

Meeting Notes

Small Business Liaison Team (SBLT)

Thursday, May 26, 2016 1:00-2:30 pm

Please send corrections, edits or additional information to help@oria.wa.gov.

Location	Sunrise Room, Department of Commerce Building
Purpose	Calendar of Events update and Quarterly Web Traffic reports; SBG & BusinessHub Update; Manufacturing/Restaurant Success Update; Commission of Hispanic Affairs Survey
Attendees	• Linda Alongi • Jeff Baughman • Doug Cheney • Lawrence Coleman • Kari Gilje • • Scott Hitchcock • Tricia Kovacs • Beth Lehman • Rachael Lindstedt • • Cezanne Murphy-Levesque • Gloria Y. Pitkin • Rhonda Polidori • Patrick Reed • • Nancy Skewis • Cheryl Smith • Jovi Swanson • Peter Vernie • Margeret Warner • • Brittany Wilson •

Agenda Highlights

- **Welcome and Agenda Overview:** Scott Hitchcock, ORIA
- **Calendar of Events – Updates to the Calendar:** Rachael Lindstedt, ORIA
- **Web Traffic Report:** Margeret Warner, ORIA
- **Small Business Guide & Washington BusinessHub – Update:** Elizabeth Wheat and Rhonda Polidori, WaTech
- **Manufacturing / Restaurant Success – Update:** Cheryl Smith, COM
- **Commission of Hispanic Affairs Survey:** Gloria Y. Pitkin De La Rosa, CHA
- **SBLT Member's Roundtable:** All Members

Welcome and Agenda Overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Quick overview of the agenda - Introductions
- Review of the new SBG Section – Closure due to Death. **Note** information varies by agency; also adding information to the RUN chapter regarding extra steps (summary)
- Small Business – Lean Project Examples: postponed for Edmon Lee, LCB, to participate
 - Beth Lehman, LCB: Edmon wanted to get people's feelings on the Lean Activates i.e. "Do we really want to continue?"
 - Scott Hitchcock, ORIA: Purpose is to highlight lean projects that agencies are doing that have an impact on small businesses – if we decide to continue we need participation – maybe provide us information when you provide it to resultswa – concerns/comments, let us know

- Nancy Skewis, DOL: LEAN team wasn't keen on sharing information especially when the governor's office hasn't received it yet, they indicated concern regarding filters. She likes the LEAN activities page overall.
- Lawrence Coleman, OMWBE: Not against continuing. Is there any included on the page explaining what lean is?
 - Not now; however, if it's decided that we will continue with the lean activity page, then it will be made more visible on the ORIA website and more information will be added to explain LEAN.
 - If we don't decide to continue then the page will just remove it because it doesn't make sense to have old information
- Meeting Location / Parking Instructions: Discussing changing the location of our meetings; are the new commerce tenants making it harder to find parking? Is this location not working anymore?
 - No. We are all good. **Note:** there is additional parking behind the railroad tracks.

Calendar of Events – Updates to the calendar

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented the Calendar of Events for Small Businesses.
- For the month of June there is three events listed – the Business Partnership Forum, Washington Small Business Forum and New Hire Training by DSHS.
 - Beth Lehman, LCB: will send information on upcoming outreach events for LCB
- **Reminder:** The events listed on this calendar should only be public events for small businesses to allow SBLT members to better coordinate their outreach efforts. Please visit the [Small Business Events Calendar](#)^a to review any upcoming events and let ORIA know (send to help@oria.wa.gov) if there are any missing events or if your agency is attending an event not currently listed as an attendee.

Web Traffic Report

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented the Web Traffic Report^b for February 1, 2016 to April 30, 2016:
 - Small Business Guide agency referrals;
 - Small Business Guide HTML;
 - Small Business Guide PDF downloads; and
 - Calendar of Events
- A quarterly web traffic report is presented to the Small Business Liaison Team each month; next month's report will include data from March 1, 2016 to May 31, 2016.

