

Meeting Notes

Small Business Liaison Team (SBLT)

Thursday, May 25, 2017, 1:00-2:30 pm

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

Location	Department of Commerce Building Floor 1, Large Room 110 Columbia Room
Purpose	Presentation: Update on Strategies to Increase State Utilization of Minority, Women and Veteran Owned Businesses
Attendees	• Linda Alongi • Jeff Baughman • Teresa Berntsen • Doug Cheney • • Aaron Everett • Lynn Fetch • Kari Gilje • Rose Gundersen • Scott Hitchcock • • Kim Johnson • Blake Knoblauch • Edmon Lee • Rachael Lindstedt • • Servando Patlan • Grant Pfeifer • Laura Raymond • Nancy Skewis • • Jovi Swanson • Brittany Wilson •

Agenda Highlights

- **Welcome and agenda overview**
 - Upcoming Events
 - Web Traffic Report
- **Presentation:**
 - Update on Strategies to Increase State Utilizations of Minority, Women and Veteran Owned Businesses - OMWBE
- **Future presentation ideas**
- **Roundtable**

Welcome and agenda overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Reviewed agenda and introductions
- **Communication workgroup:** currently working on the roadmap; however, ORIA is updating their website and may request assistance from the webpage consultants on the roadmap blending it in with the changes
- **Events workgroup:** met with the Thurston County Chamber of Commerce at the beginning of this month. Some discussion around doing a combined event in the fall.
 - Celia Nightingale, CB&I, was also at the meeting and indicated their organization is planning an event in November. Possibility of including SBLT in that event.

Upcoming Agency Event

Department of Commerce

- [Business Partnership Forum^a](#): June 1, 2017, Greater Tacoma Convention and Trade Center, 1500 Broadway, Tacoma WA 98402

Department of Commerce

- **The San Juan County Economic Development Council - Annual Economics Luncheon:** June 7, 2017, Friday Harbor
- [Government Contracting Essentials^b](#): June 21, 2017, Seattle;
- [CleanTech Showcase 2017^c](#): June 26, 2017, Seattle
- **NASA Small Business Industry Day:** September 26, 2017, Seattle

Other Events

- **Small Business Forum:** June 6, 2017, Tukwila; see email from Kari Gilje, IRS

Web Traffic Report

Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented the [Web Traffic Report^d](#) for February 1, 2016 to April 30, 2017:
 - Small Business Guide agency referrals
 - Small Business Guide HTML
 - Small Business Guide PDF
 - 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 March 1, 2017 to May 31, 2017.

Presentation

Update on Strategies to Increase State Utilization of Minority, Women and Veteran Owned Businesses

Theresa Berntsen, Office of Minority and Women's Business Enterprises

- Presented PowerPoint and passed out handouts:
 - [OMWBE Presentation to small business liaison team^e](#)
 - [Multi agency fact sheet^f](#)
 - [SBA Reporter article^g](#) – Minority businesses are the fastest growing businesses
- By state law, OMWBE is required to measure and record the number of dollars spent on certified minority businesses by state agencies and educational institutions and provide the percentages to the governor. Goal is to Increase percentage of utilization by:
 - 10% for minority owned businesses

- 6% woman owned businesses
- 5% veteran owned businesses
- OMWBE Certifies:
 - Business is small by the Small Business Administration (SBA) standards which use NAICS codes (\$23.98 million and less a year constitutes a small business)
 - Business is owned and controlled by a person that is socially and economically disadvantaged:
 - Women and minorities are considered socially disadvantaged
 - You are considered economically disadvantaged if you are worth less than \$1.32 million (assets liquidation advantaged)
- Department of Veteran Affairs (DVA) certifies:
 - Business is owned by a veteran or service member
 - Business owners can be certified by both OMWBE and DVA if they meet the requirements for both
- How is Washington doing in regards to reaching our goals?
 - Current combined state (state agency and educational intuitions):
 - 1.65% minority owned certified businesses
 - 1.23% women owned certified businesses
 - 0.26% veteran owned certified businesses
 - If we met our goals then minority, women and veteran owned small businesses would have received \$707.4 million in 2016
- Why isn't Washington meeting its goals?
 - Businesses aren't seeing the benefits to become certified:
 - 500k plus businesses in Washington
 - 90k businesses are minority or women owned businesses
 - 2500 businesses are certified by OMWBE
 - Doing business with the government is very complicated
 - Certification takes too long: 45 days for state and 90 days for federal
 - Restrictions of I-200 (RCW 49.60.400); agencies cannot establish a quota and it's not mandatory
 - There are not enough certified businesses and agencies do not have the right tools, which is a catch 22.
- What is OMWBE doing to help Washington meet the established goals?
 - Business Diversity Subcabinet

