

Meeting Notes

Small Business Liaison Team (SBLT)

Thursday, February 25, 2016 1:00-2:30 pm

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

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| Location | Sunrise Room, Department of Commerce Building |
| Purpose | Calendar of Events – Updates to the Calendar; Web Traffic Report, Washington Department of Transportation – Office of Equal Opportunity – Agency Update; 2015 SBLT Annual Report; Continue 2016 SBLT Planning; and SBLT Member's Roundtable |
| Attendees | • Kelly Craig • Jeff Baughman • Lawrence Coleman • Rose Gundersen • Scott Hitchcock • Kim Johnson • Edmon Lee • Rachael Lindstedt • Margeret Musser • Servando Patlan • Patrick Reed • Nancy Skewis • Brittany Wilson • Elizabeth Wheat • Jovi Swanson • |

Agenda Highlights

- **Welcome and Agenda Overview:** Scott Hitchcock
- **Calendar of Events – Updates to the Calendar:** Rachael Lindstedt
- **Web Traffic Report:** Margeret Musser
- **2015 SBLT Annual Report:** Margeret Musser
- **2016 Planning – Continue Planning for SBLT in 2016:** Scott Hitchcock
- **SBLT Member's Roundtable:** All Members

Welcome and Agenda Overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Scott Hitchcock, ORIA, introduced new Interim Deputy Director for ORIA, Kelly Craig.
- Elizabeth Wheat, WaTech, requested adding the following agenda item to today's meeting: "BusinessHub & Results of the Small Business Guide Testing".
- Scott reviewed the meeting agenda.
- Small Business Liaison Team Members provided roundtable introductions.
 - New SBLT Member: Jovi Swanson from the Department of Health was welcomed to the team (*replacement for Peter Beaton from the Department of Health*).
- **Action:** SBLT Members – Reminder to submit quarterly updates for the Small Business Guide Update.
- Scott discussed House Bills related to ORIA and their current status.

- Lawrence Coleman, OMWBE, provided update on new Director for OMWBE, Teresa Berntsen.

Calendar of Events – Updates to the calendar

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Rachael reviewed the Calendar of Events for Small Businesses.
- For the month of March, there are two events listed on the 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](#)¹ 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

Margaret Musser, Office for Regulatory Innovation and Assistance

- Presented the Web Traffic Report² for Nov. 1, 2015 to Jan. 31, 2016:
 - Small Business HTML;
 - Small Business Guide PDF downloads; and
 - Calendar of Events
- A quarterly web traffic report will be presented to the Small Business Liaison Team each month; next month's report will include data from Dec. 1, 2015 to Feb. 29, 2016.
- There was discussion on how long people are staying at various sites and heat map technology. Even with Google, you don't really know if the session stayed up and someone went to lunch.
- **Suggestion:** As the SBLT looks at the Small Business Guide hosted at BusinessHub, WaTech can provide us with heat map (tracking mouse movements) analytics.

2015 SBLT Annual Report

Margaret Musser, Office for Regulatory Innovation and Assistance

- We are almost done with the report and plan to send it out next week.
- SBLT agreed to have the 2015 SBLT annual report sent directly to SBLT members with a cover letter from Jesus Sanchez, ORIA Director. Agencies have the option of forwarding the annual reports to supervisors or upper management.

Washington Department of Transportation (WSDOT) – Office of Equal Opportunity – Agency Updates

Dennis Worrell, Washington Department of Transportation (WSDOT)

- Dennis was unable to attend the SBLT meeting. Will be attending the March 24th SBLT meeting.

2016 Planning – What's next for SBLT in 2016

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- SBLT discussed and brainstormed additional Work Plan Items – see attached document.
- **Next steps:** Scott: will send draft Work Plan to the SBLT Members for another opportunity to provide feedback.
- **Action:** Servando: Send link / Flyer on the [Business Partnership Forum](#)³ to the SBLT members. The Business Partnership Forum will be held on June 1, 2016, at the Greater Tacoma Convention & Trade Center.
- We can obtain a baseline by measuring for the Business Calendar Events, based on our participation based on multi-agency participation.
- **Action:** Brittany: Look-up past documents on the Small Business Round Tables that were conducted with Karen Pemerl on this and send to SBLT.
- The Secretary of State will be conducting a UBI Business Forum the 3rd week of July.
- Action: Each SBLT member send website location of the Small Business Guide to help@ORIA.wa.gov

BusinessHub & Results of the Small Business Guide Testing

Elizabeth Wheat, WaTech

- Elizabeth Wheat Provided BusinessHub history and context:
 - 1st biennium – BusinessHub began launch
 - Currently, has a prototype, which is to take the Small Business Guide and serve it via the data sharing agreement
- ORIA and the BusinessHub are working together to make the transition happen on the content of the Small Business Guide to go into the BusinessHub
- Because of the technical expertise at BusinessHub – this could be a location of the tax table that Rose Gundersen described – a tax table (one page cheat for UBI Taxes for Employers) to make it easier for customers to navigate through the tax system.
- The updated information in the Small Business Guide will be used for the BusinessHub.

SBLT Members' Roundtable

All SBLT Members

- Did not have time to have a SBLT Member's Roundtable.

Referenced Hyperlinks

¹ **Small Business Events Calendar:**

<http://www.oria.wa.gov/BizEvents>

² **Web Traffic Report:**

https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/SBG%20Analytics%2011-1-15%20-%201-31-16.pdf

³ **Business Partnership Forum:**

<http://www.des.wa.gov/services/ContractingPurchasing/Events/Pages/BPF.aspx>