

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 • Kathryn 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](#)¹: *Starting a New Business* – May 2 and June 6
- [Hospitality Summits and Washington Employment Law and HR Conference](#)² presented by the Food Services of America on May 8 & 14 in Bellingham and Tacoma
- [The 2018 Business Showcase](#)³ presented by the Greater Spokane Valley Chamber of Commerce on May 10 at the Mirabeau Park Hotel in Spokane
- [Small Business Resource Fair](#)⁴ 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](#)⁵ 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

- 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

- 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/>
- 2 **Hospitality Summits and Washington Employment Law and HR Conference**
<http://www.hospitalitysummit.org/>
- 3 **The 2018 Business Showcase** <https://spokanevalleychamber.org/the-business-showcase/>
- 4 **Small Business Resource Fair** <http://www.vancouverusa.com/events/details/small-business-resource-fair-16085>
- 5 **Web Traffic Report** [https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSiteAnalytics - SBLT Report \(Jan 2017 - Mar 2018\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSiteAnalytics-SBLTReport(Jan2017-Mar2018).pdf)