- Formed July 2015
- Tasked to develop a strategy to increase small and diverse business participation in Washington state contracting and procurement
- Made up of 13 state agencies (one legal)
- Five areas of focus:
 - Disparity Study
 - hire consultant to gather and analyze data on 33 state agencies and educational institutions
 - Measurement Framework
 - increase number of metrics to measure improvements and
 - increase use and reliability of data
 - Improved OMWBE Framework
 - eliminate regulatory barriers (regulatory reform);
 - improve timelines and
 - innovate application process (online application available Oct 2017)
 - Community of Practice
 - provide tools, guides and best practices for agencies
 - normalize the priority
 - Technical Assistance
 - customize information, assistance and outreach
 - provide consultation to businesses; and
 - create feedback loop for improvement
- Questions/Concerns:
 - **Director** Teresa Berntsen at (360) 664-9757 or teresab@omwbe.wa.gov
 - **Outreach and Education**
 - Lawrence Coleman at (360) 664-9759 or lawrencec@omwbe.wa.gov
 - Gigi Zenk at (360) 664-9769 or gigiz@omwbe.wa.gov

Discussion

- If we encounter a minority or women owned business that is not certified, where should we direct them?
 - See the [Multi agency fact sheet](#) for that information
 - OMWBE is also updating their website for ease of use
- Has there been any thought to working with city or counties that have their own certifications for small businesses?

- Unfortunately it would be very difficult to do this because the state and the local jurisdictions have different criteria and goals
- There is new law on paid time off that will need to be added to the Small Business Guide; we need to make sure that the translations are up to date as well.
 - **Action:** Perhaps other SBLT agencies would help split the cost – we need to start the conversation now

Future presentation ideas

- **June:** Chiropractic firm coming to talk to the team (new business in Olympia)
- **July:** Facebook may be a good tool for advertisement (social media) working with Rose and some consultants in the area to use the social media tools
- **July, August or September:** Small business retirement market place (August / September launch) site demo
- Send an email to scott.hitchcock@gov.wa.gov with a new ideas

Roundtable

- Kari Gilje, IRS: Small business forum is not a small business event; it's for agencies and organizations that help small businesses to network. I will be sending out an invitation for exhibitors next week for Small Business Fair
- ORIA is playing with online chat; sos, oic, dor already have an online chat feature – ours has a toolbar on a page that is more active
 - OIC – has been piloting a chat program for a year; active help sounds like a good idea
- Rose Gundersen, LNI: working on a map of contacts, would like contacts for trade association, accounting groups, chambers, business entity (employer facing organizations)
 - OIC can provide link of list for outreach efforts
 - DES will provide list of community outreach people to rose (community leaders)

Referenced Hyperlinks

- a **Business Partnership Forum**
<http://des.wa.gov/services/contracting-purchasing/contracting-and-purchasing-events/business-partnership-forum>
- b **Government Contracting Essentials**
<https://www.eventbrite.com/e/government-contracting-essentials-tickets-31544588714>
- c **CleanTech Showcase 2017**
<http://www.cleantechalliance.org/events/EventDetails.aspx?id=926107>
- d **Web Traffic Report**
[https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSite%20Analytics%20-%20SBLT%20Report%20\(Feb%202017%20-%20Apr%202017\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSite%20Analytics%20-%20SBLT%20Report%20(Feb%202017%20-%20Apr%202017).pdf)
- e **OMWBE Presentation to small business liaison team**
[https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/OMWBE Presentation to small business liaison team.pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/OMWBE%20Presentation%20to%20small%20business%20liaison%20team.pdf)
- f **Multi agency fact sheet**
[https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/Multi agency fact sheet.pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/Multi%20agency%20fact%20sheet.pdf)
- g **SBA Reporter article**
[https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/SBA Reporter article.pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/SBA%20Reporter%20article.pdf)