Small Business Guide and Washington BusinessHub Update

Elizabeth Wheat and Rhonda Polidori, WaTech

- Spoke about second version – google search is going well
- API is hooked up and BusinessHub is pulling content from the Small Business guide and verifying that the site works well before posting it live to the public
- Spending another two weeks to polish to make sure to match usability feedback and hoping to go live by the next SBLT meeting on **Thursday, June 23 2016**.
- Willing to allow SBLT members to have a sneak peek; however, they want to make sure the guide is searchable first

Manufacturing / Restaurant Success Update

Cheryl Smith and Cezanne Murphy-Levesque, Department of Commerce

- Commerce has been working on streamlining processes and developing tools that resonate with the business community
 - They created the regulatory road map to convey what businesses need to do as per the regulations and providing a common identifier for cities
 - Started with Restaurant success – pilot project – put an online plain talk guide to starting a restaurant in Seattle (involved 17 state and local agencies). Local businesses were confused and frustrated and were never really sure when they were done with the process
 - Currently working with other cities to use to tool to make Washington more business friendly - more globally competitive - customizable per locality
- New legislation redirects their focus to streamlining manufacturing; launched manufacturing road map for Snohomish county (hub)
 - Helps businesses assess feasibility of a site;
 - Shows what will it really take to do business in that community
 - **Example:** City of Arlington → Doing Business → [Regulatory Roadmap - Manufacturing^c](#)
 - Visual like the restaurant guide, but not as artsy (customer-focused)
 - Final result shows everything that the manufacturer need to do – currently using excel spreadsheet; Plan to replace it with an APP
 - Helps customers identify hang-ups or issues between local and state requirements
 - Doesn't replace any of the content – pulls from the city code – too much information elsewhere so needed a breakdown

- Reduces costs to business: time
 - Focus on Roadmap is to make it easier for the new user and “old hat”
 - Roadmaps are set up like a template so any city/county can use it
 - Will be launching it to other cities this summer
- Commerce received additional funding to continue with this development, but will need additional support from state agencies
 - **Future Roadmaps include:** Maritime, retail, food manufacturing, etc, and there is a lot of interest from cities for these roadmaps
- Need to make sure this information stays up-to-date – possibly through quarterly updates of the Small Business Guide
 - Scott Hitchcock, ORIA: We have an API for the small business guide and there is no need for duplicate effort, maybe Commerce can pull the applicable information using the API to maintain their Roadmaps
 - For permits the Regulatory Handbook is another available resource and included with that is Data.wa.gov
 - **Action:** ORIA can add links to Roadmaps in the Small Business Guide
 - **Action:** ORIA will work with Commerce so SBLT members get one request rather than multiple requests - during the quarterly update
- Commerce hasn't found anything that is quite like the roadmaps online. Most guides are static and there isn't any good models to work from - no other states have something like what Commerce has done
- **Action:** Commerce will work with ORIA for one update request rather than multiple update requests

Commission of Hispanic Affairs Survey

Gloria Y. Pitkin De La Rosa, Commission of Hispanic Affairs

- *Background:* the Commission of Hispanic Affairs (CHA) develops and posts an assessment report every biennium. They focus on different Latino issues each biennium with broad overarching themes. Last biennium they focused on Health and the biennium before that was Education; this biennium they are focusing on Economic Development – Language Access.
- Survey will be used to essentially take the temperature of state agencies so CHA can provide the appropriate assistance to state agencies and outreach as needed
- Survey deadline is **Saturday, June 4, 2016**. If you have any questions, contact Gloria at gloria.pitkin@cha.wa.gov. **Action:** Gloria will send another reminder before the deadline

SBLT Members' Roundtable

All SBLT Members

- Patrick Reed, SOS: Business License Services online system turned off until **Sunday, June 5, 2016**, and this includes the annual reports; however, Secretary of State (SOS) suspended the delinquent fee until **Wednesday, June 15, 2016**
 - Beth Lehman, LCB: we are also delaying our delinquent fees
 - Patrick Reed, SOS: we received the first batch of code from vendor – they are testing their new system and hope to go live soon – their system will be similar to BLS
- Kari Gilje, IRS: sent out invitation for the Biz fair on **Saturday, September 24, 2016**. Let her know if your agency did not get invite or if you haven't been there before and would like to take part: kari.s.gilje@irs.gov
 - Invitation for Small Business Forum on **Wednesday, June 15, 2016** will go out again – located at the Department of Labor and Industries building in Tukwila from 9:00 to 12:00 pm.

Referenced Hyperlinks

- a **Small Business Events Calendar:** <http://www.oria.wa.gov/BizEvents>
- b **Web Traffic Report:**
[https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/Website%20Analytics%20-%20SBLT%20Report%20\(Feb-Mar%202016\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/Website%20Analytics%20-%20SBLT%20Report%20(Feb-Mar%202016).pdf)
- c **Regulatory Roadmap – Manufacturing:** <http://www.arlingtonwa.gov/index.aspx?page=545>