

Meeting Notes

Small Business Liaison Team (SBLT)

Thursday, July 27, 2017, 1:00-2:30 pm

Please send corrections, edits or additional information to [help@oria.wa.gov](mailto:help@oria.wa.gov).

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<b>Location</b>	Department of Commerce Building Floor 4, Large Room 407 Sunrise Room
<b>Purpose</b>	Presentations: Using Social Media for Agency Outreach; Ignite Washington – A City by City Digital Equity and Readiness Initiative for Small Businesses; Seattle Restaurant Success Update
<b>Attendees</b>	• Rachael Lindstedt • Scott Hitchcock • Brittany Wilson • Aaron Everett • • Servando Patlan • Robert Nissenbaum • Patrick Reed • Linda Alongi • Kari Gilje • • Gigi Zenk • Kim Johnson • Lynn Fetch • Laura Raymond • Edmon Lee • • Rose Gundersen • Anne Nelson • Chai Dutt • Steve Dunk • Jaquile Ouma •

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## Agenda Highlights

- **Welcome and agenda overview**
  - Upcoming Events
  - Web Traffic Report
- **Presentations:**
  - Using Social Media for Agency Outreach
  - Ignite Washington – A City by City Digital Equity and Readiness Initiative for Small Businesses
  - Seattle Restaurant Success Update
- **Upcoming Agency Events**
- **Roundtable**

## Welcome and agenda overview

Scott Hitchcock, Office for Regulatory Innovation and Assistance

- Reviewed agenda and introductions

## Upcoming Agency Events

### Department of Commerce

- **NASA Small Business Industry Day:** September 26, 2017, Seattle

### Internal Revenue Service

- [Washington Small Business Fair<sup>a</sup>](#): September 30, 2017, Renton
- **Department of Enterprise Services**
  - **The National Center for American Indian Enterprise Development**: September 6, 2017, Tulalip Casino Business Center 8:00 am – Noon
  - **Congressman Adam Smith Annual Procurement Summit**: September 15, 2017, Federal Way Community Center 8:00 am – Noon
  - **Inspire Women's Business Conference**: September 29, 2017, Washington Center for Women in Business (Thurston County Economic Development Council) 8:00 am – 2:00 pm
  - **US Internal Revenue Service**: September 30, 2017, Renton Technical College 8:00 am – 3:00 pm

### Web Traffic Report

#### Rachael Lindstedt, Office for Regulatory Innovation and Assistance

- Presented the [Web Traffic Report<sup>b</sup>](#) for April 1, 2016 to June 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 May 1, 2017 to July 31, 2017.

### Presentations

#### Using Social Media for Agency Outreach

##### Robert Nissenbaum, Tactical Social Media

- Best way to get people to notice your page is to go out and find the business owners, like their page, like or comment on their pictures or posts.
- You can start posting things on your page to gain interest by others but as for advertising these, your best bet would be to start interacting with businesses on your page.
- Make sure the content on your page is valuable to your target audience.
- You are able to do random searches through Facebook just like in Google.
- As for records, Facebook date and time stamps comments. You would want to work with your agency to figure out what would work best for records retention. You could very well print screen and keep it as a record if needed.
- If you want you can do live feed, videos and answer questions on the spot.

- For any further questions, Robert is available.

## **Ignite Washington – A City by City Digital Equity and Readiness Initiative for Small Businesses.**

**Anne Nelson, Commerce and Chai Dutt, IgniteWA**

- Chai gave a presentation on [Digital Equality and Readiness for WA Business<sup>c</sup>](#)

## **Seattle Restaurant Success Update**

**Jennifer Tam, City of Seattle Economic Development Council**

- Things are going good. Working with food trucks and food manufacturing.

## **Roundtable**

- No discussions for roundtable.

## Referenced Hyperlinks

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- a **Washington Small Business Fair**  
<http://www.bizfair.org/>
- b **Web Traffic Report**  
[https://www.ezview.wa.gov/Portals/\\_1729/Documents/Analytics/WebSite%20Analytics%20-%20SBLT%20Report%20\(Apr%202017%20-%20Jun%202017\).pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Analytics/WebSite%20Analytics%20-%20SBLT%20Report%20(Apr%202017%20-%20Jun%202017).pdf)
- c **Digital Equality and Readiness for WA Business**  
[https://www.ezview.wa.gov/Portals/\\_1729/Documents/Presentations/igniteWA - SBLT.pdf](https://www.ezview.wa.gov/Portals/_1729/Documents/Presentations/igniteWA - SBLT.pdf)