

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

- 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