

Meeting Notes

Small Business Liaison Team (SBLT)

Thursday, April 28, 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	Department of Enterprise Services (DES) Agency Presentation; Lean Page Updates; Calendar of Events update and Quarterly SBG Web Traffic report; Subject Matter Experts – Small Business Guide (SBG); Updates - 2016 Work Plan, Meeting Speakers, and SBLT Outreach; Determine meeting date for the Lacey Campus - South Puget Sound Community College (SPSCC); SBG & Washington BusinessHub – Update; and SBLT Members Round Table
Attendees	• Margeret Warner • Rachael Lindstedt • Brittany Wilson • Linda Alongi • Scott Hitchcock • Servando Patlan • Kari Qvigstad • Kim Johnson • Mark Bailey • Rhonda Polidori • Edmon Lee • Jovi Swanson • Patrick Reed • Jeff Baughman • Grant Pfeifer • Eric Moss • Doug Cheney • Kari Gilje • Lawrence Coleman •

Agenda Highlights

- **Welcome and Agenda Overview:** Scott Hitchcock (ORIA)
- **DES Agency Presentation - Moving from Event Driven Outreach Programming to a Results Approach based on Marketing Principles:** Kari Qvigstad (DES)
- **Lean Page Updates** – Edmon Lee (LCB)
- **Calendar of Events & SBG Links Referral Analytics Updates:** Rachael Lindstedt (ORIA)
- **Web Traffic Report – Small Business Guide:** Margeret Warner (ORIA)
- **Subject Matter Experts – Small Business Guide – Update:** Brittany Wilson (ORIA)
- **What's new with the Work Plan, Meeting Speakers, and Outreach?:** Scott Hitchcock (ORIA)
- **SBLT Member's Roundtable:** All Members

Welcome and Agenda Overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Scott reviewed the meeting agenda.
 - Grant Pfeifer (ECY) will be talking about recent Ecology customer service.
- **Reminder:** Commerce has a visitor escort policy. Visitors are guests of a Commerce building. After the meeting has been adjourned, ORIA will be escorting the Commerce building.

Department of Enterprise Services Agency Outreach Presentation

Kari Qvigstad, Department of Enterprise Services (DES), Business Development Manager provided DES Agency Outreach Presentation.

- To view the presentation, see: [Creating a Marketing Mindset at Enterprise Services](#)^a
- Kari provided the following handouts:
 - Business Card
 - Save the Date: June 1, 2016 for the Business Partnership Forum
 - Washington's Electronic Business Solution (WEBS) Registration Process
 - [Marketing Mindset – Exec Overview](#)^b
- **Action:** There's a possibility that Kari Qvistad may be able assist ORIA with facilitating outreach discussion on each agency's outreach objectives in relation to DES' efforts. Kari has agreed to follow-up on this request.
- **Action:** Servando will send the presentation to post on SBLT website to Rachael Lindstedt.
- **Reminder:** The [Business Partnership Forum](#)^c will be held June 1, 2016. It's not too late to join as a sponsor.
- **Action:** [WEBS handout](#)^d (reference sheet for webs) - Kari will send document to Patrick Reed to distribute to the Office of the Secretary of State.

Calendar of Events & SBG Web Referral Analytics

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Rachael presented the Calendar of Events for Small Businesses:
 - For the month of May there were five events listed.
 - **Action:** Rachael will send Patrick Reed (SOS) a reminder to send dates for Secretary of State workshops.
- Scott Hitchcock (ORIA) presented on the [SBG Web Referral Analytics](#)^e Report for the time period of January 1, 2016 to March 31, 2016.
- **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](#)^f 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

Margeret Warner, Office for Regulatory Innovation and Assistance

- Presented the [Web Traffic Report](#)^g for January 1, 2016 to March 31, 2016:
 - 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 February 1, 2016 to April 30, 2016.
- Next month's quarterly web traffic report will include the SBG agency referral links analytics.

