

## SBLT Meeting 6-26-14

### Attendees

Rachael Lindstedt, Office for Regulatory Innovation and Assistance  
Max Pham, Office of the Chief Information Officer  
Linda Alongi, Department of Commerce  
Ben Vaught, Office of the Chief Information Officer  
Joseph Ringold, Office for Regulatory Innovation and Assistance  
Celia Nightingale, Department of Labor and Industries  
Patrick Reed, Office of the Secretary of State  
Sharon Wong, Office for Regulatory Innovation and Assistance  
Scott Hitchcock, Office for Regulatory Innovation and Assistance  
Kim Eastman, Department of Revenue/ Business Licensing Services  
Peter Beaton, Department of Health  
Elizabeth (Conference Call) Department of Agriculture  
Servando Patlan (Conference Call), Department of Enterprise Services  
Edmon Lee, Liquor Control Board  
Kirsta Glenn, Department of Labor and Industries  
Grant Pfeifer, (Conference Call) Department of Ecology  
Nancy Skewis, (Conference Call) Department of Licensing

### WABOS/ Small Business Guide Ben Vaught

- Converting Small Biz guide to HTML/ WABOS
  - Interviews with Businesses came back and they frequently stated that they wanted an HTML guide.
  - Many go to Google first, not agency, and HTML guide would make it easier to search in Google.
- Scott Hitchcock: SBLT can review process before it goes live and get edits
- Ben Vaught: We want to preserve print pdf. We will need to change graphic design.
  - Contributors can add translated pages.
- Peter Beaton: Will guide continue to have contacts and resources?
  - Scott: Yes, and in addition to that, there are mouse tracking analytics to look into user behavior.
- Ben: We are also experimenting with pop up, just in time information.
  - Scott: There are also ways to incorporate tools from Excel and to maintain files in one place and distribute in different formats.
- **WABOS Process**

- Ben: the first part from April- August was the customer research period, and we are now at “Halftime”
  - Many insights understood from interviews already.
  - Attempting to generate “prototype” Ideas.
    - Having two work sessions next weeks with insights and prototyping ideas
    - After this, will take prototypes into field for testing with the second part of the project
    - This will include an analysis of the feasibility, viability and desirability
  - Workshop time not yet set
    - Will likely interview frontline state workers with business facing contacts as a last component of the interview.

#### **HB2192: Scott Hitchcock**

- Collecting permitting processing time from agencies as well as information on availability of health.
  - Kim Eastman: DOR was required to do this previously... we should share information
  - Nancy : DOR was required to do this for licensing and permits, and not just permits. Not exactly the same.

#### **Leading Indicators in Results Washington: Kirsta Glen, Cecelia Nightingale**

- LNI coordinates participation in Results Washington
  - Director placed for each indicator
  - Increase in gross business income for small business
  - Increase in number of small business, increase in number of total small businesses
    - Small business employment has increased less than the rest of the economy
- Categories of state impact on Results Washington Goals to increase Small Business Growth
  - Input: Direct Provision from state agencies
  - Ease: Ways in which state agencies can facilitate small business
  - Sales: Encourage Sales of Washington Goods
  - Distributed chart with work being done in agencies color coded with various categories
- Servando Patlan mentioned that things are being done not on the list, and asked if it could be distributed to him.

#### **Round table of agency efforts to assist Small business**

- Each person discussed their agency’s work to assist small businesses in the state.
  - Cynthia: Labor and industries we bring in phone calls of Small businesses and service them
  - Patrick Reid, Secretary of State: manage business risk with incorporation in the laws and courts. 72% of business filings are LLCs.

- Ben Vaught, OCIO Not a part of SBLT, but asking how much time businesses are spending with the state for regulatory purposes. Also working on making it easy for state to hire startups.
- Peter Beaton, Department of Health: Businesses that he works with indicate that each strategy of businesses working with the state is completely different.
- Edmond Lee, Liquor Control Board: handle small business interests through liquor licensing and facilitating between stakeholders.
- Kim Eastmain, Department of Licensing: staff 5-6 contacts to address questions on opening a business. Handle the licensing side of small business concern.
- Servando Patlan, Department of Enterprise Services: Focused on helping small businesses with state contracting/ subcontracting, partnering with OMWBE. Assist with smaller, high risk businesses and with dept of Financial institutions to transfer risk in contracting.
- Nancy Skewis, Department of Licensing: Spend small percent of time with Small Business issues. When questions cross program lines, they coordinate that.
- Grant Pfeifer, Department of Ecology: Coach within and without the agency impact of cumulative regulations on Small Businesses.
- Linda, Department of Commerce: Liaises with County development agents to assist small businesses.

#### **Miscellaneous**

- July's meeting will be the last week in the Commerce Department Space. August will be 3<sup>rd</sup> Thursday of the month

