Meeting Notes
Small Business Liaison Team (SBLT)
Thursday, April 26, 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
SBLT Changing Priorities Discussion & Check-in

Attendees
• Shelley Ackroyd • Kathyrn Akeah • Desiree Albrecht • Linda Alongi •
• Jeff Baughman • Kayla Burr • Doug Cheney • Rafael Colon • Rose Gundersen •
• Janelle Guthrie • Scott Hitchcock • Kim Johnson • Beth Lehman •
• Rachael Lindstedt • Servando Patlan • Grant Pfeifer • Ryan Ramsdel •
• Patrick Reed • Janet Shimabukuro • Nancy Skewis • Jovi Swanson •
• Will VonGelden • Brittany Wilson •

Agenda Highlights
• Welcome and Agenda Overview
• Upcoming Agency Events
• Web Traffic Report
• Quick Check-in
• SBLT Changing Priorities Discussion

Welcome and Agenda overview
Scott Hitchcock, Office for Regulatory Innovation and Assistance

• Reviewed Agenda and introductions
• Department of Ecology invited Aaron Everett, Director of ORIA to speak to managers regarding customer service
• Layoff Aversion and Other programs presented by the Employment Security Department on June 6 at the Kitsap Conference Center in Bremerton
• Workforce → International state conference on May 17-18
Upcoming Agency Events

- **SCORE Local Workshops**: *Starting a New Business* – May 2 and June 6
- **Hospitality Summits and Washington Employment Law and HR Conference** presented by the Food Services of America on May 8 & 14 in Bellingham and Tacoma
- **The 2018 Business Showcase** presented by the Greater Spokane Valley Chamber of Commerce on May 10 at the Mirabeau Park Hotel in Spokane
- **Small Business Resource Fair** presented by the Greater Vancouver Chamber of Commerce at on May 11 at the Vancouver Community Library in Vancouver

Web Traffic Report

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented the [Web Traffic Report](#) for January 2018 thru March 2018:
  - Small Business Guide HTML
  - Small Business Guide PDF
  - Small Business Guide agency referrals
  - United States and Country page views
- A quarterly web traffic report is presented to the Small Business Liaison Team each month; next month’s report will include data from February 2018 thru April 2018.

Quick Check-in

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Where is the Small Business Guide Link?
  - **Recommendation**: Instead of linking to the pdfs, agencies should link to html version
  - **Recommendation**: SBLT members should research their own websites to determine the location of the SBG link and then have a discussion with the team on making it more consistent
- HB-1352 Recommendation – “What if you’re audited” section
  - We do not have a lot of content, but maybe we can add links and more content on this information
  - Employment Security Department and Department of Revenue both have good information on their website regarding audits
    - **Recommendation**: Should try and standardize this information - perhaps ORIA could bring have a conversation with agency directors
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- New look for the “Road Map” Comments
  - Overall looks great, would need a couple of updates to the links
  - **Recommendations**
    - Reverse color option or reducing the color – could be expensive for small businesses to print.
    - Changing format to more of a checklist of steps rather than the current
  - Business Licensing Service has a checklist (Kim will look into it)

**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.
3. **VISION** Making Washington State the best place to do business.

Mission, Vision and Goal need to be updated to better reflect the role of the Small Business Liaison Team; three teams were formed to wordsmith the statements:

- Mission → Rose Gundersen, Patrick Reed, Edmon Lee and Kim Johnson
- Goal → Scott Hitchcock
- Vision → Small Business Liaison Team (all)

**Recommendation:** For the Mission statement there should be more emphasis on “awareness” and “training”

Each SBLT member identified three priorities for the SBLT to focus on this year. The top 3 identified, were:

- Outreach (9 votes)
- Relationships (6 votes)
- Liaison / Regulatory (5 votes)

**Notes on outreach:**

- Should focus on learning and teaching our agencies how to better explain the reasons “why” the regulations to customers (business owners)
- Outreach plan should incorporate all the categories
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- Identify stakeholders
- Identify focus – are we focusing on the SBLT or is each agency representing themselves?
- Identify what businesses need – start small with organizations that represent businesses such as the chambers

Three teams were formed to work on each priority:

- Outreach → Janet Shimabukuro, Brittany Wilson, Doug Cheney and Rafael Colon
- Relationship → Janelle Guthrie, Shelley Ackroyd, Rafael Colon, and Rose Gundersen
- Liaison / Regulatory → Servando Patlan, Grant Pfeifer, and Jovi Swanson

ORIA will facilitate and offer assistance to each of the teams.
Referenced Hyperlinks

1. SCORE Local Workshops [https://seattle.score.org/](https://seattle.score.org/)