

Small Business Liaison Meeting 3/27/14

- 1) Introduction of Jackie Bayne at WDSOT, and Rachael Lindstedt by Sharon Wong
 - a) Sharon introduced and thanked Jackie and Servando for assistance at regional contractors forum
 - b) Rachael introduced herself
- 2) OCIO WABOS update, Ben Vaught
 - a) Obtained all 700K from legislature
 - b) Demonstrated slide articulating needs that was compelling to Senator Andy Hill
 - i) Single Business access point for State of Washington
 - (1) Attempts to respect Agency Boundaries
 - ii) Customer research
 - (1) Requirement for information from talking to businesses
 - (2) Should reveal if the lack of connections with local departments jurisdictions complicates usefulness
 - iii) Web Portal
 - (1) Overlaps with Customer research, and includes overhaul of Biz.wa.gov
 - iv) Integrated system increments
 - (1) Customer research informs this
 - (2) Could include file cabinet for keeping priorities
 - v) Prep for 15-17 Biennium, informing next ask from legislature.
 - c) Questions:
 - i) Servando Patlan: does this address contracting with the State? Ben: Regulatory side is primary focus
 - ii) Peter Beaton: Has there been any sharing with other states' portals? Ben: three categories of other states versions: Aging portals, Modern portals contracting with private provider NIC, and non NIC portals. NIC not likely to happen here, so we are learning with other states who do it on their own, but there are sometimes superficial integration
 - iii) Celia Nightingale: Agencies notice pinch points business might not. Will these be included? Ben: We look at this as information businesses need to know.
 - iv) Servando Patlan: No current ID methods for businesses create a hard time consolidating records among agencies to create data standards.
 - v) Janet Shimabukuro: Does file cabinet require single access WA? Ben: Probably email based file cabinet with calendar. Cities/ county could have widget on cabinet
 - vi) Servando Patlan: interested in creating Enterprise architecture standards and requiring agency compliance. Ben: Ideally this will be attractive enough product to create voluntary use.
 - d) Customer Research
 - i) Working with Lean Consulting LIFFFT
 - ii) Replicates process for Nordstrom reaching out to millennials, where iterative process has participants interview customers and develop products based on that, replicate.
 - iii) Servando: How will questions focus on narrow scope of regulatory/bidding/etc. Ben: they might just focus on business licensing.

- iv) Rachael: will there be just generalized questions? Ben, they will attempt to strike balance
 - v) Sharon: in interest of time, what can agencies and representatives here do to help? Ben: Lean structure will be formed by next month, we'd like participation of frontline staff.
- 3) Sharon: Went over options for workplan suggestions, preferably with focus on those yielding tangible effects for businesses
- a) Read through of suggestions, discussion of items that were actionable
 - i) Celia Suggested that Paul Douglas with OCIO office had much of Small business guide already converted to HTML
 - (1) Servando: is that still used? Sharon Wong: we had 52, 000 hits. Patrick: How does this connect with WABOS? Sharon: that started as part of small business guide. Ben Vaughn: Always inks in translating. Servando: translation is crucial component to HTML conversion. Cecelia volunteered Brittney for assistance on this, since she had worked on updates.
 - ii) Celia suggested that we add agency suggestions for making life easier for businesses with results WA. Send reminders to agencies for bullets from agencies on suggestions. Edmon Lee volunteered to facilitate
 - iii) Sharon, In future, we will use Easy View as display for FYIS
 - iv) Joseph Ringold: Are regulatory improvements survey useful?
- 4) Sharon: Have thoughts for tangible improvement
- 5) Patrick Reed: Conversion bill passed. 5999 allowing corp and LLC to convert from one to another without re registering