

Meeting Notes

Small Business Liaison Team (SBLT)

Thursday, January 25, 2018, 1:30 - 3:00 pm

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

Location Department of Commerce – Town Square, Building 5
Floor 1, Large Room 110, Columbia Room

Purpose Enterprise for Equity and House Bill 1352 Discussion

Attendees

- Shelley Ackroyd • Kathryn Akeah • Linda Alongi • Jeff Baughman •
- Cheryl Brown • Doug Cheney • Rafael Colon • Aaron Everett • Kari Gilje •
- Rose Gundersen • Scott Hitchcock • Kim Johnson • Edmon Lee •
- Rachael Lindstedt • Servando Patlan • Grant Pfeifer • Laura Raymond •
- Patrick Reed • Janet Shimabukuro • Lisa Smith • Jovi Swanson •
- Brittany Wilson •

Agenda Highlights

- **Welcome and Agenda overview**
- **Upcoming Agency Events**
- **Web Traffic Report**
- **Presentation:** Enterprise for Equity
- **House Bill 1352 Discussion**
- **Roundtable**

Welcome and Agenda overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Reviewed agenda and introductions
 - **Laura Raymond, AGR:** The Department of Agriculture “Greenbook” will be updated this year. We would like assistance from the SBLT members in reviewing the information in the guide for accuracy, specifically the sections on licensing, permitting, employees, etc.
 - **Action:** Laura will send info to Brittany to disperse to the team
 - **Rose Gundersen, L&I:** Sent around the [2018 Employer’s Intro to LI Workshop flyer^a](#), which provides a list of over 45 workshops including a few in Spanish.

Upcoming Agency Events

Department of Enterprise Services

- [NIGP Training at Alliance](#)^b: March 15, 2018, Washington State Fairgrounds in Puyallup, two sessions repeated at 8:30 am and 3:00 pm
- [“Our Future Working Together V”](#)^c presented by Puyallup TERO & Juarez Group: March 29, 2018, Emerald Queen Casino in Fife, 9:00 am – 3:00 pm
- DES Partnership Forum in June planning stage

Employment Security Department

- [Get Smart \(Reduce Taxes & Save Money\)](#)^d: February 8, 2018, Worksource Columbia Basin in Kennewick, 1:00 pm – 3:00 pm

Internal Revenue Service

- [Tax Identity Theft Awareness Week](#)^e: January 29 – February 2, 2018, multiple Webinars hosted by the IRS and FTC
- [Protecting Sensitive Business and Customer Data: Practical Identity Safety Practices for Your Business](#)^f: February 1, 2018, Webinar hosted by the IRS and FTC, 1:00 pm

Web Traffic Report

The [Web Traffic Report](#)^g for October 1, 2017 to December 31, 2017, was not presented; however, it is available on the Small Business Liaison Team portal.

Next month's report will include data from November 1, 2017 to January 31, 2018.

Presentations

Introducing Enterprise for Equity

Lisa Smith, Enterprise for Equity

- Roundtable introduction.
- Their statewide association ([WSMA](#)^h) would like more opportunities to speak with the SBLT.
- MicroEnterprise Development Organization
 - Focuses on early start-up businesses and assist until they start growing. They then pass the businesses over to the local Economic Development Council for additional help.
 - Provides business training and technical assistance to microbusinesses (under 5 employees) and low-income individuals (federal poverty level)
 - Free to low-cost business training:
 - ✓ One-day Information Session

- ✓ Two-day Business Readiness Session, whereas four research questions are given to entrepreneurs and they must talk to competitors along with researching permitting, licensing and marketing information
- ✓ Sixty-hour Business Planning Session which results in a business plan (Cash Flow) reviewed by professionals and understanding of the triple bottom line (profitability, environmental and social impact of their business)
- Offers MicroLoans, with collateral, up to \$25k to entrepreneurs who complete the 60-hour training program
- Goal to create hardy, solid, super agile and resilient businesses by:
 - Getting people in touch with the things they are good at and passionate about,
 - Developing a business plan and finding the tripping hazards they need to avoid or mitigate
- Visit: <http://www.enterpriseforequity.org/> for more information.
- **SBLT:** What is the percentage of non-native English speakers registering for the business training program?
 - There are not many non-native English speakers in the area we cover. We generally refer them to [Ventures](#)ⁱ for assistance.
- **SBLT:** How much does the business training program cost?
 - \$3200 per person; however, there are scholarships available through DVR, Workforce and WDVA.
- **SBLT:** How many people do you train each year?
 - Depends on the funding. There are currently five revenue streams: private, fee for service, federal grant, individual major donors and business partners.
 - Generally 3-6 training cohorts a year (10-16 individuals)
- **SBLT:** What is the percentage of success?
 - 65 percent are still in business 3-5 years later
- **SBLT:** Are the trainers certified?
 - No certification; however each trainer is required to have profit master (standard business training), be self-employed, be good at working with adult learners and many years of experience. Many trainers are business and life coaches.
- **SBLT:** Do you accept referrals from other counties or cities within Washington?
 - Yes. We refer them to appropriate contacts within Washington for assistance.

