

**Pima County Small Business Commission  
County Administration Building  
130 W. Congress, 1<sup>st</sup> Floor  
Thursday September 18, 2014  
3:00 P.M.**

**Members Present**

Ken Goodman  
Edie Lake  
Lyra Done  
Patricia Brown  
Rhonda Pina  
Shelby Hawkins

**Others Present**

Marion Hook  
Tom Moulton  
Aurora Hernandez  
Brent DeRaad  
Leticia Valenzuela

**Members Absent**

Mark Finchem  
Jerry Long  
Joy Soler  
Gabrielle David  
Tom Ward

**Call to Order-** The meeting was called to order by Vice Chair Edie Lake at 3:00 pm.

**Pledge of Allegiance-** Vice Chair Edie Lake led the Pledge of Allegiance.

**Introductions-** Commission members introduced themselves to Brent DeRaad, President & CEO of Visit Tucson.

**Approvals of Minutes-** The minutes from the July 17th, 2014 meeting were approved, unanimously.

**Presentation- Short Term Rentals- Marion Hook & Brent DeRaad-** Marion Hook of the City of Tucson SMWBC and Brent DeRaad President & CEO of Visit Tucson gave a presentation on Short Term Vacation Rentals.

July 7, the SMWBC submitted a letter and memo to the City Council asking for staff to explore the short-term vacation rental industry "sharing economy". Sharing economy has individuals renting homes, and providing personal taxi services. There are bed tax issues as well as insurance and safety issues. This can be very harming to small businesses such as bed and breakfasts. There are people renting out their homes for weddings and other major functions. This is causing safety and parking issues for communities that are seeing these parties next door.

Visit Tucson is looking into the short term rental issues because it is affecting bed tax collections. Of the six million dollars collected in bed tax by Pima County annually, much more could be collected if this was regulated. The SMWBC would like to put together a committee to set regulations for these rentals.

The Vice Chair Lake has been asked by Marion Hook, Chair of the City of Tucson SMWBC to write a memorandum of support to the Pima County Board of Supervisors. Commissioner Hawkins proposed a motion for the memo, Commissioner Goodman seconded, motion carried unanimously. Vice Chair Lake will be writing the memo.

**Coordinators Report- Tom Moulton-** Mr. Moulton spoke about the Southern Arizona Attractions Alliance, (SAAA) the Alliance is funded by the Tucson Attractions Passport which is on sale throughout Pima County. The Passport is sold for \$18.00 and has over \$400.00 of savings to all the local attractions. Most of the attractions have a 2 for 1 offer for their attraction. This is also available in a digital format. You can activate it on your smart phone. This is all locally produced in conjunction with Visit Tucson. Any business can purchase these for sale in their businesses. Marion Hook has these available at her bed and breakfast.

**Vice Chairs Report-** Annual Report- Vice Chair Lake would like to continue with the Presentation of the Annual Report to the BOS. She will be reviewing last years' projects, Pima Prosperity Fund, Mexico and US Trade, working with Visit Tucson, Sixth Annual Small Business Awards, and decide what projects to continue in 2015.

Vice Chair Lake would like to see local banks and lending institutions to put out a flyer telling small businesses the procedures and permits needed to start a small business. It was suggested to work with Development Services to direct small businesses in the right direction.

**Catalina Initiative-** Commissioner Done gave a report on the upcoming Forum in Catalina. The Forum will be held Saturday October 20<sup>th</sup> at the Coronado K-8 School, 3401 E. Wilds Road in the unincorporated community of Catalina at 9:00 A.M. Vice Chair Lake urges everyone to attend, to show support for the local small businesses and try to help with any business issues. There will be "Coffee with a Commissioner" for business owners to have one on one time with the Commissioners.

There was great discussion to decide if there will be a formal SBC meeting in Catalina. It was decided to leave it as a "Community meeting" and focus on the Catalina community needs.

At this time Vice Chair Lake relinquished the meeting to Commissioner Goodman, as she had another function to attend.

**JTED Report-** Commissioner Goodman, the Legislative agenda will be similar to the past. There is hope the JTED 9<sup>th</sup> grade funding will be restored.

**City of Tucson SWMBC-** Marion Hook- There was no report since there was no quorum.

**Other Commissioners' Reports-** Commissioner Brown gave a follow up on the ADEQ 'Non Exposure Notification' she received. She received a letter in July telling her she still needed to renew it at a future date but not at this time. The ADEQ requires businesses that have any kind of storage on their premises to have a storm runoff permit, costing \$2,500.00. No one else in her area has been required to pay this. She has been directed to call Andy Squires about this issue.

**Future Agenda items-**

- TREO
- Pima County Sheriff's Department relationship with small businesses
- City of Tucson Business Assistance Line- Andy Squires
- Fourth Avenue Merchants Association
- Sheldon Fishman- Marriage Initiative

**Call to the Public-** No response.

**Meeting adjourned at 4:45 P.M.**