

Meeting Notes

Small Business Liaison Team (SBLT)

Thursday, March 24, 2016 1:00-2:30 pm

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

Location	Sunrise Room, Department of Commerce Building
Purpose	Calendar of Events update and Quarterly SBG Web Traffic reports; 2015 SBLT Annual Report and 2016 Work Plan; and Program Updates for the Center for Business and Innovation;
Attendees	<ul style="list-style-type: none">• Linda Alongi • Doug Cheney • Lawrence Coleman • Kari Gilje • Rose Gundersen •• Scott Hitchcock • Kim Johnson • Edmon Lee • Rachael Lindstedt •• Celia Nightingale • Servando Patlan • Grant Pfeifer • Rhonda Polidori •• Patrick Reed • Nancy Skewis • Jovi Swanson • Peter Vernie • Elizabeth Wheat •• Una Wiley • Brittany Wilson •

Agenda Highlights

- **Welcome and Agenda Overview:** Scott Hitchcock
- **Calendar of Events – Updates to the Calendar:** Rachael Lindstedt
- **Web Traffic Report:** Rachael Lindstedt
- **2015 SBLT Annual Report:** Scott Hitchcock
- **Center for Business and Innovation – Program Updates:** Celia Nightingale
- **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

- Quick overview of the agenda.

Calendar of Events – Updates to the calendar

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Rachael presented the Calendar of Events for Small Businesses.
- For the month of April there is one event listed – the Regional Contracting Forum.
- The [Business Partnership Forum](#)^a in June provides an opportunity for businesses to network with the state:
 - Price is \$70 per person unless DES finds 4-5 sponsors which reduces the price to \$40 per person – lower price generally means more attendees (\$70 = 300 whereas \$40 = 500)

- Tables are available for SBLT members – can use this opportunity to reach out to the community and provide updates as needed because of the captive audience
- Department of Revenue will not be attending, but Department of Veteran's Affairs will – cutoff date for the sponsor or table is March 25, 2016
- Secretary of State has attended in the past and stated they found it to be primarily for established businesses not start-ups; however, DES is trying to reach a wider audience and has adjusted their scope
- **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](#)^b 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](#)^c for December 1, 2015 to February 29, 2016:
 - 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 January 1, 2016 to March 31, 2016.

2015 SBLT Annual Report

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- The purpose of the 2015 SBLT Annual Report is to highlight the activities and results of projects completed by the SBLT members in 2015.
- A copy of the report, along with a cover letter signed by ORIA's director, Jesus Sanchez, was sent to each of the SBLT members so they could distribute the report as they felt necessary
 - Secretary of State indicated they already shared it with their management team
- The report was also posted on the SBLT portal, so others can view it at any time.
- Thank you very much for your contributions!

Center for Business and Innovation – Program Updates

Celia Nightingale, Center for Business and Innovation

- Glad to see everyone. Very happy for the connections with the SBLT members as it helps our customers as well.
- Presented a [PowerPoint presentation](#)^d introducing the Center For Business and Innovation (CBFI):
 - Located in the South Puget Sound Community College (SPSCC) Lacey campus
 - Collaborative effort between Thurston Economic Development Council (TEDC) and SPSCC (no wrong door)
 - Many programs are included in the CBFI (e.g. SCORE, SBDC, WCWB, etc.)
 - SBDC: focuses on established businesses
 - WCWB: focuses on women owned businesses (lower rates of women owned businesses) tend not to ask for help – offers a lot of coaching
 - SCORE: retired business owners offer assistance to startup businesses
 - PTAC: helps businesses find, bid and win government contracts at all levels (for whole state)
 - ❖ Servando, DES: provides critical assistance for successful bids – eastern Washington is hard for outreach, so PTAC is great
 - ❖ Celia, CBFI: PTAC works with OMWBE, WSDOT, and other state agencies to assist businesses with required certifications and licenses – they provide a lot of cross-consulting
 - ❖ Patrick, SOS: soon our office will be meeting with DES regarding SOS registrations and to connect with PTAC director
 - ScaleUp: SBA funded training programs for business owners who want to grow their business (established 2+ years – \$150-500 revenue); only 15 available in the united states (we are the only one in the west)
 - Veteran programming: grants to start business if you are a lacey veteran
 - SPSCC: offers various business-related classes for business owners
 - What else are we missing?
 - brewing and distilling (commerce designated – statewide);
 - exporting – looking for opportunities to improve
 - Partnering with SBLT: working towards strengthening referral system and connecting with businesses to provide assistance before they have to learn the hard way;

