

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.

Location	Department of Commerce Building Columbia Room, Building 5, Floor 1 Conference Room #110
Purpose	SBLT Draft 2016 Annual Report, 2017 Outreach Plan, Business Roadmap – Update, and Thurston County Chamber Outreach Discussion
Attendees	• 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 •

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.
 - *Rack Card for Small Business Guide*: Office for Regulatory Innovation and Assistance (ORIA) worked on updating the look and information on the rack card for the Small Business Guide (SBG).
 - 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](#)^a.

Calendar of Events – Updates to the Calendar

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented on the [Small Business Events Calendar](#)^b
 - For the month of November, there was two items listed:
 - [North Puget Sound – Small Business Summit](#)^c
 - [Small Business Owner Workshop](#)^d
 - 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](#)^e 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](#)^f. 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

- a **Small Business Guide Rack Card:**
<https://www.ezview.wa.gov/DesktopModules/Documents2/View.aspx?tabID=34066&alias=1729&mid=64854&ItemID=4501>
- b **Small Business Events Calendar:** <http://www.oria.wa.gov/BizEvents>
- c **North Puget Sound – Small Business Summit:** <http://npssmallbusinesssummit.org/>
- d **Small Business Owner Workshop:**
<http://www.oria.wa.gov/DesktopModules/CalendarEvents/EventView.aspx?tabID=734&alias=oria&mid=3252&ItemID=82>
- e **Web Traffic Report:**
[https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/WebSite%20Analytics%20-%20SBLT%20Report%20\(Sep-Nov%202016\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/WebSite%20Analytics%20-%20SBLT%20Report%20(Sep-Nov%202016).pdf)
- f **2017 Outreach Summary Report Final:**
[https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/2017 Outreach Survey Summary Report Final 12-5-2016.pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/2017%20Outreach%20Survey%20Summary%20Report%20Final%2012-5-2016.pdf)