- **Lisa Smith, EE:** we have an incubator farm in Rochester and are currently working with WDVA to help new farmers and previously had an incubator commercial kitchen and currently looking for a new one.

House Bill 1352 Discussion

In December, Kate Kelly (ATG), the author of the Attorney General's response to HB-1352, walked us through the response and recommendations as they relate to the SBLT. Hopefully, you have all had a chance to discuss this internally with your agency leadership and have some ideas to offer on what activities the SBLT might pursue in light of the recommendations.

- **Janet Shimabukuro, DOR**
 - Use Facebook Ads (Small Business Guide) and other social media
 - Taxpayer Advocate Program: how they assist customers with their tax problems provides a good model for L&I
 - Partnering and collaborating with a local chamber of commerce or Centers for Business and Innovation to be involved in more local events
 - Small Business Liaison Team event or Small Business Forum (ORIA lead)
- **Rose Gundersen, L&I**
 - Have a central resource i.e. mimic what is already recommended
 - Expand the information in the Small Business Guide to include what to do when they are in trouble (Currently the guide focuses on start-up businesses)
 - Leverage with business entities, join a chamber and build more relations with the business community
 - Small Business Advisory Committee at a state level to make sure all the right players are at the table
 - **Aaron Everett, ORIA:** This may be difficult as there is not a lot of organization representation for small businesses which is why we go to them rather than have them come to us. It may not be sustainable due to the energy required.
- **Servando Patlan, DES**
 - DES has a contract onboarding program to help new contractors know what is required. They are piloting an online program, but currently they do a sit-down meeting with the potential customer.
 - DES was having issues with the attendance to their contractor forums, so they are taking this year to research and develop a plan to have a better impact and engage with identified communities.
 - One identified issue is the process required to obtain a contract with the state in that they are following the same process (starting and stopping throughout the project) regardless of the business size, which is really difficult for smaller businesses.

- **Grant Pfeifer, ECY**
 - ECY has assistance programs in which they try to be more helpful and less regulatory. Will send information later.
- **Rafael Colon, ESD**
 - Need to do a better job of promoting the SBLT. Perhaps we could do so by leveraging the voice of the governor “it’s time we go to you again”. Be more proactive.
- **Aaron Everett, ORIA:** Would it make sense to convene a director meeting to discuss the bill with the agencies identified?
 - **SBLT:** Yes, that would be very helpful.
- **SBLT:** ORIA’s role could be to facilitate, do the logistical work related to the bill. Agencies could provide the contacts and ORIA would connect them to the appropriate SBLT members.
- **SBLT:** Learn how to do better marketing; create a brand for the SBLT and focus on the whys.

Roundtable

- **Shelley Ackroyd, ESD:** February 21 there is a brown bag lunch hosted by the Worksource Thurston for business owners. They are offering several business friendly workshops during the event.

Referenced Hyperlinks

- a **2018 Employer's Intro to LI Workshop flyer** <http://www.lni.wa.gov/FormPub/Detail.asp?DocID=2538>
- b **NIGP Training at Alliance** <http://www.alliancenorthwest.org/nigp>
- c **"Our Future Working Together V"** <https://www.eventbrite.com/e/our-future-working-together-v-tickets-42950989566>
- d **Get Smart (Reduce Taxes & Save Money)** <https://www.tricitiesbusinessnews.com/tri-cities-event-calendar/#!/event/2018/2/8/get-smart-reduce-taxes-save-money>
- e **Tax Identity Theft Awareness Week** <https://www.consumer.ftc.gov/features/feature-0029-tax-identity-theft-awareness-week>
- f **Protecting Sensitive Business and Customer Data: Practical Identity Safety Practices for Your Business** https://www.ftc.gov/news-events/events-calendar/2018/02/free-tax-idt-awareness-week-webinar-protecting-sensitive?utm_source=taxidta-lp&utm_medium=website&utm_campaign=tax-idt-awareness-2018
- g **Web Traffic Report** [https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSiteAnalytics-SBLT Report \(Oct 2017 - Dec 2017\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSiteAnalytics-SBLTReport(Oct2017-Dec2017).pdf)
- h **WSMA** <http://wamicrobiz.org/>
- i **Ventures** <https://www.venturesnonprofit.org/>