Meeting Notes
SBLT March Meeting
Thursday, March 26, 2015, 1:00-2:30 p.m.

Please send corrections, edits, or additional information to Rachael.Lindstedt@gov.wa.gov

Location  Columbia River Room, Department of Commerce Building
Purpose  OCIO updates; webinar training information and debrief of February 26 presentation
Attendees  Linda Alongi • Jeff Baughman • Kari Gilje • Scott Hitchcock • Edmon Lee • Rachael Lindstedt • Ni McMullin • Celia Nightingale • Servando Patlan • Grant Pfeifer • Patrick Reed • Debbie Robinson • Kim Sauer • Janet Shimabukuro • Nancy Skewis • Rick Stedman • Ben Vaught • Una Wiley • Sharon Wong

Agenda Highlights
• OCIO Update to SBLT Team: Ben Vaught
• Webinar Training Information: Rick Stedman
• Presentations – What our agency is now doing for the Hispanic Community and other minority communities: Rick Stedman, Patrick Reed and Kim Sauer
• Debrief of February 26 Presentation

OCIO Update to SBLT Team

Ben Vaught, Office of the Chief Information Officer

Presented the new site:
• No longer “one-stop” – now WABizHub
• SBLT members can currently access the test site by visiting: wa-nli.webflow.io
• Surveyed business owners on previous version of the website and 200 people responded: results showed that the titles for each subject were too much the same
• At this time only five state agencies show up when searching for information

Future plans for the site include:
• Personalized content
• Small Business Guide prominently displayed
• Federal agency or agencies that provide assistance to small business (SBA, SBDC, SCORE, etc.)
• Translated versions of the website

Ben requested SBLT members view the site and complete the survey – this will help refine the architecture of the new website.
Webinar Training Information

Rick Stedman, Department of Revenue

- Agencies must have an account with WebEx to do Webinars (DES)
  - Webex allows up to 300 attendees, but average size has been around 36 attendees
  - CTS website shows prices for using Webex
- Department of Revenue has done 10 webinars so far this year
  - Offering new businesses tax information and CPE credits for completing a course
  - No recording of the webinars due to legal concerns
  - Next training is April 21 (10-11 am)
- Provided a handout which shows the equipment needs
  - DOR has a little studio, but is not required
  - Recommended putting on some music and using a cell phone to track time
  - Hour seems to be the best time frame, for more comprehensive trainings they recommend breaking up the training
- Sharon: envisioned an interactive experience or open forum for the SBLT meetings– how would this work?
  - Kari: IRS has done a Webex like this in the past; we can do multiple cameras which switch between the speakers; recommend limiting presenters to 1-2
  - Servando: has participated in the Spanish radio; states round robin works very well
  - Scott: recommended using pictures instead of video
- Sharon: we need to look at the feasibility of Webex and if this doesn’t work explore other options. We want to give Small Business Owners more access to the SBLT members.
  - Set up a SBLT e-mail? No need, help@oria.wa.gov could work just as well
  - Workgroup? Scott (Lead), Janet and Nancy

Presentations – What our agency is now doing for minority communities

Rick Stedman, Department of Revenue

- Spanish translation of the business license application – only available in-person at this time – availability of document reduced the time it took to assist customers

Kim Sauer, Liquor Control Board

- She manages the responsible vendor program and is fluent in Korean
- Her program developed a packet of information translated into Korean for small business owners to educate them on the laws around selling to minors
- They have done a lot of outreach activities and have offered online and mobile training programs for business owners
- Met with Chinese Chamber of Commerce to introduce program

http://www.oria.wa.gov  (360) 725-0628  (800) 917-0043  help@oria.wa.gov
• SBLT members are more than welcome to attend and present during events

Patrick Reed, Secretary of State
• No real robust program - has participated in WLABO (Spanish radio) and Puget Sound Hispanic Chamber of Commerce

Debrief of February 26 Presentation
Sharon: What were your thoughts/concerns regarding the February 26 presentation?
• Provided a lot of problems, but did not recommend any solutions – did not feel like constructive criticism
• Spoke a lot about the survey, but didn’t present the survey
• A lot of broad/harsh statements
• Some concerns on the size of the survey: only 46 people interviewed
• Brought into focus that the state is still in the very beginning stages of dealing with the issues of the such a diverse culture and the need to work harder to bridge the gap