Small Business Guide - Subject Matter Experts

Brittany Wilson, Office for Regulatory Innovation and Assistance

- Requesting agencies help in updating the Small Business Guide – will send the guide and request feedback.
- Brittany reviewed the guide and will send the spreadsheet with chapter information to SBLT members.
- **Action:** Brittany will send the Subject Matter Experts (SME) spreadsheet with information for each agency to complete. Having the SME spreadsheet will allow a quicker review and quarterly update of the Small Business guide.

What's new with the Work Plan, Meeting Speakers, and Outreach?

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Scott presented the new SBLT Work Plan format – an electronic Kanban.
- ORIA will be updating the work plan monthly and providing updates to the SBLT.
- Visit: https://www.ezview.wa.gov/site/alias_1729/36811/default.aspx, to view the workplan.

Hold June or August SBLT Meeting at South Puget Sound Community College – Lacey Campus

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Celia invited us to her new place at the South Puget Sound Community College – Lacey Campus
 - Patrick Reed tentatively agreed to speak at the August 25 SBLT meeting.
- **Action:** There was an agreement from the SBLT to have the August 25 SBLT meeting at Celia's new place.

Small Business Guide & Washington BusinessHub - Updates

Elizabeth Wheat, Rhonda Pilodori, & Mark Bailey, Washington Technology Solutions

- Rhonda Polidori, Product Owner, provided agency update and presentation on BusinessHub from the last meeting.
 - This is Rhonda's second month as a Product Owner.
 - Mark Bailey is the new Product Engineer. He is from Connecticut and is working full-time from Seattle.
 - Alexia Salone is the QA Engineer and Elizabeth Wheat is the Project Director.
 - Discussed the process called storing mapping.
- See [BusinessHub presentation](#)^h (Provides updates on work underway and current status on the Small Business Guide content)
 - Mark Bailey presented the new BusinessHub website with the new look and request for assistance. Website update just completed last week. Version 2 of the BusinessHub will be released in June.
 - **Action:** Mark and Patrick will be connecting to learn who should be receiving the contact information from the request for assistance. Currently information is sent to the Department of Commerce to field the questions and SBLT would like to know how customers would know where their contact information is going.
 - If your agency is interested in receiving customer contact information, please contact Elizabeth Wheat (WaTech) at Elizabeth.Wheat@watech.wa.gov or 360-407-8698.
 - **Objective:** The legislature gave the BusinessHub a set of benchmarks they were supposed to use. Last fall they met on benchmarks where the question became "how can the BusinessHub serve customers better?" Customers weren't getting their questions answered like they were on the Small Business Guide. The BusinessHub will be a highly searchable version of the SBG – it's the best for the state internally – and it's already set-up, makes sense, and well mediated.
 - **Action:** Rhonda Polidori (WaTech) and Kim Johnson (DOR-BLS) need to stay connected to make sure the Department of Revenue's (DOR) links are updated when they go live on June 6th.

SBLT Members' Roundtable

All SBLT Members

- Did not have time to discuss the SBLT Members' Roundtable agenda item.
- **Action:** Did not have enough time to discuss Grant Pfeifer's (ECY) agenda item on "Recent Ecology Customer Service" so it will be added to next month's agenda.
- Scott adjourned the meeting.

Referenced Hyperlinks

- a **Creating a Marketing Mindset at Enterprise Services:**
https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/Creating a Marketing Mindset at Enterprise Services 04 28 16.pdf
- b **Marketing Mindset – Exec Overview:**
https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/Marketing%20%20Mindset%20-%20Exec%20Overview.pdf
- c **Business Partnership Forum:**
<http://www.oria.wa.gov/DesktopModules/CalendarEvents/EventView.aspx?tabID=734&alias=oria&mid=3252&ItemID=66>
- d **WEBS handout:**
https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/WEBS Vendors Fact Sheet v1 .pdf
- e **Small Business Guide Referral Analytics:**
https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/Small%20Business%20Guide%20Referrals.pdf
- f **Small Business Events Calendar:** <http://www.oria.wa.gov/BizEvents>
- g **Web Traffic Report:**
https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/SBG%20Analytics%201-1-2016%20-%2031-2016.pdf
- h **Business Hub presentation:**
https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/BizHub Presentation SBLT.pdf