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Location	Department of Commerce – Town Square, Building 5 Floor 1, Large Room 110, Columbia Room
Purpose	SBLT Changing Priorities Discussion
Attendees	<ul style="list-style-type: none">• Shelley Ackroyd • Kathryn Akeah • Linda Alongi • Jeff Baughman •• Cheryl Brown • Doug Cheney • Rafael Colon • Aaron Everett • Megan Fiess •• Kari Gilje • Sonja Gissberg • Rose Gundersen • Janelle Guthrie •• Martha Hankins • Scott Hitchcock • Kim Johnson • Edmon Lee •• Rachael Lindstedt • Servando Patlan • Grant Pfeifer • Laura Raymond •• Patrick Reed • Janet Shimabukuro • Lisa Smith • Jovi Swanson •• Will von Geldern • Jonne Ward • Brittany Wilson •

Agenda Highlights

- **Welcome and Agenda Overview**
- **Upcoming Agency Events**
- **Web Traffic Report**
- **Executive Order 12-01: Updated Stats**
- **SBLT Changing Priorities Discussion**
 - **Group break out session**
- **Roundtable**

Welcome and Agenda overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Reviewed Agenda and introductions
 - **Aaron Everett (ORIA)** thanked the SBLT members for attending today's meeting and reiterated that this was a good time to have a discussion on SBLT renewal, moving forward to strengthen the SBLT outreach. Thanked Rafael and Shelley for their assistance and participation on today's work group discussion event.

Upcoming Agency Events

- [Reboot](#)¹ a Boots to Business class presented by the Small Business Administration on March 26-27 in Tacoma
- [SCORE Local Workshops](#)²:
 - Starting a New Business* – April 4, May 2 and June 6
 - Saving Taxes for Small Businesses* – March 23; April 10, 18 & 25
 - Understanding Financial Statements* – April 19
 - Legal Basics that Small Business Owners Need to Know* – March 23
- [Hospitality Summits](#)³ presented by the Food Services of America on April 4 & 9 and May 8 & 14 in Bellevue, Seattle, Bellingham and Tacoma
- [Washington State Employment Law & HR Conference](#)⁴ presented by the Washington State SHRM on April 20 in Seattle at the Sheraton Hotel.

Web Traffic Report

Office for Regulatory Innovation and Assistance

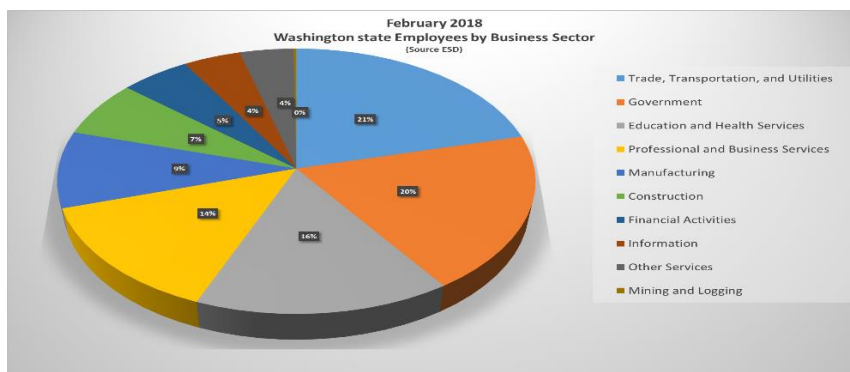
The [Web Traffic Report](#)⁵ for December 1, 2017 thru February 28, 2018, was not presented; however, it is available on the Small Business Liaison Team [portal](#)⁶.

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, 2018 thru March 31, 2018.

Executive Order 12-01: Updated Stats

Rafael Colon, Employment Security Department

Provided an overview of Executive Order 12-01 pertaining to the updated stats and percentages in relation to business types, see chart below:



SBLT Changing Priorities Discussion

Rafael Colon and Shelley Ackroyd, Employment Security Department

Provided information on today's SBLT changing priorities group discussion activities:

1. **MISSION** To listen to businesses then drive action to make it easier to do business in WA State.
2. **GOAL** A primary goal of the SBLT is to have an informed small business community capable of understanding and ultimately complying with state's licensing and regulatory requirements.

Group break out session

Question 1: "What do you think the goal of the SBLT should be?"

Feedback:

- A small business community able to access, understand and comply with.
- Mission and goal are good; coaching clinics for small businesses.
- Initial goal-listen and gather customer data (robust voc program)

Question 2: How do we increase the awareness within the small business community of the SBLT?

