Assembly Committee on Jobs, Economic Development, and the Economy
Assembly Select Committee on Small Business and Entrepreneurship

Economic Recovery of Women- and Minority-Owned Businesses

Wednesday, August 18, 2021, at 2:00 pm in the Assembly Chamber of the California State Capitol

Preliminary AGENDA

The Assembly Committee on Jobs, Economic Development, and the Economy, and the Assembly Select Committee on Small Business and Entrepreneurship are convening a joint informational hearing examining the needs of women- and minority-owned small businesses during the latter stages of the COVID-19 pandemic. This is the second in a series of hearings being held by the Select Committee, with future hearing topics focusing on workforce development, access to capital, and regulatory hurdles. Information and recommendations received during the hearing will serve as a foundation for oversight and evaluation of state programs and legislative proposals in the coming Session.

I. Welcome, Introductions, and Opening Statements

Chairs and Members of the committees will give opening statements and frame the key issues to be examined during the hearing.

II. Challenges in Reopening California

After 15 months of restricted commerce, California's women- and minority-owned businesses face a range of challenges in reopening and being successful in the post-COVID-19 economy. Remarks will be provided by:

- ***Eugene Cornelius, Jr.,*** *Senior Director, Center for Regional Economics and California Center, Milken Institute [https://milkeninstitute.org/]*
- ***Nancy Swift,*** *Executive Director, Jefferson Economic Development Institute and Chair of California Women's Business Center Network [http://e-jedi.org/]*
- ***Pat Fong Kushida,*** *President & CEO, California Asian Pacific Chamber of Commerce [https://www.calasiancc.org]*

III. Case Study: Transforming Communities by Supporting Women and Minority Entrepreneurs

As part of its mission, in 1997, El Pájaro Community Development Corporation created a retail business incubator in downtown Watsonville to assist low- to moderate-income, Spanish-speaking entrepreneurs with starting and operating successful businesses. Named Plaza Vigil, this 16-space retail incubator has already supported the opening and scaling of dozens of local businesses. Through the incubator, small businesses can access training, business consulting, and administrative and marketing support. The recent addition of a separate Commercial Kitchen Incubator Program is currently supporting 33 food purveyors to start or expand their food businesses. In 2020, the El Pájaro Community Development Corporation was designated a Women Business Center by the US Small Business Administration.

- ***Carmen Herrera-Mansir****, Executive Director, El Pájaro Community Development Corporation and host to the Regional Women's Business Center serving Monterey, San Benito, and Santa Cruz Counties [https://www.elpajarocdc.org/about-us/]*

IV. Deeper Dive into California Inclusive Economic Recovery

Panelists have been asked to provide specific examples and recommendations on steps that can be taken to support women- and minority-owned businesses to be full participants in the California comeback. The panelists include:

- ***Monica Ochoa****, owner of 1Day Cleaning, an early-stage microbusiness that overcame business development challenges with the help of state, federal, and/or local programs and services. [www.1DayCleaningServices.com]*
- ***Nicole McDonald,*** *owner of S.T.E.A.M. Academy, a mature small business that has survived 16 months of COVID-19 restrictions and now requires capital, technical assistance, and additional staffing to reach the next stage in their business development. [https://steameducate.com/]*

- ***Andy Madeira**, Chief Executive Officer, East Bay Asian Local Development Corporation, a community development corporation that developed the COVID Commercial Tenant Resiliency Program for its commercial portfolio consisting of over 100 small business and non-profit tenants, the majority of which are minority and/or women owned business enterprises.* *[https://ebaldc.org/about-us/our-leadership/]*

V. Public Comment

Anyone interested in addressing the committees may speak for up to 3 minutes during the public comment period. Written comments are encouraged and may be submitted to ajed@asm.ca.gov through September 15, 2021.

VI. Closing Remarks

Assembly Members will make closing remarks and offer recommendations for further actions.