Meeting Notes
Small Business Liaison Team (SBLT)
Thursday, December 8, 2016 1:00-2:30 pm

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

<table>
<thead>
<tr>
<th>Location</th>
<th>Department of Commerce Building Columbia Room, Building 5, Floor 1 Conference Room #110</th>
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<tbody>
<tr>
<td>Purpose</td>
<td>SBLT Draft 2016 Annual Report, 2017 Outreach Plan, Business Roadmap – Update, and Thurston County Chamber Outreach Discussion</td>
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<tr>
<td>Attendees</td>
<td>• Linda Alongi • Kayla Burr • Cyal Christmas • Kari Gilje • Rose Gundersen • Scott Hitchcock • Kim Johnson • Rachael Lindstedt • Mary May • Servando Patlan • Janet Shimabukuro • Korey Twombly • Peter Vernie • Margeret Warner • Brittany Wilson • Beth Lehman •</td>
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Agenda Highlights

- Welcome and Agenda Overview
- Calendar of Events & Web Traffic Report
- 2017 Outreach Plan
- Business Roadmap Update – Next steps
- SBLT Draft 2016 Annual Report
- Thurston County Chamber Outreach Discussion

Welcome and Agenda Overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Quick overview of the agenda – Introductions
  - Roadmap: work in progress; currently in Word format, plan to turn into a HTML format and use as a front page of the Small Business Guide.
    - If your agency needs SBG rack cards for upcoming outreach events please send an email to: help@oria.wa.gov.
    - A pdf link of the new rack card is posted on the SBLT portal here. 

http://www.oria.wa.gov   (360) 725-0628   (800) 917-0043   help@oria.wa.gov
Calendar of Events – Updates to the Calendar

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented on the Small Business Events Calendar
  - For the month of November, there was two items listed:
    - North Puget Sound – Small Business Summit
    - Small Business Owner Workshop
  - For the month of December and January, there are no items listed.

  **Action:** Since each agency has their own calendar of events and reduce duplicative work, ORIA will set up a page with a table directing customers to each agency’s events. Additional discussion regarding to use of calendar in 2017.

Web Traffic Report

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented the Web Traffic Report for September 1, 2016 to November 30, 2016:
  - Calendar of Events
  - Small Business Guide agency referrals
  - Small Business Guide HTML
  - Small Business Guide PDF
  - United States and Country pageviews

- A quarterly web traffic report is presented to the Small Business Liaison Team each month; next month’s report will include data from October 1, 2016 to December 31, 2016.

SBLT Draft 2016 Annual Report and Outreach Plan

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Picture of SBLT members for cover: taking a picture today and possibly during the January meeting to use as the cover of the 2016 Annual Report.

- Intent to get draft out to members so they can review and provide recommended changes – used template from last year. Quick review of the sections:
  - Mission Statement, Vision, and list of agencies (same as last year)
  - Background and Purpose Sections - updated (reviewed)
  - Steps to desired outcomes: things SBLT members have worked on this year; ORIA added a graphic depicting the steps SBLT have taking with the desired outcome (vision) in the center
  - Responsibilities of SBLT members (same as last year)
  - Highlights of Accomplishments (updated)
### Agency Presentations
A lot of agency presentations this year.

### Outreach Events
Visuals for the BizFair were added this year.

**Action:** send an e-mail to help@oria.wa.gov if there are any missing events and/or if you wish to provide other visuals for the outreach events.

### Support for other programs
BusinessHub representative, Elizabeth Wheat, will be moving on to DSHS and WaTech is currently looking for a representative. A decision package was submitted.

- Web Analytics will be updated with December time in January 2017.
- The web analytics does not include data from BizHub; however, we could include the referral data if needed/wanted.

**Recommendation:** Need something between business guide html and rack card; something compelling that is inexpensive to print for the non-web enabled business owners.

- Suggestions were made to have rack card in different languages and add information to the rack cards that describes why the Small Business Guide is important for small business owners.

**Recommendation:** Contribute anecdotes on how we (SBLT) have been successful this year in the work we have done - success stories.

### Outreach Survey report results

- Twenty (20) SBLT members responded to the Outreach Survey. Quick review of survey results:

  - **Outreach:** post card – since the SBLT contacts list is so popular, the contacts list could be made into a smaller format
  
  - **Events:** lots of interest; the Small Business Roundtable Forum is already in the works
  
  - **Publications:** lots of interest in one-page cheat sheet; however, not enough members able to help; continue with updating business roadmap; continue with quarterly small business guide lots of interest and available help
  
  - **Speakers:** Business Attorney or CPA and Update from File Local very interested; will start booking next year
  
  - **Written Responses:** thank you very much for your responses and extra comments; will meet in January to strategize how to accomplish outreach plan

- Posted to portal: [2017 Outreach Summary Report Final](#). If you have any questions or comments on the survey results, send an e-mail to: help@oria.wa.gov.

- **Next steps:** Draft a Workplan and assign workgroups to accomplish each of the activities.
Thurston County Chamber Outreach Discussion

Korey Twombly, Thurston County Chamber of Commerce

- What has been discussed, what is the intent? What is the plan?
  - Several members of the SBLT met with Thurston County Chamber of Commerce to determine how best to connect SBLT with business Owners.
    - Thurston County Chamber of Commerce is the 3rd largest chamber of commerce in Washington.
    - The publications developed by Thurston County Chamber of Commerce reaches 2,800 + small business owners.
      - Would like to include important information from SBLT in their publications.
    - Monthly lunchtime forums hosted by Thurston County Chamber of Commerce has between 250-400 attendees.
    - Thurston County Chamber of Commerce is primarily staffed with Small Business Owners and has the ability to disseminate regulatory / licensing requirements more effectively.
      - Thurston County Chamber of Commerce does not have the Small Business Guide, but would like to put a link to the guide on their website.
    - SBLT needs to develop the story of our team; specifically, what do we offer business owners? We need to hear from the community; connect and learn their needs.
  - The Thurston County Chamber of Commerce would like to partner with SBLT and begin roundtable/forums; need to obtain buy-off from chamber members:
    - **Action:** Schedule a “Meet and Greet” (4-5 business owners + interested SBLT members) in late January (3-4th week). Scott will send out Doodle poll to SBLT members and provide information to Korey.
    - Roundtable / forums could occur at the Center for Business and Innovation (CBI); perhaps piggyback on the workshops offered by CBI; maybe even loop Economic Development Council into meetings.
    - If SBLT obtains buyoff, then the SBLT may be added as a program and have 45-minutes during lunch forums to speak to Small Business Owners.
  - Plan to expand to other Chambers of Commerce if pilot partnership is successful.
Referenced Hyperlinks


b. Small Business Events Calendar:  http://www.oria.wa.gov/BizEvents


d. Small Business Owner Workshop:  

e. Web Traffic Report:  

f. 2017 Outreach Summary Report Final:  