Feedback:

- Coordinated social media and online presence.
- Coordinated attendance at events, forums, meetings
- Message – reduce risk increase opportunities.
- Connect to industry trade associations (grocery, restaurant, etc.)
- Webinars and promotion via web sites.
- Outreach to ethnic communities/in-person visits
- Social media/traditional media-share stories and stats.
- Consider industry sector focused approaches (Auto repair, home healthcare, adult family care)
- Deliver what small businesses look for in terms of content, delivery mode and language we use.

Question 3: What do you think the responsibilities of a small business liaison should be?

Feedback:

- Train our organization to think more like businesses; Be customer focused
- Bring information from agency to team and back to agency.
- Share customer feedback/gathering tools and results.
- Relationships and knowledge of other agency small business efforts.

- Cost share opportunities for regulatory costs, e.g. flat or standard fees, that are relatively larger for small businesses.
- Engagement and full participation.
- Help our front line staff in soft skills.
- Greater and more face to face connections.

Question 4: If the SBLT could refocus itself on anything under the sun, what are your agency top 3 priorities for our group?

Technical Assistance

- New creative ways to gather small business feedback.
- Targeted, appropriate and relevant technical assistance to small businesses in many business sectors in regions across the state.

Relationships

- Stakeholder Relations
- Partner with existing networks.
- Association development organizations.
- Workforce development councils.
- Sharing of program information and working together to do cross training.

Liaison

- Budget for liaison.
- Coach local front count staffs.
- Improve liaison functions across agencies for coordination and experience sharing as individual agencies improve their own small business support and interfaces.

Website

- Streamline and clarify a single primary point of entry for small businesses looking for assistance.
- Navigate us.

Business Start-up

- Where to find “I am about to start” customers.
- Focus on common points. What do all business touch at start-up.

Regulatory

- Engage in dialog to include voice of small businesses in regulatory decision making.
- Small businesses are vulnerable and at great risk due to agencies enforcement authority. All agencies follow ESD’s examples to disclose their rights online in user friendly and plain language.
- More regulatory process maps - similar to the Restaurant Success program in Seattle.
- Improve workflow processes.
- Reduce complexity of rules.
- Create a business owner rights to responsibility document.

- Electronic notifications on requirements based on their business activities as listed on their business license application.
- Move compliant small businesses to WA State government small business certification for contract opportunities prime direct, subcontract or sub supplier.

Marketing

- Develop a coordinated marketing plan of the SBLT and what we offer to small businesses.
- Promote and direct small businesses to existing resources, i.e., Small Business Guide.
- SBLT aware of WA State master controls to promote ORIA and agency mission, i.e., Translation on services contacts.

Outreach

- Coordinated outreach and education with selected industries most vulnerable or with most need. Why – discrepancies of requirements between agencies.
- Create positions with bilingual speakers in which they conduct workshops with small business owners.
- Technical assistance.
- Roundtable town hall meetings with businesses.
- Workshops for business owners at Work Source offices.
- Annual small business summit.
- CMS to share events and contacts.
- Combined newsletter.
- Connect Washington small businesses to business outreach at federal, state and local government or non-profit small and diverse business programs.
- Find a forum to asking small business owners what would help most.
- Employer handbook for ESD tax and wage division (completed by July 2018).
- Market Small Business Guide to businesses.
- Raise the profile of small food and farming businesses within this effort and with fellow agencies.
- Facilitated roundtable outreach sessions with small businesses.
- Work closely with your C.I.O – community office.
- Asset mapping.

Roundtable

- **Aaron Everett, ORIA** Recommended continuing to move forward while focusing on highlighted items:
 - ***Is the network the goal? Isn't our work product the network?***
 - Ideas around ***customer experience*** and what small businesses encounter and the advantages of focusing our efforts sector by sector.
 - This will be the first of many conversations on this subject. Thanked everyone for participating.

Referenced Hyperlinks

- 1 **Reboot** <https://sbavets.force.com/s/class/a00t0000004OZ7vAAG/reboot20180326tcc-reboot>
- 2 **SCORE Local Workshops** <https://seattle.score.org/>
- 3 **Hospitality Summits and Washington Employment Law and HR Conference**
<http://www.hospitalitysummit.org/>
- 4 **Washington State Employment Law & HR Conference**
<https://wastatecouncil.shrm.org/2018Conference>
- 5 **Web Traffic Report** [https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSiteAnalytics - SBLT Report \(Dec 2017 - Feb 2018\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSiteAnalytics-SBLTReport(Dec2017-Feb2018).pdf)
- 6 **Portal** https://www.ezview.wa.gov/site/alias_1729/home/34065/home.aspx