

Meeting Notes

Small Business Liaison Team (SBLT)

Thursday, July 28, 2016 1:00-2:30 pm

Please send corrections, edits or additional information to help@oria.wa.gov.

Location	Columbia Room, Department of Commerce Building
Purpose	Calendar of Events update and Quarterly Web Traffic reports; Small Business Guide & Washington BusinessHub Update; Seattle Restaurant Success Update; Secretary of State – Agency Updates
Attendees	<ul style="list-style-type: none">• Linda Alongi • Jeff Baughman • Doug Cheney • Lawrence Coleman • Kari Gilje •• Scott Hitchcock • Kim Johnson • Edmon Lee • Rachael Lindstedt • Eric Moss •• Servando Patlan • Grant Pfeifer • Rhonda Polidori • Patrick Reed •• Nancy Skewis • Jovi Swanson • Jennifer Tam • Margeret Warner • Una Wiley •

Agenda Highlights

- **Welcome and Agenda Overview:** Scott Hitchcock, ORIA
- **Calendar of Events & Web Traffic Report:** Rachael Lindstedt, ORIA
- **Small Business Guide & Washington BusinessHub – Update:** Rhonda Polidori, WaTech
- **Agency Presentation – Secretary of State:** Patrick Reed, SOS
- **Seattle Restaurant Success Update:** Jennifer Tam, SRS
- **SBLT Member's Roundtable:** All Members

Welcome and Agenda Overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Quick overview of the agenda – Introductions
- ORIA will be coordinating information requests for updates on SBG and Commerce
- **Reminder:** The August 25th SBLT meeting will be held Celia Nightingale's Office located at the Center for Business & Innovation: 665 Woodland Square Loop, SE, Lacey WA 98503.

Calendar of Events – Updates to the calendar

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented on the Calendar of Events for Small Businesses.
- For the month of August, there are no events listed.
- Scott, ORIA: WaTech has discussed creating a calendar of events for Small Businesses. Is this something the Small Business Liaison Team would be interested in maintaining?
 - Lawrence, OMWBE: Our office would be willing to support the effort to maintain a calendar of events for small businesses. Our agency focuses on connecting small

minority businesses with training and events. Information is posted on our website, but we are always looking for ways to make it more visible or improve on it.

- **Action:** Scott will provide feedback to WaTech.
- **Recommendation:** WaTech take lead on creating a Master Calendar of Events for Small Businesses, by:
 - Reviewing agency websites to determine what calendars are available,
 - Surveying agencies to determine willingness to be involved in maintaining a master calendar.
- **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^a](#) 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

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented the [Web Traffic Report^b](#) for April 1, 2016 to June 30, 2016:
 - Small Business Guide agency referrals;
 - 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 May 1, 2016 to July 31, 2016.
- Edmon, LCB: Geographic data? Interested to know if there is an uptick in requests for the Small Business Guide in Eastern Washington.
 - **Action:** ORIA will look into pulling a report which includes the geographical location of the customers visiting the website.

Small Business Guide and Washington BusinessHub Update

Rhonda Polidori, WaTech

- UBI Summit: Success!
 - Good feedback from the survey
 - Great Presentations
 - 45 people attended
 - Learned a lot from the summit
- Usability Studies: In refinement phase
 - Working on a template for changes;

- Reordering menu structure to match Small Business Guide and include the link to the pdfs;
- Changing contrast colors of the Small Business Guide for ADA compliance;
- A/B testing:
 - Feedback banner to go live tomorrow (July 29, 2016) which will link to a customer survey on the content of the Small Business Guide
 - Working on redirects;
 - Reordering contact pages;
 - Working on a way to add the Loan section to the BusinessHub website;
- Received some feedback from agencies.
 - LNI requests adding injured workers information to the Small Business Guide
 - SBLT – Some concerns regarding the length of the guide. Original purpose was to consolidate information for starting and running a business in Washington not provide a Small Business Manual.
 - **Agreement:** Allow the Small Business Guide to become a comprehensive manual and utilize the Business Road Map as a quick checklist.
 - **Action:** Scott will contacting Janet, DOR to explore the possibilities of updating Business Road Map it to be more of a quick checklist. Road Map will be integrated with the Small Business Guide.
 - **Recommendation:** Add language in the Small Business Guide informing customers that the Secretary of State can only accept forms in English (per statute).

Seattle Restaurant Success Update

Jennifer Tam, Seattle Restaurant Success

- The Small Business Guide is the most downloaded guide on our [website^c](#);
- Rose & Kayla, LNI; Kim, BLS; and Edmon, LCB have been very helpful along with the other Small Business Liaisons (the SBLT list included on their FAQ page)
- Almost two years since program started and 7,600 people have visited their website (including 20-25 restaurant owners and mobile food trucks)
- Working with Language Line to provide translation services for owners wanting to expand in Seattle:
 - Spanish, Chinese and English are the top three language requests; researching other languages for translation

Agency Updates – Secretary of State

Patrick Reed, Secretary of State

- Presented [Power Point Presentation^d](#)

- SB5030: Internal Law biggest impact
- SB 5387: model act law that 27 other states have already adopted and we customized it for our purpose
 - Hub and spoke model – all follow the same process for filing – unifies the process – all the files the same way (LLC, Corp, etc.)
 - One registration for all foreign businesses instead of multiple
- Commercial Registered Agents: provides a physical address for businesses for paperwork (PO Box is not allowed) individual or business can provide this service (they are legally responsible for the documents). They are not required to be registered, but makes it easier to make changes as needed
- Designation of Registered Agent: Option to name a position or office for registered agent instead of an individual (huge deal)
- Annual Report and Amended Annual Report: Domestic and Foreign entities now file the same report type
- Lot of changes in the terminology. We are now using the same terminology used by other states.
- Titles and addresses of governors are no longer required, just a list of names
 - Domestic profit corporation requires an address still – legal community wants the information
- Changes in the dissolution times from 60 to 120 days (domestic) to correct missed filings; no changes to foreign entities
- RCW 23.95 – HUB law (repeal and replace)
- RCW 25.15 – LLC statute – lots of changes to liabilities
- **Action:** Patrick, SOS will provide updates to the Small Business Guide as resources become available - they are not major changes.

SBLT Members' Roundtable

All SBLT Members

- **Recommendation:** Update the Small Business Liaison list with new pictures and reformat for ease of use.
- Patrick, SOS: Our office has received a lot of merges and conversions recently (including out of state business).
- Kim, BLS: We will send a reminder soon on HB 1403

Referenced Hyperlinks

- a **Small Business Events Calendar:** <http://www.oria.wa.gov/BizEvents>
- b **Web Traffic Report:**
[https://www.ezview.wa.gov/Portals/1729/Documents/Presentations/WebSite%20Analytics%20-%20SBLT%20Report%20\(Apr-Jun%202016\)%20\(2\).pdf](https://www.ezview.wa.gov/Portals/1729/Documents/Presentations/WebSite%20Analytics%20-%20SBLT%20Report%20(Apr-Jun%202016)%20(2).pdf)
- c **website:** <http://www.growseattle.com/restaurant>
- d **Power Point Presentation:**
<https://www.ezview.wa.gov/Portals/1729/Documents/Presentations/SBLTHUBSummary0716.pdf>