- Pain points for businesses?
 - Financial – lots of effort in marketing and little planning in asset spending (i.e. business buys the second truck when they should have spent it on employees)
 - Government – less issues with state agencies more issues with a lack of understand or planning around of possible regulations
- CBFi is not too picky on where people are located; willing to assist anyone who needs help throughout the state
- **Action:** ORIA will work with Celia to see about relocating one of the SBLT meetings to the SPSCC Lacey location and/or setting up a tour of the facility.

2016 Work Plan – What's next for SBLT in 2016

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- **SBLT Portal**
 - Edmon, LCB: recommended either adding new stories of success to the LEAN improvements page on the SBLT portal or adding a link to the ResultsWa page
- **Small Business Guide (SBG)**
 - Recently updated / pdf version. **Action:** Will send guide to Servando, DES, to translate
 - Rose, L&I: reviewed the Chinese translated SBG - easy to understand; also received positive feedback from a SCORE representative who works with Chinese entrepreneurs in the Bellevue Eastside (forwarded to SBLT members)
 - Patrick, SOS: still needs to provide some changes
 - **Action:** Update request will be sent in June; however, will add new information into SBG if provided by SBLT members
 - ORIA is working with WaTech to add small business guide on their website (redirecting)
 - Elizabeth, WaTech: Usability testing resulted with the SBG on top; BizHub is being repurposed to use the information from SBG instead of recreating a new guide; Rhonda, WaTech, is lead for the transition and will provide SBLT members an update on the progress
 - **Action:** ORIA will contact SBLT members to identify the Subject Matter Experts (SME) and which sections pertain to each agency

- **Outreach**
 - SBLT members were encouraged to consider Servando's offer for using the [Business Partnership Forum](#)^a in June as part of the community outreach effort
- **SBLT Meeting Speakers**
 - Servando, DES: recommended inviting chambers to the meetings as they have access to the customers we are trying to reach. Also recommended SBLT members consider developing a marketing plan, mentioned DES has a very good marketing person.
 - **Action:** Servando will reach out to DES marketing person to come and speak to the SBLT during the April meeting;
 - Rose, L&I: recommended inviting trade groups (e.g. retail association, awb, etc.) to come speak to the SBLT. Stated the OSHA trainers at L&I have developed some excellent educational videos; it may benefit the SBLT to hear their experiences with this process.
 - **Action:** Rose will reach out to the trade groups to come and talk to SBLT something this year; will also reach out to the OSHA trainers to come speak to the SBLT during the April meeting.
 - Kim, BLS: will tentatively provide updates to the SBLT during the May meeting
 - Patrick, SOS: will tentatively provide updates to the SBLT during the July meeting
 - As per the work plan, the SBLT would like to hear updates regarding the Manufacturing and Restaurant Success projects. SBLT would also like to hear more about the Small Business Retirement program.
 - **Action:** Linda, COM, will reach out to Cheryl Smith regarding the Restaurant Success / Manufacturing projects and Carolyn McKinnen regarding the Small Business Retirement program to come speak to the SBLT in the fall.

SBLT Members' Roundtable

All SBLT Members

- Patrick, SOS: will soon be providing information regarding updates to the HUB to SBLT agencies

Referenced Hyperlinks

- a **Business Partnership Forum:**
<http://www.oria.wa.gov/DesktopModules/CalendarEvents/EventView.aspx?tabID=734&alias=oria&mid=3252&ItemID=66>
- b **Small Business Events Calendar:** <http://www.oria.wa.gov/BizEvents>
- c **Web Traffic Report:**
https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/SBG%20Analytics%2012-1-15%20-%202-29-16.pdf
- d **PowerPoint presentation:**
https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/Sm%20Business%20Liaison%20Team%203-2016.pdf