

BLUE RIBBON EQUITABLE TASK FORCE ACTION MINUTES - THURSDAY, AUGUST 5, 2021

Meeting was called to order at 6:17 pm by Rogers Agaba.

1. **Roll Call:** Takata-Vasquez, Larsen, Oke, Swafford, Williams, and Wanzo were present. Katz, Kwamilele, Ortega and Tsai were absent. There was a quorum.
2. **Public Comment**

Rick DaSilva, Chinatown Chamber of Commerce Board Member, asked the Task Force to consider the impact of the recommended changes to businesses that high gross sales, but extremely small profit margins (ex: Chinatown grocery stores). He noted the Chamber would be willing to schedule a meeting with those businesses and the Task Force.

Carl Chan, President of Chinatown Chamber of Commerce, stated he had spoken with many businesses (grocery stores) and they wanted him to relay to the task force, that many of the grocery stores in Chinatown and Fruitvale area had very small profit margins. He requested the Task Force speak with those businesses.

3. **Speakers:**
 - A. **Heidi Pickman, Vice President, Programs & Policy, California Association of Micro Enterprise Opportunity; and**
 - B. **Edward Del Beccaro, Executive Vice President, SF Bay Area Regional Manager of TRI Commercial Real Estate Services, Inc.**

Heidi Pickman a presentation on A Strong Local Entrepreneurial Ecosystem for Recovery. She reviewed the history of the The Hatch and value of small business. She mentioned how small business recovery needs were: coaching, capital, connections, culture, and climate. She explained what CAMEO was, who they served, and what they did. She reviewed their programs: CDFI Incubator, CAMEO Academy, and Fostering Ecosystems. She also provided a brief history about herself.

Discussion held pertaining to the top needs being: investment in the small business ecosystem, KIVA Hub (small business loans), and the Business Service Center.

Discussion held concerning how CAMEO did not provide any direct services, but they worked with other businesses who did.

Edward Del Beccaro provided a brief description of his background. He provided a presentation of the City of Oakland's mid-year economic profile for 2021. He reviewed the industry change by number of employees and the industries affected. He also reviewed the City's mid-year real estate for 2021. He went of the progressive tax structure and the effects on commercial real estate. He went over the impacts of raising the cost of business. He stated there were businesses that were not aware of the potential tax increase. He recommended conducting a comprehensive

survey of 100+ small and large businesses within the City pertaining to their views on the proposal; what was Oakland doing to create a revenue model that attracted businesses in order to be competitive/attractive/grow revenue; create a two-tier gross receipts tax; and dedicate any net increase in general revenue funds to invest in infrastructure and workforce education that would attract new businesses.

Discussion held pertaining to how tax rates were only part of what a business considered when moving to a city.

Discussion held concerning how to have two tiers; one for small business (150 people or less) and another tier for larger businesses.

4. Proposed Task Force's Analyses and Recommendation Report Outline & Timeline

Huey Dang reviewed the outline that staff had created. He stated it was the Task Force's report and could be written however they liked, staff was just providing an outline based on the feedback they had received. He stated staff would write the report on behalf of the Task Force and bring it back for the Task Force to review and approve. He noted the Chair and Vice Chair would sign off on the report. He stated the task force would need to adopt a plan by September 2nd and staff would bring back a finalized report for September 30th. It would be brought to Council on October 19th for a vote.

Discussion held pertaining to how the Task Force needed to focus on the recommendation section of the report.

Discussion held concerning holding a special ad hoc committee to work on the report between the two September meetings to create the report to be presented to the full Task Force, item to be placed on the next agenda.

Discussion held regarding how the Task Force should plan on voting on rates at the next meeting.

5. Ad Hoc Committee Updates:

- A. Committee A – Job Quality & Employment - .They discussed the impact of the proposed rate that Committee C had presented and planned to discuss at their next meeting – changes they would recommend.
- B. Committee B – Business Mobility, Real Estate, Attraction & Retention – also looked at Committee C's proposal in relation to what they were looking to recommend. They also looked at mobility and public utilities.
- C. Committee C – Tax Categories & Implementation – looked into line items. Stated discussed tax holiday and minimum tax. Also discussed how tax holidays could be applied differently. They provided a quick overview of the three options they had for a tax holiday.

6. Agenda Requests for Future Meetings

Items to be placed on next agenda: possibly adding a special ad hoc committee meeting between the two regular Task Force meetings in September, reports on current ad hoc committees a, b, and c, discuss tax holidays, and possibly setting a minimum tax.

7. Open Forum

None.

8. Adjournment

Meeting adjourned at 7:58 p.m. Next meeting will be August 19, 2021, at 6:00 pm.