out why. She called the Daily Star to find out. They felt that tourism was represented by the CVB, next time they will go back to the sponsors to expand on the food angle.

Patrick Cavanaugh stated Maricopa County is working on a similar guide "Bien". He will keep us posted on the progress.

Chairman Ward would like to see this expanded and would like to have the Commission write a letter to the THCC and the Star suggesting improvement and expansion of the guide to include tourism and food.

The federal government recognizes tourism from other countries as an export, because it brings in money from outside. Ms. Ross stated that she would like to see the economic impact of Mexican Nationals. We will check with the THCC and VisitTucson for those stats.

Chairman Ward proposed a motion to write to the THCC and the Star asking for improvement and expansion. Motion seconded by Commissioner Finch, motion carried. Chairman Ward will write the letter.

SBC and Mexico Trade Information Forum- Chairman Ward reported on the meetings held to plan the SBC and Mexico Forum. Several entities attended the meetings, Eric Nielsen, US International Trade Administration Director, US Department of Commerce; JP Paredes, City of Tucson Economic Development Department; Lea Marquez-Peterson, President, Tucson Hispanic Chamber of Commerce; Felipe Garcia, VisitTucson; Teresa Bravo, Pima County Economic Development; Larissa Valenzuela, City of Tucson Consultant; Sebastian Galvan Duque Covarrubias, Attaché US Consulate and Patrick Cavanaugh.

Chairman Ward believes a good forum would be helpful to the small businesses of Pima County. Shortly after the last meeting Mayor Rothschild announced the Borderlands Trade Conference set for May 30, at the Starr Pass Resort which will have a cost of \$50.00, our forum will not have a charge.

The SBC Forum is tentatively scheduled for September 11. SBC will focus on how small businesses can do business in Mexico and vice versa. We are looking at small breakout sessions, as opposed to a panel discussion. Commissioner Finchem suggested advertising on Facebook and Twitter, also to be held on a Thursday afternoon with a happy hour to follow.

Motion to hold the Forum on September 11, entertained by Chairman Ward, seconded by Commissioner Finchem, motion carried unanimously.

JTED 9th Grade Funding- Funding for the 9th grade JTED was not restored but funding was increased for the rest of the program. Maybe next year it will pass.

Opposition to HB 2379 Limiting Library Districts Taxing Authority- the letter to Senator Olson was a success. The letter which was also sent to the State Representatives and the Senators opposing this Bill was received. At this time it has been removed from the Bill.

Vice Chairman Report – Vice-Chair Lake spoke about the Small Business Award. Vice Chair Lake will be making sure the Fourth Annual Awards will be distributed to the recipients, since they were not finished by the last presentation.

The awards were made by JTED students and are not perfect. Vice Chair Lake and Commissioner Goodman will be distributing the awards from last year. We have several cut wood pieces with a base previously cut by the JTED students that could possibly be taken to a local trophy shop to be engraved.

After review by the Commission the press release for the Fourth Annual Award will be sent out with emphasis on the Award is being sponsored by the SBC and the \$500 rural prize is sponsored by the Pima County Board of Supervisor Chair, Sharon Bronson and the urban prize is being sponsored by Economic Development & Tourism.

Outlying Pima County decision on Catalina- Commissioner Done reported on her work in Catalina. It seems many businesses in Catalina do not know each other. The problem in Catalina is trying to distribute information; there isn't a local newspaper, chamber or any other organized entity to assist in distributing information.

Commissioner Done has a contact in Catalina who has over 4000 contact numbers for the businesses in Catalina. Commissioner Done will be speaking with Barbara McClure of IMPACT to come and speak to the Commission regarding her ability to contact the businesses. Ms. McClure will be asked to speak to the Commission at the next meeting.

Other Commissioners Reports- Commissioner Goodman reported on JTED. JTED had a very successful year. Different trades won lots of state awards. The fire training program, automotive and the culinary group received top honors. The Commencement will be at Centennial Hall this year. Commissioner Goodman would like to see some faces from the Commission there.

Marion Hook- City of Tucson Small Business Commission- Ms. Hook and the City SBC were tasked by the Mayor to look into short term vacation summer rentals. There are sites on the internet, advertising rentals of private homes. The legal status is being looked into, the safety of the homeowner, the neighborhoods, as well as the renter; also what are the tax implications. There are at least 1200 listings for the City of Tucson. There are approximately 200 million people worldwide are using this system.

Rentals are for a day to a month. There are no safety regulations in place for short term rentals. Many people have no idea this is being done in Tucson. Some homes are running two to three different groups a month. Many don't have business licenses, certificates of occupancy. Insurance liability, home owner policies do not cover short term rentals. Some folks are renting anything from a couch for a few nights, to a home in the foothills for a wedding. Charges range from \$100.00 a night for a couch and up to \$900.00 a night for a home in El Encanto or the foothills.

The City of New York sued Air B&B and collected millions of back taxes not paid by these home owners. The City SBC has put together a committee comprising of Brent DeRaad from VisitTucson as well as Andy Squire from the City of Tucson, to look into the impact of these businesses. How do we keep the tourists safe as well as the local homeowners, neighbors? What about the taxes? How is this impacting local business; hotels, b and b's?

The Committee will be reporting to the Mayor and Council soon and Ms. Ross will be reporting more at the next meeting.

Other Commissioners Reports-Commissioner Soler reported it is possible 4th Avenue may be implementing farmers markets on Fridays, possibly beginning the last Friday in May. Commissioner Soler will be reporting back next month.

July and August meetings- there was discussion as to what month will be an off month. SBC usually takes August off for the summer. There will be more discussion in June.

Future Agenda items-

- Lisa Lovallo from Cox Communications - Cox and small businesses.
- Pima County Sheriff's Department relationship with small businesses
- Rural and unincorporated areas-possible meeting at unincorporated town-td
- Job order contracts-JOCS
- Lea Marquez Peterson-President-Tucson Hispanic Chamber of Commerce

Call to the Public- No response.

Meeting adjourned at 5:00 P.M.